ABIC | AESTHETIC & BEAUTY INDUSTRY COUNCIL

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

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