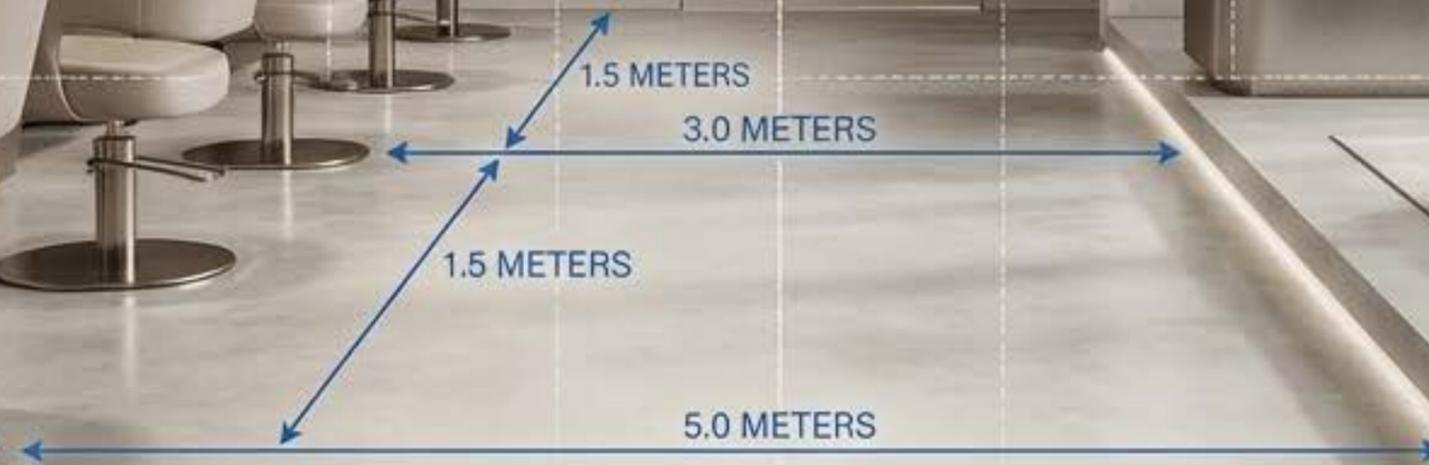


# Beauty Salon Financial Blueprint: 2025-2027

Operational Scaling, Cash Runway, and Breakeven Analysis.



