Sample Business Plan to Help You Start a Esthetician practice Venture

Glow & Grace Esthetics, LLC (Texas LLC founded March 15, 2024) operates a premium medical esthetics studio in Austin targeting women 28-55 with household income >$80k. Founder Maya Thompson (8 years experience, NCEA-certified) charges $145 average ticket across 190 clients/month by Year 3, targeting $383,040 revenue with 72% gross margins. Year 1 net profit: $34,164.

1. EXECUTIVE SUMMARY

Central Texas med spas lose $22M annually due to impersonal service and high esthetician turnover (Austin Chamber of Commerce, 2023). Glow & Grace solves this with owner-operated medical-grade treatments at 10-15% premium pricing: $175 signature facial vs. $160 market average (IBISWorld 2023). Year 1 revenue: $156,600 with $112,752 gross profit (72% margin) from 1,080 client visits. Break-even at 72 clients/month achieved Month 10.

We generate revenue through service fees (78% of total) and retail (22%) at 72% gross margin for services, 48% for retail. Fixed costs: $7,503/month. Path to profitability: Achieve 90 clients/month by Month 8 through $1,200/month digital ads yielding 20 new clients at $60 CAC. Year 1 net margin: 21.8% ($34,164).

Seeking $65,000 funding: $35,000 owner equity, $30,000 SBA 7(a) loan (5 years, 7.5% interest). Use of funds: $25,000 build-out, $32,000 equipment, $10,000 marketing launch, $10,000 working capital, $21,500 other startup costs. Funding enables 14-month profitability, 65% client retention, and $140,000 Year 3 net profit.

2. COMPANY OVERVIEW

Texas LLC formed March 15, 2024. Chose LLC for liability protection and pass-through taxation. Leased 1,000 sq ft in wellness-focused medical plaza (4210 Lamar Blvd) at $2,400/month including utilities. Location selected for proximity to target ZIP codes 78703/78704 (median household income $112,000).

Maya Thompson (Founder): Licensed Master Esthetician (TX #E123456), 8 years experience generating $1.2M lifetime revenue across 3 studios. Trained 12 junior estheticians with 85% retention rate. Dr. Alicia Ramirez (Advisory Board): Board-certified dermatologist with 15,000+ patient visits annually at Austin Dermatology Associates.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation & TDLR license	Complete	Secure lease
Apr 2024	Build-out completion	Complete	Equipment installation
May 15, 2024	Grand opening	Pending	Achieve 40 clients Month 1
Aug 2024	Hire part-time receptionist	Pending	Train on Square Appointments
Dec 2024	Reach 72 clients/month (breakeven)	Pending	Launch Glow Circle membership
Mar 2025	Secure 2 dermatology referral partners	Pending	Negotiate commission terms

3. MARKET ANALYSIS

TAM: $9.3B U.S. skincare services (Statista 2027 projection). SAM: $680M Texas market (IBISWorld 2023). SOM: $42M Austin metro revenue; targeting $383,040 (0.91%) by Year 3 via 190 clients/month at $168 average ticket. Methodology: Austin has 220,000 women 28-55 earning >$80k (U.S. Census). 0.72% capture rate based on 1,584 annual clients (190 x 8.4 months) / 220,000.

Target customer: Female, 35.2 avg age, $112k median household income, spends $1,200/year on skincare (American Med Spa Association 2023). Buys 3-4 facials annually; 68% use professional services yearly. Willing to pay 15% premium for medical-grade results (RealSelf survey).

Market trends: 1) Medical esthetics growing at 9.1% CAGR (vs. 5.2% overall skincare) driven by microneedling demand (IBISWorld 2023). 2) 62% of clients prioritize "personalized treatment plans" over price (Spa Industry Report). 3) Austin wellness spending per capita: $1,850 (Wellness Economy Report 2023), 22% above U.S. average.

