The Ultimate Waxing Salon Business Plan Sample for US Launch

SmoothEdge Wax & Skin Studio LLC (Texas LLC founded March 1, 2024). Founder Elena Ramirez (Licensed Master Esthetician, 10+ years medical esthetics) and COO Jordan Chen (ex-Four Seasons Spa Operations Manager) launch premium waxing service targeting $148,800 Year 1 revenue at 70% gross margin. Austin location (2800 S Lamar Blvd) serves 320 clients/month by Year 1 end. May 2024.

1. Executive Summary

320,000 Austin residents (ZIPs 78704/78745/78703) spend $1.2M annually on waxing services, yet 68% of women 18-44 report dissatisfaction with current salon hygiene standards (American Academy of Dermatology 2023). SmoothEdge solves this with OSHA-compliant sanitation protocols and gender-inclusive service design. We charge $65 average ticket (vs. competitors' $60-$70) for medically supervised waxing with 70% gross margin. Year 1 revenue: $148,800 (320 clients/month by Month 12 at $65 avg. ticket). Fixed costs: $14,250/month. Break-even at 313 clients/month achieved Month 10.

We require $185,000 funding: $55,000 founder equity, $50,000 angel investment (15% equity), $80,000 SBA 7(a) loan (10-year term, 7.5% interest). Funds deploy as: $68,000 facility build-out, $22,800 staffing (3 months), $12,000 marketing launch. Milestones: Month 3 - 150 clients/month, Month 6 - $12,000 monthly revenue, Month 10 - profitability. Projected Year 3 net profit: $118,000 (21.6% margin).

2. Company Overview

Texas LLC formed March 1, 2024 for liability protection and pass-through taxation. Leased 1,200 sq. ft. space at 2800 S Lamar Blvd, Austin (78704) due to 320,000 residents within 5-mile radius, $87,000 median household income, and proximity to Orangetheory gyms (3 locations within 1 mile). Ownership: Elena Ramirez (70% managing member), Jordan Chen (15% operations), angel group (15% equity for $50,000).

Elena Ramirez: Licensed Master Esthetician (TX #E-4421), trained 12 estheticians at Dermatology Associates of Austin (2018-2023), reduced client skin reactions by 41% via protocol redesign. Jordan Chen: Managed Four Seasons Austin spa P&L ($1.2M revenue), cut supply costs 18% through vendor renegotiation.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation, TDLR facility license	Complete	Negotiate lease terms
Apr 2024	Build-out completion	Pending	Finalize equipment orders
May 1, 2024	Grand opening	Planned	Staff training (2 estheticians)
Jun 2024	Implement Acuity Scheduling	Planned	Integrate Square POS
Aug 2024	Reach 150 clients/month	Target	Launch referral program
Nov 2024	Break-even point	Target	Hire part-time receptionist
Mar 2025	Year 1 revenue $148,800	Target	Secure second location lease
Dec 2025	Year 2 revenue $387,600	Target	Add 2 estheticians

3. Market Analysis

TAM: $1.82B (U.S. waxing services, Statista 2023). SAM: $48M (Texas waxing services, IBISWorld 2023). SOM: $1.2M (Austin metro, calculated as 65,000 potential users x $185 avg. annual spend per user). Methodology: 320,000 residents aged 25-45 in target ZIPs x 20.3% waxing adoption rate (AADA 2023) = 65,000 users. SmoothEdge targets 1.5% SOM capture ($18,000) by Year 3.

Primary customers: Women/men 25-45, median income $87,000, spending $120-$240 annually on waxing. 68% female users, 32% male (Spa Industry Association 2023). 41% of LGBTQ+ clients prioritize gender-neutral salons (GLAAD 2022). Budget range: $50-$95/service, with 60% willing to pay 15% premium for hypoallergenic products (NPD Group).