STRATEGIC FINANCIAL PLANNING SERIES

# The 2026 Operational Reality Check



**~\$34,400**

Est. Monthly Running Cost

Includes \$17,916 Payroll  
& \$6,000 Rent



**JAN 2027**

Breakeven Target Date

Requires immediate maximization  
of service utilization



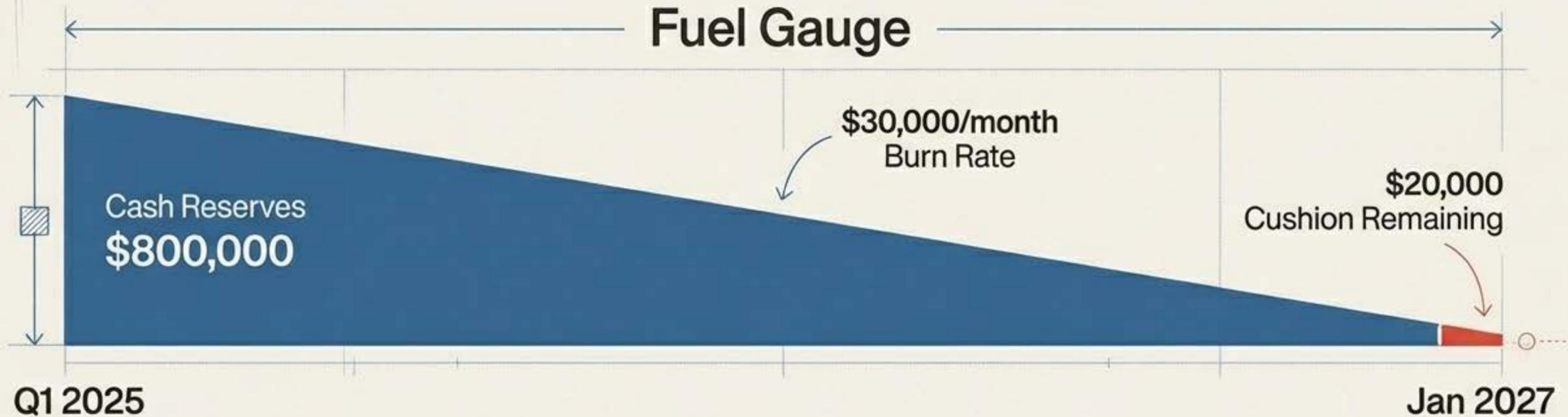
**20-25** ↑ 6% MoM

Daily Visit Target

Necessary to cover fixed payroll;  
requires 6% MoM growth

6% MoM ↑ FIXED PAYROLL

# Is the \$800k Cash Buffer Enough?



Q1 2025

Jan 2027

**\$30k/mo x 26 Months  
= \$780,000 Total Needed**

**RISK ALERT:**

If burn hits \$35,000/month, cash runs out in Q4 2026. Misses breakeven target.

# Optimizing the Sales Mix for Maximum Margin

Shift marketing focus immediately toward high-margin Skin services.

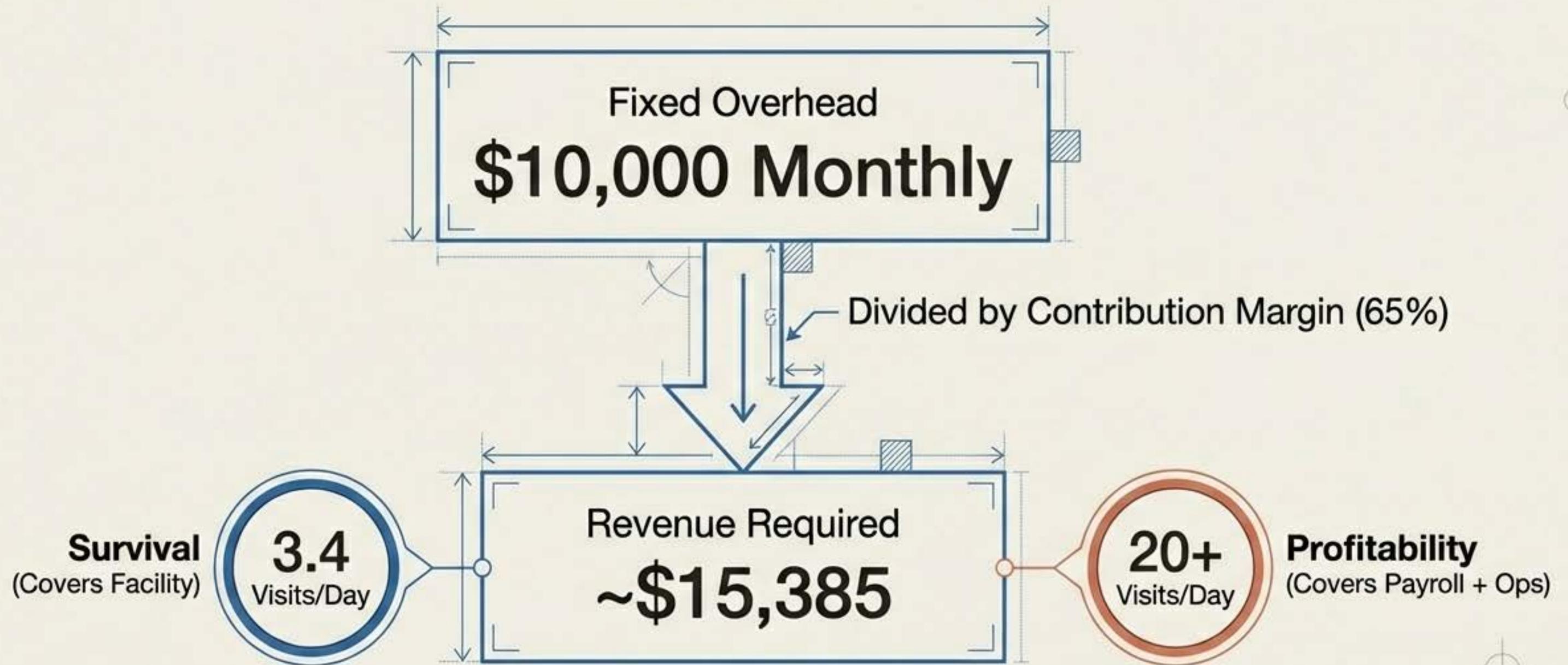


## Strategy:

Focus on volume for Skin first to drive margin dollars.

