



How to Start a Nail Salon Checklist

1. **Decide what type of nail salon you would like to open.**
 - a. Choose what type of nail salon you'd like to start.
 - b. Define your target market.
 - c. Determine your niche.

2. **Create a business plan.**
 - a. Write an executive summary.
 - b. Write a company description.
 - c. Include your market research.
 - d. Describe your organization and management.
 - e. Describe your finances.

3. **Form your business.**
 - a. Choose a business name.
 - b. Choose a legal structure.
 - c. Register your business as a legal entity.
 - d. Hire a registered agent.
 - e. Obtain an EIN and a state tax ID.
 - f. Find out if you need to withhold state income tax.
 - g. Apply for a licenses and permits.
 - h. Open a business bank account.
 - i. Purchase business insurance.

4. Secure funding.

- a. Determine how much capital you will need.
- b. Fund your business with personal savings.
- c. Ask family and friends for a loan.
- d. Get a business credit card.
- e. Apply for a small business loan.
- f. Try crowdfunding.
- g. Apply for an SBA loan (if applicable).

5. Determine your pricing strategy.

- a. Do a sales forecast.
- b. Price your services.

6. Set up your nail salon.

- a. Pick a location.
- b. Refurbish or furnish your nail salon.
- c. Obtain a certificate of occupancy.
- d. Purchase software to run your business smoothly.
- e. Purchase supplies and decorate your space.
- f. Get signage and branded materials.

7. Start hiring.

- a. Hire employees.
- b. Set up payroll for your staff.

8. Open your salon.

- a. Have a grand opening to attract customers.
- b. Ensure that cleanliness standards are followed.

9. Market your nail salon.

- a. Create social media profiles.
- b. Ensure that your nail salon can be found in an internet search.
- c. Take an online course to boost your knowledge and skills.
- d. Offer customers a discount or birthday special.

10. Increase your revenue.

- a. Upsell to customers.
- b. Draw attention with a beautiful display.