Market trends: 1) Male waxing demand up 32% since 2020 (Spa Industry Association); 2) 60% of clients prioritize vegan/cruelty-free products (NPD Group); 3) Post-pandemic "self-care as wellness" growing at 9% CAGR (IBISWorld); 4) 72% of new clients acquired via social media referrals (Salon Today).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Women 25-45	$816,000	5.8%	1.2%	Core demographic; 68% usage rate
Men 25-45	$384,000	9.1%	2.5%	Untapped market; Bliss Wax lacks male focus
LGBTQ+ Community	$228,000	7.3%	3.0%	41% prefer gender-neutral salons (GLAAD)
Teens 16-17	$72,000	4.2%	0.8%	Parental consent required; low volume

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Market	$1,820,000,000	N/A	N/A	Statista 2023
Texas Market	N/A	$48,000,000	N/A	IBISWorld 2023
Austin Market	N/A	N/A	$1,200,000	320k residents x 20.3% adoption x $185 spend

4. Competitive Analysis

Austin has 3 direct competitors: Bliss Wax (3 locations, $1.8M estimated revenue), Waxing The City (franchise, $950k revenue), The Brow Bar at Sephora (ancillary service, $320k waxing revenue). Bliss dominates women's services but has 0 male-specific offerings. Waxing The City averages 2.8/5 Google rating due to impersonal service. Sephora's location has 35% lower retention than specialized salons (Salon Iris data).

Competitive advantages: 1) Medical-grade sanitation (autoclave sterilization reduces infection risk 92% vs. competitors' UV cleaners - CDC 2023); 2) Gender-neutral pricing (men pay same as women for equivalent services, vs. Bliss' 15% male premium); 3) Tech-enabled booking (Acuity Scheduling cuts no-shows to 12% vs. industry 20%); 4) Hypoallergenic product line (GiGi Labs hard wax reduces irritation 37% vs. strip wax - Journal of Cosmetic Dermatology).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Bliss Wax	$1,800,000	$70 avg. ticket	Brand recognition	No male-focused services	Gender-inclusive menu; 10% lower male pricing
Waxing City	$950,000	$62 avg. ticket	Franchise consistency	2.8/5 Google rating	Personalized service; 4.7/5 target rating
Sephora Brow Bar	$320,000	$55 avg. ticket	Foot traffic	Low retention (35%)	Dedicated waxing focus; 65% retention target
At-home kits	$280,000	$12/service	Low cost	High irritation rate (28%)	Professional results; 37% lower irritation

Strengths	Weaknesses	Opportunities	Threats
OSHA-certified sanitation protocols	Limited brand recognition	32% male demand growth	Economic downturn reducing discretionary spend
Gender-neutral service design	Single-location operation	60% demand for clean beauty products	Bliss Wax expanding male services
10% lower CAC via referrals	$185k startup capital requirement	Austin Pride Parade sponsorship	Esthetician turnover (industry 25%)

70% gross margin (vs. 65% avg)	No established client base	Cross-promotions with 12 local gyms	Regulatory changes to TDLR standards

5. Products & Services

Core service: Professional waxing using GiGi Labs hard wax (melts at 122°F) and strip wax (140°F), applied via single-use wooden applicators. Each session includes: 1) Digital intake form (skin type, allergies), 2) Patch test for sensitive skin clients, 3) 30-60 minute private room service, 4) Post-wax aloe gel application, 5) Digital aftercare instructions. All metal tools sterilized via autoclave (121°C for 15 minutes).

Pricing set at 5% below Bliss Wax to accelerate market entry. Brazilian wax: $75 (vs. Bliss' $80), Men's chest/back: $85 (vs. Bliss' $95). Membership model: $45/month for 20% discount and priority booking (25% higher retention than non-members per Salon Today data). Gross margin 70% maintained through $19.50 average COGS per service (30% of $65 ticket).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Single Service	$50-$95	One-time booking	New clients	45%	68%
3-Visit Punch Card	$175.50	10% discount, no expiry	Price-sensitive	30%	70%
"Smooth Club" Membership	$45/mo	20% off, priority booking	Loyal clients	25%	72%

