

Beauty Business Opening Checklist

Follow our 12 week plan to prepare, plan and structure your beauty business prior to open. You'll find a supplier index attachment for this checklist, which will help point you to industry suppliers for fit outs, branding, marketing, products, machinery, uniforms and more!

Enjoy the opening process and congratulations on joining the beauty industry as a business owner!

12 weeks out

Business Structure

- Select a name & business legal structure (sole trader vs company)
- Register for an Australian Business Number ABN
<https://abr.business.gov.au/ContactUs/Apply>
- Register your business name through ASIC
<https://asic.gov.au/for-business/registering-a-business-name/>
- Develop your business plan
- Develop your opening budget
- Project your financials for 3 months
- Choose a website domain name & register it (multiple platforms you can use to do this:
<https://au.godaddy.com/>
<https://www.crazydomains.com.au/> just to name a few)

Location Development

- Choose a location for your salon & sign a lease/purchase space
- Research local zoning to locate areas with proper zoning for salons
- Research inspection requirements, local codes & regulations for your area
- Research, interview & hire trades - plumbers, electricians & handymen
- Create salon layout & fit out design plan
- Map out electrical & plumbing
- Apply for business licenses & building permits

10 weeks out

Company scaffolding

- Open a company bank account
- Arrange any needed financing
- Obtain business insurance coverage
- Contact utility providers (power, security, water, waste, etc.)
- Choose a phone & internet provider
- Choose an EFTPOS processing company
- Purchase appointment-booking software
- Purchase & set up accounting software/hire accountant



8 weeks out

Creating your brand

- Develop your brand identity
- Create a mood board – colours, textures, furnishings, font
- Create your perfect client avatar
- Explore your brands tone of voice
- Get clear on your brand values
- Explore your brands vision and your mission
- Outsource logo design
- Purchase business cards

Onboard product and suppliers

- Contact suppliers for products
Skincare, Cosmetics, Tanning, Nails, Lashes etc
- Contact suppliers machinery
LHR/IPL, Microdermabrasion, Skin Needling, Cosmetic Tattooing etc
- Contact suppliers consumables
- Design treatment menus as per treatment costings from brands

6 weeks out

Marketing

- Develop your website
- Develop a 6 month marketing strategy
- Create social media accounts
- Set up local area marketing plan

Developing your team

- Create a list of all needed positions
- Post jobs listings for employees
- Complete onboarding template – available through BI online store
- Create a training needs analysis for employees
- Purchase team uniforms

4 weeks out

Delivery Schedule

- Schedule delivery of salon equipment directly with carrier
- Schedule plumbing install
- Schedule furniture assembly & install
- Schedule electrical install Schedule inspection
- Purchase outdoor & indoor signage
- Purchase machinery
- Purchase professional products
- Purchase consumables



2 weeks out

Set up and Organise

- Set up interview times for prospective employees
- Book holding places for team members to attend training with companies
- Outsource music and purse salon music system
- Schedule time with computer software company for onboarding
- Set open & close hours – start taking appointments online
- Purchase wall art

1 week out

The finer details

- Set up retail displays
- Test all electrical outlets
- Waste bins
- Cash register & safe
- Appointment books
- Cleaning products
- Bathroom supplies
- Outside door mats
- Table books
- Laundry supplies
- First aid kit
- Stationary, envelopes, stamps Pencils, pens
- Clean, Clean, Clean!