**Note:** Watch COGS—if Skin services use similar product volume to Nail services, the margin advantage is significant.

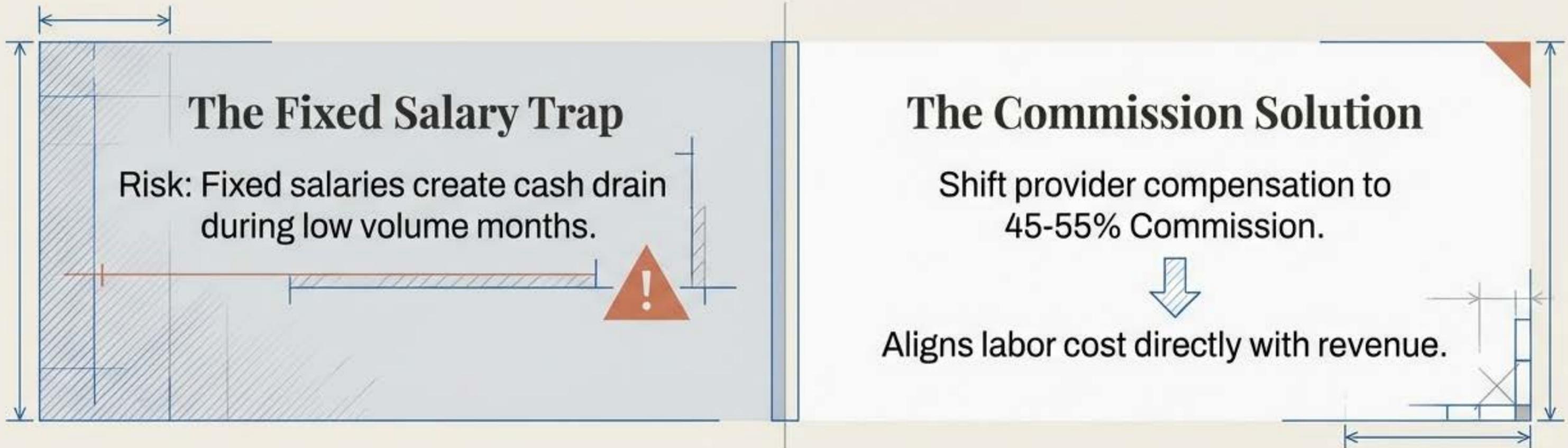
# The Daily Breakeven Equation



**Note:** Growth Target: Requires 6% MoM growth.

# Running Cost 1: Staff Payroll & Wages

**\$17,916 / month**  
(Baseline for 6 FTEs)



## FTE Ramp-Up Strategy

**Do not** hire 6 FTEs on Day 1. Start with 3 FTEs (1 Manager + 2 Providers) to save ~\$5,000/month.

