

Business environment analysis

Business



In 1995, UMUC Haircuts was opened by Myra Morningstar in a shopping center close to the College yard. UMUC Haircuts began as a barbershop with one chair. Through the years, Myra has expanded her business to incorporate hair styling for both men and ladies. Her business has developed to three hair stylist chairs, three hair styling stations, and a cleanser station. Because of her clients solicitations, Myra might want to further expand her business by including two stations for nail treatments. The little blessing shop adjacent to her has as of late come available to be purchased, and she is considering securing that zone for nail treatments. As discussed in an earlier study, technology implementation is vital for the growth of any enterprise. Myra in order to successfully expand and attract more customers needs to implement some basic technology in order to manage and keep track of its customers (especially scheduling and cancellations), inventory management and employee management, as well as security.

For this purpose, some investment needs to be made in a workstation, and surveillance cameras. Cameras need to be positioned in a way that it does not invade the privacy of the customers, especially since it is a salon. One main computer should be enough for the moment to successfully handle inventory and customers. For this purpose, specially designed software that manages these functional areas needs to be installed. I would recommend Salon Iris Software (Pro Version). It is relatively economical, runs on PC (business or home computer) works with printers, cash drawers, and scanners. (SalonIris, 2014) One can log in from anywhere with Remote Access and apps for iPhone, iPad & Android, moreover, it is optimized for small to large salons and spas and includes marketing, payroll, pictures, accounting, and more. (SalonIris, 2014). The Pro Version is priced at \$1399 <https://assignbuster.com/business-environment-analysis/>

for a one time investment OR a monthly subscription of \$109. (SalonIris, 2014). Another computer may be required to monitor the surveillance cameras. No special training is required to operate the software. However, special security personnel may be required to monitor the cameras continuously.

With the implementation of this software, Myra will be able to successfully manage client scheduling and allot specific times and or discounts to special customers (based on their service history with Myra). The software efficiently manages Inventory as well. To add to the features, it keeps a track of employee work hours as well as payrolls.

A more detailed process can be discussed with the help of a Flowchart.

MYRAS'S AS-IS Process:

MYRA'S TO-BE PROCESS:

The major advantage for a sustained growth in this economy is expanded visits from your current guest base. (Harms, 2010) Executing a guest reliability framework that compensates practices that are demonstrated to help a salon or spa develop is a brilliant business choice, as well as an incredible differentiator. (Harms, 2010). Samples of these include: remunerating pre booking a guests next appointment throughout the ring-up procedure, automatic points for alluding a companion, and automatic points for attempting new administrations. An alternate illustration incorporates remunerating a guest with enough points for a free trim when they get no less than eight improved hairdos in a 12 month period. (Harms, 2010) Most salons arent mindful their guests are just averaging 4. 66 visits a year (Harms, 2010) so remunerating a recurrence as high as eight will help expand deals. (Harms, 2010)

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REFERENCES:

Harms, J. (2010, July 20). How will software change salon business. Retrieved June 12, 2014, from Salon Today: http://www.salontoday.com/features/salon-management/how_will_software_change_salon_business_125303173.html

SalonIris. (2014). Salon Iris Software Features. Retrieved June 12, 2014, from Salon Iris: <http://www.saloniris.com/features.aspx?Ink=m>