

House Of Glam Salon Suites Business Plan

A comprehensive business plan for House of Glam Salon Suites, a premium salon suite concept offering multiple beauty services & Retail under one roof with a focus on quality, professionalism, and entrepreneurial support.

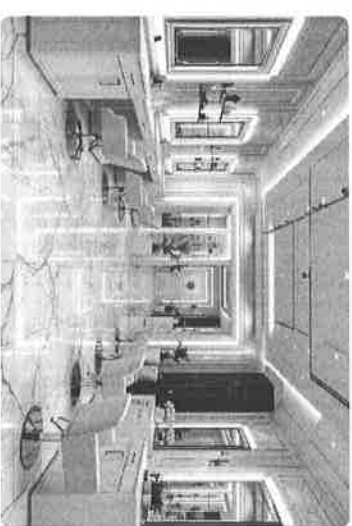
What Makes House Glam Salon Suites Unique

Comprehensive Service Offerings

is your go-to destination for salon services and retail shopping, all under one roof. We offer professional hair care, styling, and beauty treatments in a modern, welcoming space.

Premium Facilities

Our salon offers a clean, reliable, spacious, high-quality environment featuring marble floors with a white, silver & black color scheme. Suites come in sizes 10x10 & 9x8 with LED light fixtures, body-size mounted mirrors, and 45-inch Roku TVs.



In addition to our salon services, explore our curated retail selection featuring high-quality hair extensions, trendy clothing, and essential beauty products. Whether you're here for a fresh look or to shop the latest styles, we've got you covered.

Experience beauty and fashion – all in one stop.

- 24/7 access & security monitoring
- Free WiFi
- valet trash service
- Keyless entry &
- towel service
- Wash & dry station for hairstylists

The salon location is perfect, situated in the heart of Homewood. surrounded by endless food options, stores, and public transportation. Homewood has recently focused on new development, making it an ideal location for a thriving salon business.

Potential future amenities include 2 cabinets with countertop in suite, small sinks in suites, and supplied furniture including hair chairs/stations, lash beds, makeup artist chairs & mirrors/floating shelves.

Financial Goals & Vision

First Year Goals



- break even & maintain profit
- Start seeing passive income from the suites
- Build business credit with EIN
- Apply for grants & funding for second location
- Cover startup costs and break even within 6-9 months
- Build a 3-6 month emergency fund



2-3 Year Goals

- Continue building business credit profile
- Look into more funding opportunities for the next location
- Start looking for second location within the Chicago land area
- Find a bigger 12-15 suite space
- Potentially open another location by the end of the 3rd year
- Achieve consistent profit growth year over year

3-5 Year Goals



- Have an outstanding business credit profile
- Expand into 3rd Chicago location
- By 4th/5th year, expand to another Chicago location or first out-of-state locations (locations in other states/cities like Atlanta, Houston, New York, etc.)
- Diversify revenue streams with retail sales (clothing, hair)
- Build owner's compensation & retirement plan

Projected revenues: 1st year: \$63,000-67,000 | 3rd year: \$125,000-133,000 | 5th year: \$320,000-330,000. The owner will also continue working as a nail tech, generating personal income while paying for a suite.

Business Description & Services

Hair Services

- Natural hair services (washes, silk presses)
- Frontals/wig installs
- Quick weaves
- Braids/locs
- Ponytails
- Sew-ins

Retail Aspect

- Hair Extensions
- Hair Products
- Clothes

Makeup & Brows

- Full & soft beats
- Eyebrow services
- Tints & waxing

Lash Services

- Lash extensions
- Removals
- Brow services

Aesthetics

- Waxes + Facials
- Skin care
- Nails

As a salon suite business, we don't control our tenants' pricing because everyone operates as independent contractors. For our suite rental pricing, we offer two size options: large (10x10) at \$250-200 per week, and medium (8x9) at \$200-175 per week.

Salon Atmosphere & Core Values



House Glam Salon Suites will features a clean, organized, and good-smelling waiting room with a refreshment area for all clients & staff. The space includes updated appliances, private rooms for each service, noise cancellation installation for privacy during appointments, and a kitchen/break area for staff comfort during long working hours.

Key Design Features

- Immaculate floors, tools, stations, and restrooms
- Modern, upscale interior finishes
- Warm, neutral color palette with brand accents
- Plush seating and ambient lighting
- Sound-insulated walls for privacy
- Temperature-controlled spaces
- Bright, natural LED lighting
- Instagram-worthy backgrounds

Mission Statement

At House Glam Salon Suites , our mission is to redefine the salon experience by offering a luxurious, clean, and welcoming environment where clients can relax and indulge in high-end beauty and wellness services.

We are committed to delivering excellence through a team of experienced professionals who prioritize professional customer service, precision, and personalized care. Our focus on immaculate cleanliness, upscale ambiance, and a warm, client-centered approach sets us apart as a premier destination for those seeking not just a service—but an elevated experience. We believe that beauty begins with comfort, confidence, and exceptional care—and that's exactly what we deliver, every visit.