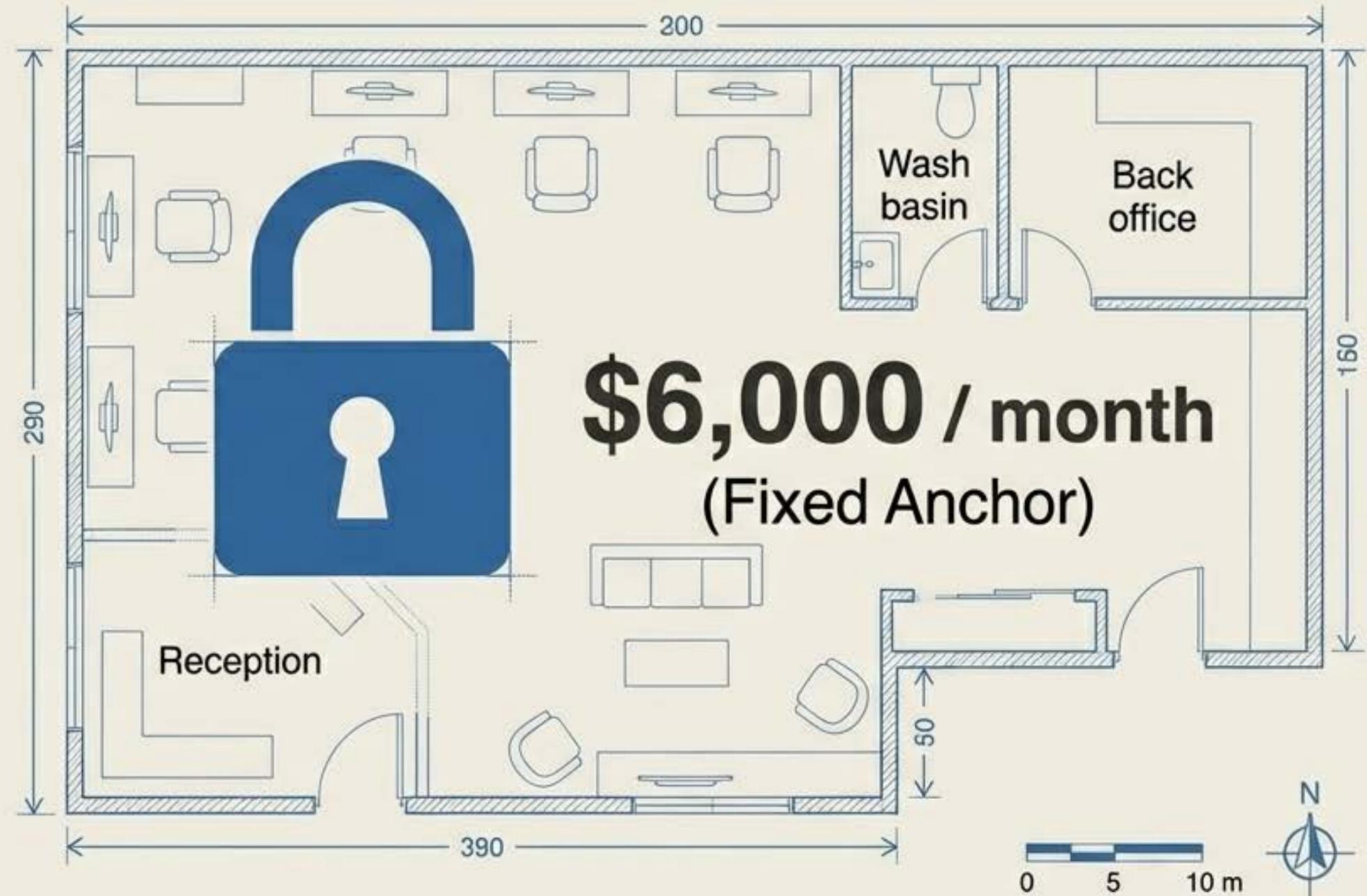
# Running Cost 2: Facility Rent & Lease

## Strategic Protocols

- 1. Negotiation:** Never sign without tenant improvement allowance or exit clause.
- 2. Flexibility:** Ensure lease permits subleasing excess square footage.
- 3. Cap Analysis:** If Rent + Payroll consumes the contribution margin, revenue is capped.