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Acne treatment (28-40)	$8.4M	12.3%	1.2%	High retention (75%) via $199/mo programs
Anti-aging (41-55)	$21.2M	8.7%	0.8%	PRP/microneedling at $450/session
Men's skincare	$2.1M	15.0%	2.5%	Untapped segment; 15% of target
Membership	$10.3M	22.1%	1.5%	$125/mo Glow Circle program

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. skincare services	$9.3B	$680M	$42M	Texas = 7.3% of U.S. market; Austin = 6.2% of Texas

4. COMPETITIVE ANALYSIS

Direct competitors: SkinScience Medical Spa ($1.2M revenue, 3 estheticians), The Skin Bar ATX (chain, $850k revenue), Lumina Aesthetics ($620k revenue). SkinScience dominates laser treatments but has 40% esthetician turnover (Glassdoor). The Skin Bar uses standardized protocols; 28% client retention (Yelp reviews).

Competitive advantages: 1) Owner-led care: Maya delivers 100% of treatments Year 1 vs. competitors' 3-5 estheticians (35% turnover industry avg). 2) Physician partnership: Dr. Ramirez provides PRP oversight (required by TX law), yielding 30% higher client trust (survey of 50 prospects). 3) Hybrid pricing: $175 facial vs. SkinScience's $210 (laser focus) and The Skin Bar's $140 (standardized).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
SkinScience	$1.2M	$210 avg	Laser expertise	High turnover (40%)	Owner consistency; no turnover
The Skin Bar	$850k	$140 avg	Brand recognition	Low customization	Personalized protocols
Lumina	$620k	$185 avg	Strong Instagram	Limited medical offerings	PRP/microneedling access
Derm clinics	N/A	$250+	Medical credibility	Transactional experience	Wellness environment

Strengths	Weaknesses	Opportunities	Threats
Owner expertise (8 yrs)	Single-location risk	Austin population growth (2.1%/yr)	Economic downturn (discretionary spend)
72% service margin	Limited marketing budget	Men's skincare growth (15%/yr)	TDLR regulation changes
Physician partnership	No injectables	San Antonio expansion (Year 4)	Staff turnover (35% industry avg)
40% retail markup	Dependent on owner	At-home device backlash	Negative reviews (Yelp avg 3.8 stars)

5. PRODUCTS & SERVICES

Services: 1) Signature Glow Facial ($175): 90-min custom protocol with skin analysis using Canfield Visia Analyzer. 2) Microneedling with PRP ($450): Physician-supervised collagen induction. 3) Acne Management ($199/mo): 3 sessions + home regimen. Retail: Obagi Medical (45% wholesale discount), SkinBetter Science (42% discount). All products cruelty-free, dermatologically tested.

Pricing strategy: Premium positioning at 10-15% above mid-tier competitors. Justified by: 1) Owner expertise (vs. junior estheticians at chains), 2) Medical-grade results (PRP requires physician oversight), 3) Personalization (vs. standardized protocols). $125/mo Glow Circle membership includes 1 facial + 10% off (18% of revenue).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Signature Facial	$175	90-min custom treatment	All clients	35%	72%
PRP Microneedling	$450	3-session package	41-55 age group	22%	75%
Glow Circle	$125/mo	1 facial + perks	Retained clients	18%	70%
Retail	40-50% markup	Obagi/SkinBetter	All clients	22%	48%
Acne Program	$199/mo	3 sessions + regimen	28-40 age group	3%	68%

Metric	Value	Calculation/Notes
Price per service	$145	Weighted avg: 35% x $175 + 22% x $450 + ...
COGS per service	$40.60	$145 x 28% (72% margin)
Gross Profit per service	$104.40	$145 - $40.60
CAC	$60	$1,200 ad spend / 20 new clients/month
LTV	$1,200	8.3 visits x $145; 65% retention rate

LTV:CAC	20:1	$1,200 / $60
Payback Period	0.6 months	$60 CAC / $104.40 GP/visit

6. MARKETING & SALES

Go-to-market: Digital ads targeting "microneedling Austin" (1,900 monthly searches, Ahrefs). Google Local Service Ads CPC: $2.40 (SEMrush data). Conversion rate: 4.1% from consultation to first treatment (industry avg 3.8%). $1,200/month budget yields 145 leads at $8.28 cost per lead.

Sales process: 1) Free 15-min consultation (65% conversion to first treatment within 7 days), 2) Treatment day (45% retail attach rate), 3) Post-treatment email with Glow Circle offer (30% conversion). Sales cycle: 11 days avg. Client acquisition cost: $60.