Cleanliness & Sanitation

We uphold the highest standards of cleanliness and hygiene to ensure the safety, comfort, and peace of mind of every client.



Luxury Experience

We create a serene, upscale environment where clients can escape, relax, and feel pampered in every moment of their visit.



Professional Excellence

Our team consists of skilled, licensed professionals dedicated to ongoing education and delivering top-tier, results-driven services.



Welcoming Atmosphere

We foster a warm, inclusive space where everyone feels comfortable, valued, and confident in their choice to visit us.

Market Analysis

Target Tenant Profile

Demographics: Licensed beauty professionals aged 28-45, predominantly female but also includes male barbers and estheticians, with 4+ years of professional experience and an established client base.

Psychographics: Entrepreneurial mindset, eager to transition from employee to business owner, motivated by independence and financial freedom, values privacy and professionalism.

Spending Habits: Willing to pay \$220-\$450+ per week for suites with amenities, regularly reinvests in business growth, and focuses on client retention.

Market Size & Trends

The global salon and spa suite market was valued at approximately \$277.7 billion in 2024 and is projected to reach \$515.81 billion by 2033, growing at a CAGR of 7.46%.

Phenix Salon Suites plans to open five new locations in the Chicago area, including the south suburbs, indicating strong local demand.

Salon suite rentals in the south suburbs range from \$220 to \$1,440 per month, reflecting active leasing and a competitive market.

A key trend is the shift toward independent contractors, with more beauty professionals wanting to work for themselves, making salon suites increasingly beneficial.

Local Economic Analysis

Economic Strengths

- Affluent Community:** Homewood's median household income of \$96,522 exceeds state and national averages
- Skilled Workforce:** Stable and educated community
- Active Economic Development:** Proactive promotion of growth
- Vibrant Community Life:** 20+ outdoor festivals annually

Economic Weaknesses

- High Property Taxes:** 3.76% median effective property tax rate (not directly impacting as renting from landlord)
- Income Disparities:** 7.2% of families live in poverty (mitigated by service providers having their own clientele from across Chicago)
- Aging Infrastructure:** Potential for higher renovation costs (renovation needs are relatively simple)

Marketing & Operations Plan

Marketing Strategy

The marketing budget doesn't need to be huge as free content and marketing has been the latest trend. Knowing how to use social media to your advantage is key.

- **Social Media Platforms:** Instagram, TikTok, Facebook, Threads, Twitter
- **Local Partnerships:** Food vendors, boutiques, other small businesses, women's events
- **Promotions:** First two weeks free for new tenants
- **Feedback Collection:** Google reviews, email customer service forms

Daily Operations

- Open environment concept with 24/7 access for tenants
- 1 deep clean per week & 2 clean-ups
- Weekly check on all devices and amenities
- Bi-daily trash & towel service (Mon, Wed, Fri)
- Monthly inventory of cleaning supplies, candles, air fresheners, business cards

Organizational Structure



Tenant Policies

After the first two trial weeks, tenants must sign either a 3-month or 6-month lease. New tenants receive a detailed tour of the salon & all amenities, plus training on proper closing procedures (locks, security systems, lights). Safety measures include 24/7 security systems, locks on all doors and windows, and locks on individual suites.

Competitive Analysis & Unique Selling Points

Main Competitors

- Pretty Little Dream Salon Suites (3 locations)
- Manifest Salon Suites (Olympia Fields)
- Sola Salon Suites (multiple locations)
- Phenix Salon Suites (Tinley Park)
- Bryds Beauty Parlor (Crestwood)
- Posh Salon Suites (Hazel Crest)
- Essence Salon Suites (Markham, Tinley Park, Olympia Plaza +?)

Competitor Weaknesses

- Overpriced suites
- Smaller size suite spaces
- Poor maintenance
- Lack of promotion for tenants
- Poor management

House Glam Salon Suites Advantages

- Care and attention to tenants
- Superior customer service
- Premium amenities
- Secure, clean, friendly, professional environment
- Sound-proof suites for privacy
- One-stop shop with multiple services
- Marketing support for tenants

Competitive Response Strategy

1 Differentiate with Unique Selling Proposition

Emphasize what sets House Glam Salon Suites apart: luxury design, privacy, cleanliness, and exclusive amenities.

2 Deliver an Elevated Client Experience

Focus on service excellence with consistently clean, relaxing, and well-designed spaces.

3 Attract and Retain the Best Beauty Professionals

Offer move-in incentives, flexible leasing terms, and marketing support.

4 Maintain Strong Online Presence

Invest in professional branding, SEO, and social media to stand out when clients search online.

5 Community Involvement

Sponsor local events and collaborate with small businesses to build local loyalty.