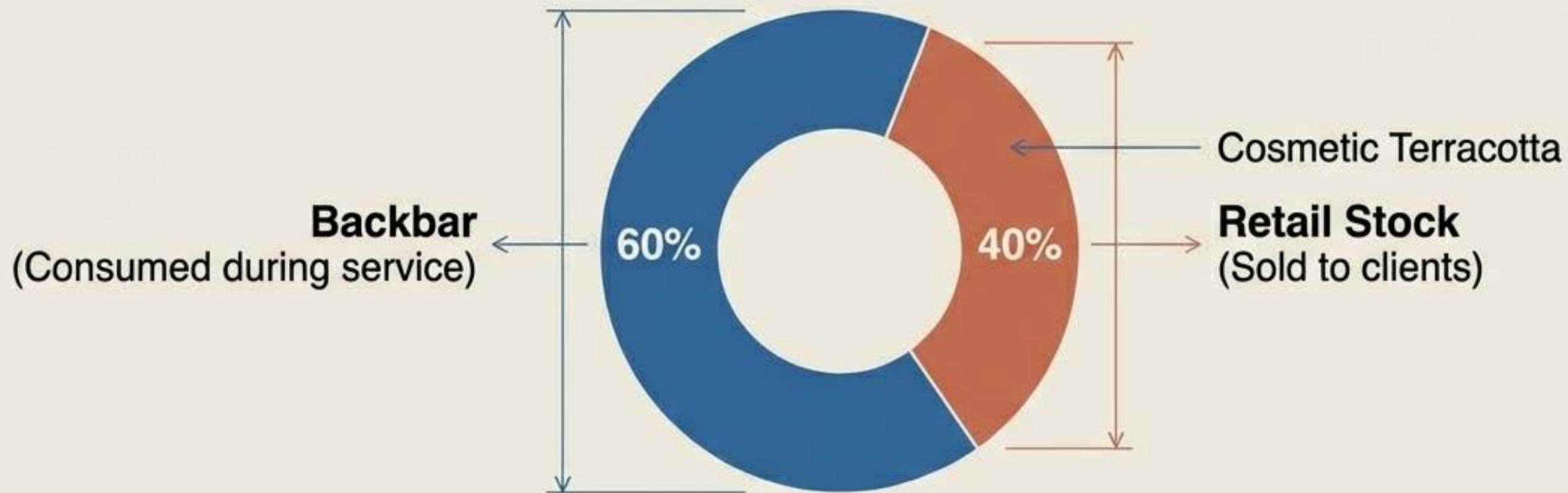
### Risk Alert

**Common Mistake:** Locking in a five-year lease before proving the model.



# Running Cost 3: Product Inventory (COGS)

**The Silent Margin Killer: 10% of Total Revenue**



- Track usage per ticket to prevent waste.



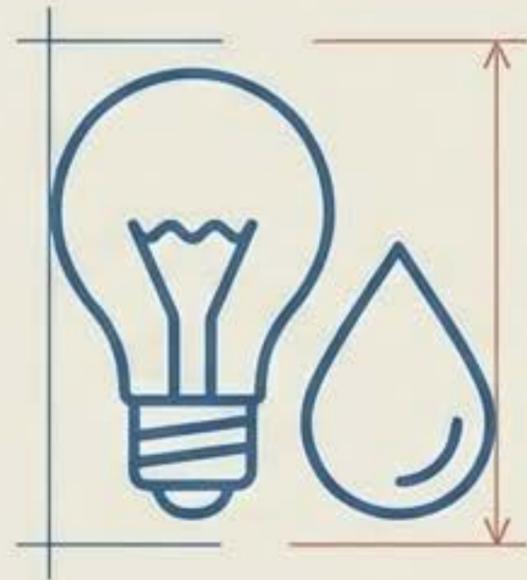
- Limit inventory to maximum 45 days coverage.



- Watch for shrinkage (theft/waste) or expired product.

# Essential Compliance & Facility Overhead

## Utilities (\$1,700/mo)



Electricity, Water,  
Gas (\$1,200) +  
Cleaning (\$500).

### Strategy

Control HVAC usage to prevent seasonal spikes. Negotiate cleaning contracts annually.

## Insurance (\$800/mo)



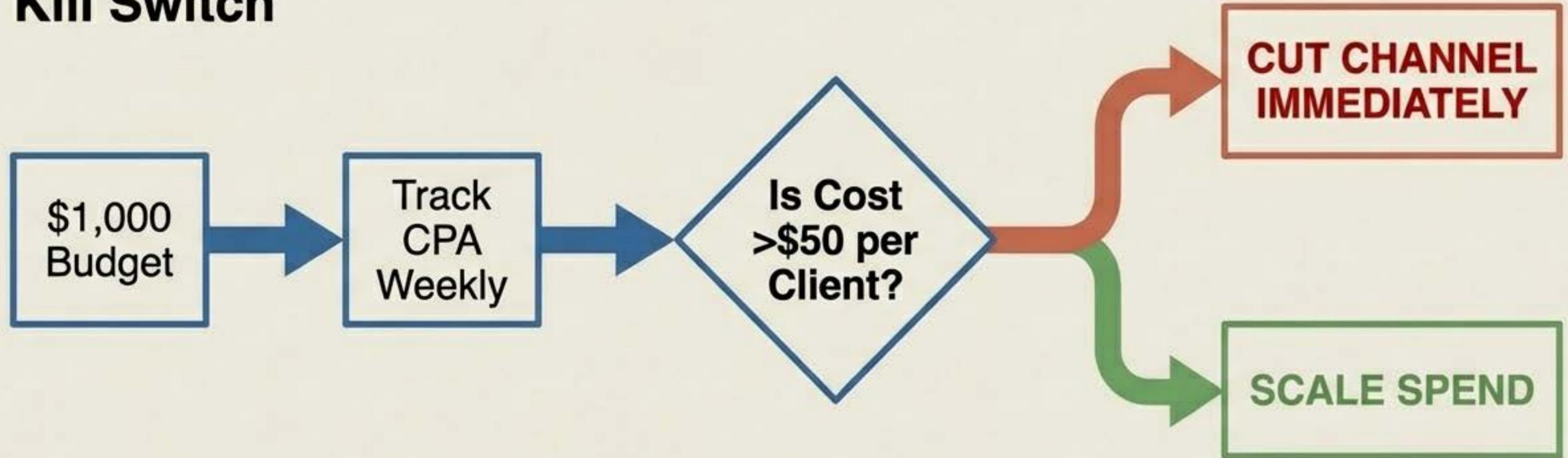
General Liability,  
Property, Professional  
Indemnity.