Retention: Loyalty points (1 pt/$1; 100 pts=$25 off), 65% target retention via Glow Circle auto-renewal. Expansion revenue: $28 avg retail per visit, $125/mo membership upsell. Target churn: 2.8%/month (industry avg 3.5%).

Channel	Monthly Budget	Expected CAC		E L	Conversion Rate	Expected Customers/Month	ROI	
Google Ads	$700	$42		85	4.1%	12	148%	
Instagram	$300	$75			40	3.8%	5	72%
Referrals	$200	$50		N/A	35%	3	196%	
Total	$1,200	$60		125	5.0%	20	140%	

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	700	300	200	0	0	1200	85	12
2	700	300	200	0	0	1200	95	14
3	700	300	200	0	0	1200	105	16
4	700	300	200	150	0	1350	115	18
5	700	300	200	150	0	1350	125	20
6	700	300	200	150	0	1350	135	22
7	700	300	200	150	0	1350	145	24
8	700	300	200	150	0	1350	155	26
9	700	300	200	150	0	1350	165	28
10	700	300	200	150	0	1350	175	30
11	700	300	200	150	0	1350	185	32
12	700	300	200	150	0	1350	195	34

7. OPERATIONS

Operations: Tuesday-Saturday 9am-6pm. Client flow: Online booking (Square) -> SMS reminder -> Visia skin analysis -> Treatment -> Product recommendation -> Klaviyo follow-up. Capacity: 2 treatment rooms handle 24 clients/day (6/hr/room). Sterilization: Autoclave for tools; disposable needles for PRP.

Key vendor: Obagi Medical (45% wholesale discount; 30-day terms). Aesthetic Medical Supplies (Austin distributor; $1,200/month inventory). Technology: Square POS ($60/month), Canfield Visia ($500/month lease), Klaviyo ($45/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Obagi Medical	Skin care products	$1,500	Net 30	SkinBetter Science
Aesthetic Med Supplies	PRP kits/disposables	$700	Monthly	MedPro Supply
EcoSpa Linens	Reusable linens	$180	Monthly	Local laundry service
Dr. Ramirez	PRP oversight	$300	Per referral	Austin Skin Institute

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Square Appointments	Booking/payments	$60	2	StyleSeat ($29)
Canfield Visia	Skin analysis	$500	1	None (critical for medical)
Klaviyo	Email marketing	45	1	Mailchimp ($20)
QuickBooks Online	Accounting	30	1	Xero ($25)

8. MANAGEMENT TEAM

Organizational structure: Founder (CEO/Lead Esthetician) at $4,000/month salary Year 1. Part-time receptionist ($16/hr, 20 hrs/week) hired Month 4. Compensation: Estheticians earn 50% commission after $3,000 monthly base. No equity grants.

Advisory board: Dr. Alicia Ramirez (dermatology oversight; $300/referral), Jordan Lee CPA (financial advisory; $150/hour). Both provide 5+ hours/month support.

Month	Role	Salary	Priority	Source	Onboarding Time
4	Receptionist (PT)	$1,280	High	Craigslist	2 weeks
10	Esthetician (PT)	$3,000 base + 50% commission	Medium	Aveda Institute	4 weeks

9. FINANCIAL PLAN

Key assumptions: Month 1: 40 clients. Growth: +5 clients/month to 100 by Month 13. Avg ticket: $145 Year 1, +7% Year 2. Churn: 2.8%/month. COGS: 28% services, 52% retail. Marketing: $1,200-$1,350/month. Payroll: $4,200/month Year 1.

Revenue model: 78% services (facials, PRP), 22% retail. Growth drivers: 1) Client acquisition (20 new/month), 2) Retention (65% rate), 3) Expansion revenue ($28 retail/client). Year 3 revenue: $383,040 from 190 clients/month at $168 avg ticket.

Cost structure: Fixed costs 74% of OpEx ($7,503/month). Variable costs: 28% COGS, 15% payroll commission after base. Scaling: Fixed costs grow 3% annually; variable costs scale with clients. Year 3 OpEx: $243,040 on $383,040 revenue.

Funding: $65,000 total. Use: $25,000 build-out, $32,000 equipment, $10,000 marketing launch, $10,000 working capital, $3,500 legal, $1,800 insurance, $1,000 software, $7,200 lease deposit, $8,000 inventory, $1,000 contingency. Funds 14 months runway.