Metric	Value	Calculation/Notes
Price per service	$65	Avg. of all service types
COGS per service	$19.50	$12 wax/strips + $4.50 labor + $3 disposables
Gross Profit per service	$45.50	$65 - $19.50
Gross Margin %	70%	$45.50 / $65
CAC	$48.20	($1,200 Google Ads + $500 referral credits) / 35 new clients
LTV	$585	9 visits x $65 avg. ticket x 70% gross margin / 7% monthly churn

LTV:CAC	12.1	\$585 / \$48.20 (industry benchmark: 3.0)
Payback Period	1.1 months	CAC / (Gross Profit per visit x visits/month)

6. Marketing & Sales

Primary channel: Google Ads targeting "waxing salon Austin" (2,900 monthly searches, $3.15 CPC). Secondary: Instagram/TikTok visual content (before/after, technician credentials) and gym partnerships (Orangetheory, 3 locations). $1,700/month total ad spend targets 35 new clients/month. Referral program ($25 credit) drives 20 new clients/month at $25 CAC (vs. $82.76 digital CAC).

Sales cycle: 1) Digital ad -> landing page (3.8% conversion rate), 2) Online booking (48-hour average turnaround), 3) First visit (22% no-show rate), 4) Post-visit email with membership offer (35% conversion rate). Average sales cycle: 14 days. Month 1-3 conversion rate: 25% (new market), Month 4+ rate: 35%.

Retention: Automated SMS reminders reduce no-shows to 12% (vs. 20% industry average). "Smooth Club" members have 65% 6-month retention (vs. 45% non-members). Birthday month free add-on increases visit frequency by 18%. Target churn: 6.5% monthly.

Channel	Monthly Budget	Expected CAC		E L	Conversion Rate	Expected Customers/Month	ROI	
Google Ads	$1,200	$82.76		383	3.8%	14.5	450%	
Instagram/TikTok	$800	$61.54			260	5.0%	13.0	650%
Referral Program	$500	$25.00		N/A	100%	20.0	1,820%	
Gym Partnerships	$300	$42.86		21	33.3%	7.0	950%	
Total	$2,800	$48.20		665	2.3%	54.5	1,020%	

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	$1,200	$800	$0	$0	$0	$2,000	500	25
2	$1,200	$800	$0	$0	$0	$2,000	500	30
3	$1,200	$800	$200	$0	$0	$2,200	550	35
4	$1,200	$800	$200	$0	$0	$2,200	550	40
5	$1,200	$800	$200	$0	$0	$2,200	550	45
6	$1,200	$800	$200	$3,500	$0	$5,700	1,425	70
7	$1,200	$800	$200	$0	$0	$2,200	550	50
8	$1,200	$800	$200	$0	$0	$2,200	550	55
9	$1,200	$800	$200	$0	$0	$2,200	550	60
10	$1,200	$800	$200	$0	$0	$2,200	550	65
11	$1,200	$800	$200	$0	$0	$2,200	550	70
12	$1,200	$800	$200	$0	$0	$2,200	550	75

7. Operations

Daily workflow: 1) Online booking via Acuity (integrated with Google Calendar), 2) Digital intake form completion 24hrs pre-appointment, 3) Arrival check-in (Square POS), 4) Service in private room (avg. 45 mins), 5) Payment processing (20% tip average), 6) Post-visit email with aftercare tips. Capacity: 2 estheticians x 6 billable hours/day = 12 client slots/hour. Realistic utilization: 40% Month 1 -> 70% Month 12 (IBISWorld salon benchmark).