### Strategy

Bundle policies for 5-10% discount.  
Verify contractor indemnity proof.

# Running Cost 5: Marketing & Acquisition

## Kill Switch



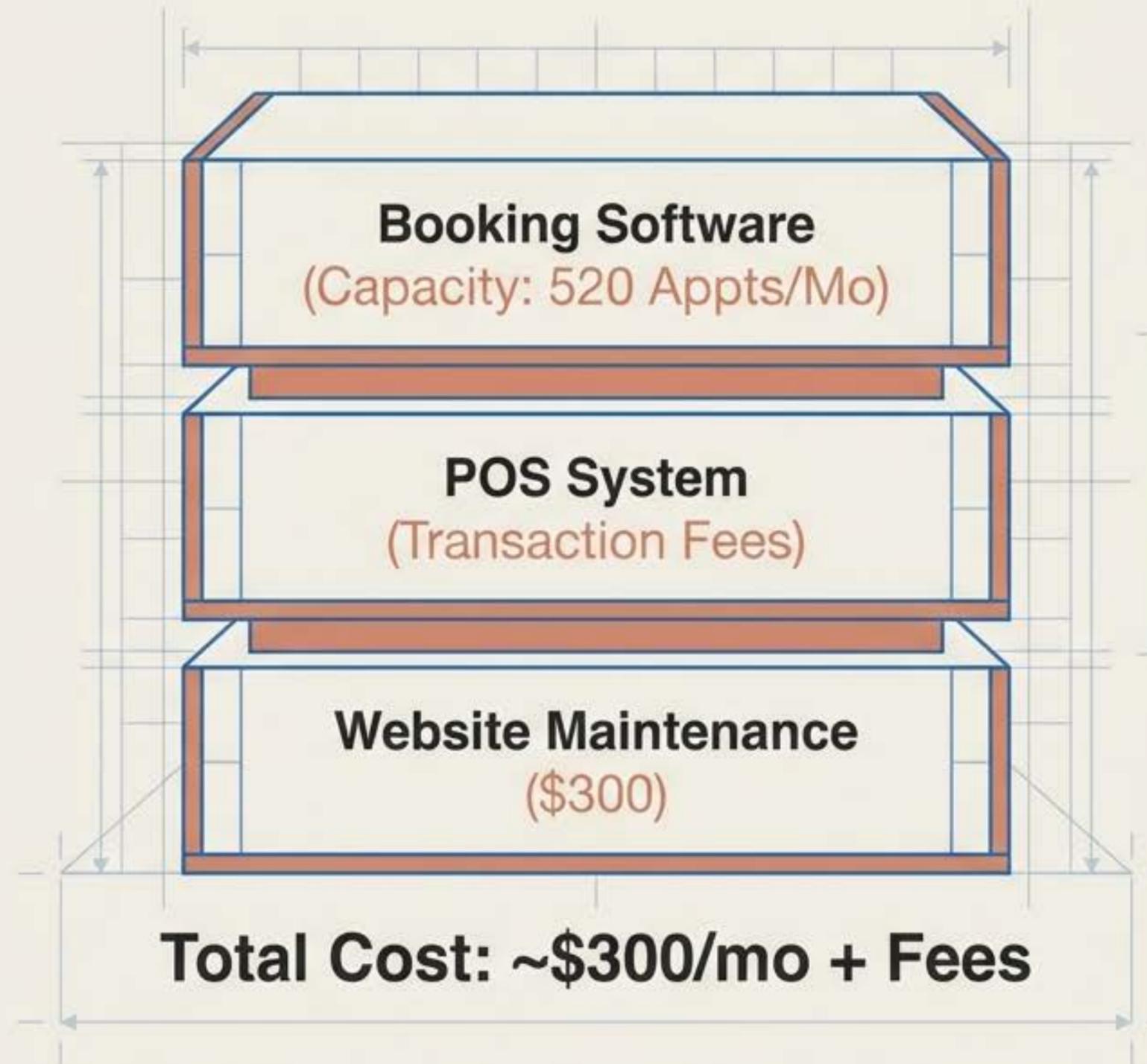
## Target Metric

Goal: Drive 20 Daily Visits

## Tactics

Prioritize Google Business Profile.  
Test small (\$250 Search / \$750 Social).

# Running Cost 7: Tech Stack & Infrastructure



**Insight:**  
Avoid feature bloat.  