Category	Ite	Cost	Notes
Legal/Formation	LLC filing	300	Texas SOS fee
Licenses/Permits	TDLR esthetician license	150	Renewal included
Equipment	Canfield Visia analyzer	18000	Financed over 3 years
Equipment	Treatment tables (2)	3000	
Technology	Square POS setup	500	
Initial Inventory	Obagi/SkinBetter stock	6000	

Initial Inventory	PRP kits/disposables	2000	
Marketing Launch	Website/branding	5000	WordPre + Element
Marketing Launch	Google Ads deposit	5000	
Working Capital	3 months OpEx	10000	$10,203 x 3
Insurance	1 year liability	1800	$2M coverage
Professional Fees	CPA setup	1000	
Office/Facility	Lease deposit (3 months)	7200	$2,400 x 3
Office/Facility	Build-out	25000	Lighting/
Contingency	10% buffer	9850	10% of $98,500
Total		**98500**	

Category	T	Monthly Cost	Annual Cost	Notes
Rent	Fixed	2400	28800	Incl. utilities

Salaries	Fixed	4000	48000	Owner base salary
Salaries	Variable	200	2400	Receptio Month 4+
Benefits	Fixed	400	4800	10% of payroll
Insurance	Fixed	150	1800	
Software	Fixed	635	7620	Square, Klaviyo, QB
Marketing	Fixed	1275	15300	Avg. $1,275/m
Supplies	Variable	1000	12000	28% of service revenue
Loan Payment	Fixed	583	7000	SBA 7(a) at 7.5%
Professional Services	Fixed	100	1200	CPA/con
Travel	Fixed	50	600	
Other	Variable	300	3600	Retail COGS
Fixed Total		**7503**	**90036**	
Variable Total		**2700**	**32400**	
Combined Total		**10203**	**122436**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	5800	6525	7250	8120	8990	9860	10730	11600	12470	13340	14210	15080	122670
COGS	1624	1827	2030	2274	2517	2761	3004	3248	3492	3735	3979	4222	34347

Gross Profit	4176	4698	5220	5846	6473	7099	7726	8352	8978	9605	10231	10858	88323
Marketing	1200	1200	1200	1350	1350	1350	1350	1350	1350	1350	1350	1350	15450
Salaries	4000	4000	4000	4200	4200	4200	4200	4200	4200	4200	4200	4200	50400
Rent	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	2400	28800
Software	635	635	635	635	635	635	635	635	635	635	635	635	7620
Insurance	150	150	150	150	150	150	150	150	150	150	150	150	1800
Other OpEx	300	300	300	300	300	300	300	300	300	300	300	300	3600
Total OpEx	8685	8685	8685	9035	9035	9035	9035	9035	9035	9035	9035	9035	107470
EBITDA	-4509	-3987	-3465	-3189	-2562	-1936	-1309	-683	-57	570	1196	1823	-19147
Depreciation	267	267	267	267	267	267	267	267	267	267	267	267	3200
EBIT	-4776	-4254	-3732	-3456	-2829	-2203	-1576	-950	-324	303	929	1556	-22347
Interest	188	183	178	173	168	163	158	153	148	143	138	133	1945
Taxes (25%)	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-4964	-4437	-3910	-3629	-3000	-2366	-1734	-1103	-472	160	791	1423	-24292

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	65000	60036	55599	51689	48060	45060	42694	40960	39857	39385	39545	40336
Cash In	5800	6525	7250	8120	8990	9860	10730	11600	12470	13340	14210	15080
Cash Out	10764	10962	11160	11749	11990	12226	12464	12703	12942	13183	13421	13657
Net Cash Flow	-4964	-4437	-3910	-3629	-3000	-2366	-1734	-1103	-472	160	791	1423
Ending Cash	60036	55599	51689	48060	45060	42694	40960	39857	39385	39545	40336	41759

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	156600	65100	72800	81200	89600	99400	110600	123200	137200	470400
COGS	43848	18228	20384	22736	25088	27832	31088	34496	38416	131832
Gross Profit	112752	46872	52416	58464	64512	71568	79512	88704	98784	338568
OpEx	122436	30609	30609	30609	30609	30609	30609	30609	30609	122436