Key suppliers: GiGi Labs (wax, Net 30 terms, $1,200/month inventory), McKesson Medical (disposables, $450/month), CosmoProf (equipment). Technology: Acuity Scheduling ($49/month), Square POS ($60/month), Mailchimp ($100/month), QuickBooks Online ($30/month). All tools chosen for API integration and salon-specific features.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
GiGi Labs	Wax, strips, lotions	$1,200	Net 30	Parissa Wax (60-day lead time)
McKesson Medical	Gloves, gowns, sterilization	$450	Net 15	Cardinal Health
CosmoProf USA	Equipment maintenance	$150	Annual $1,800	Local technician ($120/hr)
Acuity Scheduling	Booking platform	$49	Month-to-month	Bookeo

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Acuity Scheduling	Appointments, reminders	$49	3	Bookeo ($39), Setmore ($29)
Square POS	Payments, inventory	$60	3	Clio ($79), Mindbody ($199)
Mailchimp	Email marketing	$100	1	Klaviyo ($45), Constant Contact ($12)
QuickBooks Online	Accounting, payroll	$30	1	Xero ($39), FreshBooks ($19)

8. Management Team

Organizational structure: Founder (CEO) oversees clinical operations and training. COO manages marketing, finance, and vendor relations. Two estheticians (full-time) and one receptionist (part-time). Compensation: Estheticians earn $25/hour base + 20% commission ($3,800-$4,500/month). Receptionist: $18/hour ($1,440/month). No executive salaries in Year 1; founders take $0 salary until Month 10.

Advisory board: Dr. Lisa Torres (Dermatologist, Austin Skin Institute) advises on skin safety protocols. Mark Jennings (ex-CFO, Drybar) provides financial guidance. Both receive $500/month stipend.

Month	Role	Salary	Priority	Source	Onboarding Time
1	Esthetician #1	$3,800	High	Indeed	2 weeks
1	Esthetician #2	$3,800	High	Indeed	3 weeks
5	Receptionist	$1,440	Medium	Craigslist	1 week
8	Marketing Assistant	$2,200	Low	Upwork	2 weeks

9. Financial Plan

Key assumptions: 1) Client growth: 25 Month 1 -> 75 Month 12; 2) Avg. ticket: $65 (Month 1-6), $68 (Month 7-12); 3) COGS: 30% of revenue; 4) Monthly churn: 7.5% (Year 1), 6.5% (Year 2); 5) Utilization: 40% Month 1 -> 70% Month 12; 6) No-show rate: 22% Month 1 -> 12% Month 12.

Revenue model: 70% from core services, 25% from memberships, 5% from product sales. Growth drivers: Referral program (20 new clients/month), gym partnerships (7 new clients/month), and membership retention (65% 6-month rate). Revenue scales linearly with client acquisition; 10% increase in clients = 10% revenue increase.

Cost structure: 65% fixed costs (rent, salaries, software), 35% variable (COGS, marketing). Fixed costs scale at 3% annually for inflation. Variable costs scale linearly with revenue. Payroll is 54% of total OpEx; rent is 18%.

Funding: $185,000 total. $55,000 founder equity, $50,000 angel investment, $80,000 SBA loan. Funds cover 6 months runway. Milestones: Month 3 - 150 clients, Month 6 - $12,000 revenue, Month 10 - profitability.

Category	Item	Cost	Notes
Legal/Formation	LLC filing, operating agreement	$1,200	Texas SOS fee: $300
Licenses/Permits	TDLR facility license, business license	$850	City of Austin: $500
Equipment	4 wax warmers ($320x4)	$1,280	CosmoP USA
Equipment	Autoclave sterilizer	$2,800	
Equipment	4 treatment tables ($450x4)	$1,800	
Equipment	Reception desk, chairs	$2,200	

Technology Setup	Website development	$2,500	WordPre + Square integratio
Initial Inventory	3-month wax/strips supply	$3,600	GiGi Labs
Initial Inventory	Disposables (gloves, gowns)	$2,100	McKesso Medical
Initial Inventory	Aftercare products	$1,500	
Marketing Launch	Branding, photoshoot	$3,000	
Marketing Launch	Google/Facebook ads	$5,000	Months 1-3
Working Capital	3 months operating expenses	$54,750	$18,250 x 3
Insurance	General liability ($2M)	$1,800	Annual premium
Professional Fees	Accounting setup	$1,500	QuickBo configura
Facility Setup	Build-out (ADA compliance)	$68,000	Walls, lighting, flooring
Contingency	10% buffer	$18,500	SBA requirem

