## 

## SALON KEY PERFORMANCE INDICATORS

Please note these may vary depending on different salon situations and should only be used as a guide. Professional consultation with an industry professional should be sought to obtain your own salons specific KPI’S.

|  |  |
| --- | --- |
| **Expenses** | |
| **Wages** | 33% - 40% |
| **Stock** | 12% - 20% |
| **Rent** | 8% - 12% (Will be more in shopping centre or high traffic flow area) |
| **Marketing** | 3% - 5% |
| **Training** | 1% - 3% |
| **Other Expenses** | 8% - 12% |
|  |  |
| **Income** |  |
| **Retail** | 20% to 40% of Total sales. |
|  |  |
| **Client Service** |  |
| **New Clients** | 10% - 20% |
| **Retail** | 20% - 40% |
| **Client Average** | Will vary depending on price point and level of service. |
| **Re-booking** | 65% - 85% |
| **Retention** | 75% plus |