Reliability is key—tech failure stops revenue.

# Contingency Protocols: When to Cut

**TRIGGER: Net Burn >\$30k OR Revenue <\$60k**

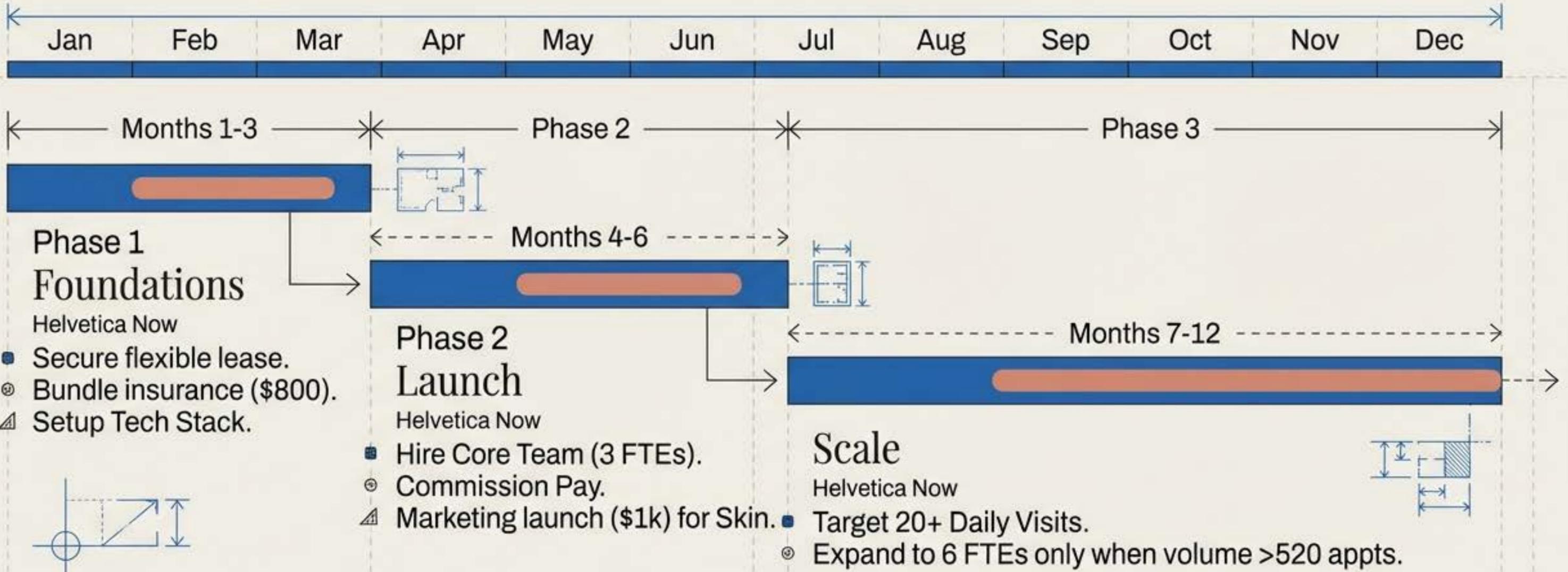
- Marketing:** Pause non-essential spend >\$5,000.
- Staffing:** Delay hiring 2nd front desk staff.
- Software:** Downgrade premium scheduling tools.
- Audit:** Cut fixed costs not driving volume.