EBITDA	-9684	16263	21807	27855	33903	40959	48903	58095	68175	216132
Net Income	-24292	11384	15265	19499	23732	28671	34232	40667	47723	140352
Ending Cash	41759	65000	87000	110000	135000	162000	192000	225000	261000	261000

Metric	Value	Calculation
Monthly Fixed Costs	7503	Rent + Salaries + Insurance + Software + Loan
Variable Cost per Service	40.60	$145 x 28%
Price per Service	145	Weighted average
Contribution Margin per Unit	104.40	$145 - $40.60
Contribution Margin %	72%	$104.40 / $145
Break-Even Units per Month	72	$7,503 / $104.40
Break-Even Revenue per Month	10440	72 x $145
Expected Break-Even Month	10	Month 10 revenue: $13,340
Safety Margin	14.5%	($13,340 - $10,440) / $13,340

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	72.0%	72.0%	72.0%	50-70% (services)
Operating Margin %	-6.2%	25.1%	29.8%	10-15%
Net Profit Margin %	-15.5%	25.0%	29.8%	10-20%
CAC Payback Period	0.6 months	0.6 months	0.6 months	6-18 months

LTV:CAC Ratio	20:1	20:1	20:1	3:1
Monthly Burn Rate	2024	0	0	N/A
Runway (months)	32	Infinite	Infinite	18-24

10. RISK ANALYSIS

Top risks: 1) TDLR compliance violation (probability 3/5, impact 5/5) - $10k fines per incident (Texas Health & Safety Code Sec 155.001). 2) Economic downturn reducing discretionary spend (probability 4/5, impact 4/5) - 2020 med spa revenue dropped 35% (American Med Spa Association). 3) Esthetician turnover (probability 4/5, impact 4/5) - 35% industry avg (IBISWorld).

Mitigation: 1) Monthly $200 compliance audits with Jordan Lee CPA. 2) Introduce $99 "Skin Health Essentials" package (60% margin) for recession-proofing. 3) Hire part-time esthetician Month 10 with $3,000 base + 50% commission (below market $3,500 base).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
TDLR violation	3	5	15	Monthly compliance audits ($200)	Immediate procedure suspension	Thompson
Economic downturn	4	4	16	Launch $99 essentials package	Reduce marketing spend 30%	Thompson
Staff turnover	4	4	16	Hire PT esthetician Month 10	Owner covers shifts	Thompson
Supply chain disruption	2	3	6	3-month inventory buffer	Switch to SkinBetter Science	Thompson
Negative reviews	3	3	9	24-hour response protocol	Offer complimentary treatment	Receptionist
PRP complication	1	5	5	Mandatory physician oversight	Malpractice claim filing	Ramirez
Rent increase	3	2	6	Renegotiate at 12 months	Relocate to 2nd space	Thompson
Low client retention	4	3	12	Glow Circle auto-renewal	Introduce referral bonuses	Thompson

11. IMPLEMENTATION TIMELINE

Priority 1: Achieve breakeven by Month 10 through client acquisition (20 new/month) and retention (65% rate). Critical path: Secure dermatology referrals by Month 6 to drive PRP revenue (22% of total). Dependencies: Dr. Ramirez partnership must be formalized by Month 3.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Grand opening	40 clients served	$10k marketing launch	40 clients	Thompson
2	Google Ads optimization	CAC < $65	$1.2k ad budget	CAC $60	Thompson
3	Physician partnership	Dr. Ramirez contract	Legal review	PRP launch	Thompson
4	Hire receptionist	20 hrs/week coverage	$512/week budget	100% booking accuracy	Thompson
5	Launch Glow Circle	15 members	Email campaign	15 signups	Thompson
6	Secure 1st dermatology referral	1 signed partner	Commission agreement	5 PRP referrals	Thompson
7	Reach 80 clients/month	80 client visits	Retention tactics	80 clients	Thompson
8	Implement loyalty program	50 active members	Klaviyo setup	50 enrolled	Thompson
9	Reach 90 clients/month	90 client visits	Referral program	90 clients	Thompson
10	Breakeven achieved	Positive EBITDA	100 clients	$570 net income	Thompson
11	Secure 2nd dermatology referral	2 signed partners	Commission agreement	10 PRP referrals	Thompson
12	Year 1 review	Financial analysis	CPA report	$34,164 net profit	Lee