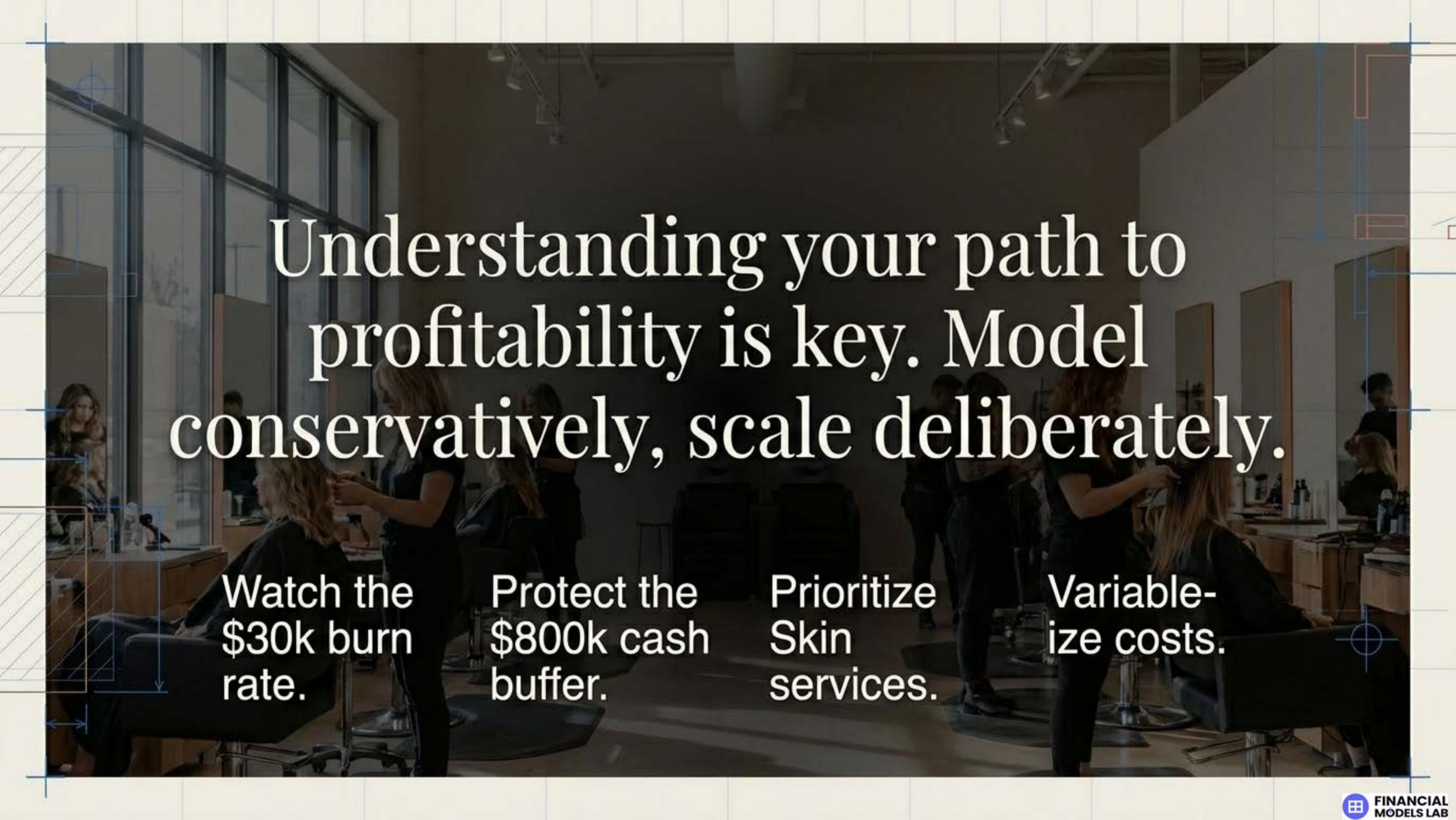
# The Total Monthly Financial Picture

Payroll (Base) .....	\$17,916
Rent .....	\$6,000
Utilities .....	\$1,700
Marketing .....	\$1,000
Insurance .....	\$800
Tech Stack .....	~\$300
COGS .....	Variable (10%)
<b>TOTAL ESTIMATE .....</b>	<b>~\$34,400</b>

Profitability requires aggressive management of labor and strict adherence to 10% COGS.

# Operational Scaling Roadmap





Understanding your path to profitability is key. Model conservatively, scale deliberately.

Watch the \$30k burn rate.

Protect the \$800k cash buffer.

Prioritize Skin services.

Variable-ize costs.