Total		$185,000	

Category	Ty	Monthly Cost	Annual Cost		Notes
Rent	Fixed	$3,200	$38,400		Includes CAM, property tax
Salaries	Fixed	$7,600	$91,200		2 esthetici ($3,800x
Payroll Taxes	Fixed	$1,520	$18,240		20% of salaries
Utilities	Fixed	$320	$3,840		Electricity water, internet
Software	Fixed	$239	$2,868		Acuity, Square, Mailchim QBO
Insurance	Fixed	$150	$1,800		General liability
Loan Payment	Fixed	$950	$11,400		SBA 7(a) $80k @ 7.5%
Marketing	Variable	$2,333	$28,000		$28k annual budget
Inventory	Variable	$1,020	$12,240		30% of revenue
Supplies	Variable	$300	$3,600		Sanitation office supplies
Commissions	Variable	$910	$10,920		20% of revenue

Professional Fees	Fixed	$125	$1,500	Accounti legal
Fixed Total		$13,929	$167,148	
Variable Total		$4,563	$54,756	
Combined Total		$18,492	$221,904	

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**	**Year 1**
Revenue	$8,000	$12,000	$18,000	$22,000	$26,000	$30,000	$34,000	$38,000	$42,000	$46,000	$50,000	$54,000	$370,000
COGS	$2,400	$3,600	$5,400	$6,600	$7,800	$9,000	$10,200	$11,400	$12,600	$13,800	$15,000	$16,200	$111,000
Gross Profit	$5,600	$8,400	$12,600	$15,400	$18,200	$21,000	$23,800	$26,600	$29,400	$32,200	$35,000	$37,800	$259,000
Marketing	$2,000	$2,000	$2,200	$2,200	$2,200	$5,700	$2,200	$2,200	$2,200	$2,200	$2,200	$2,200	$28,000
Salaries	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$7,600	$91,200
Rent	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$3,200	$38,400
Software	$239	$239	$239	$239	$239	$239	$239	$239	$239	$239	$239	$239	$2,868
Insurance	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$1,800
Loan Payment	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950	$11,400
Other OpEx	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$18,000
Total OpEx	$15,639	$15,639	$15,839	$15,839	$15,839	$19,339	$15,839	$15,839	$15,839	$15,839	$15,839	$15,839	$190,668
EBITDA	-$10,039	-$7,239	-$3,239	-$439	$2,361	$1,661	$7,961	$10,761	$13,561	$16,361	$19,161	$21,961	$68,332
Depreciation	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$1,133	$13,600
EBIT	-$11,172	-$8,372	-$4,372	-$1,572	$1,228	$528	$6,828	$9,628	$12,428	$15,228	$18,028	$20,828	$54,732
Interest	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$6,000
Taxes	$0	$0	$0	$0	$182	$7	$1,582	$2,282	$2,982	$3,682	$4,382	$5,082	$20,172
Net Income	-$11,672	-$8,872	-$4,872	-$2,072	$546	$27	$4,746	$6,846	$8,946	$11,046	$13,146	$15,246	$28,560

Line Item	**M1**	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**
Beginning Cash	$130,250	$118,578	$109,706	$104,834	$102,762	$103,308	$103,335	$108,081	$114,927	$123,873	$134,919	$148,065

Cash In (Revenue)	$6,400	$9,600	$14,400	$17,600	$20,800	$24,000	$27,200	$30,400	$33,600	$36,800	$40,000	$43,200
Cash In (Funding)	$55,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cash In	$61,400	$9,600	$14,400	$17,600	$20,800	$24,000	$27,200	$30,400	$33,600	$36,800	$40,000	$43,200
Cash Out (COGS)	$2,400	$3,600	$5,400	$6,600	$7,800	$9,000	$10,200	$11,400	$12,600	$13,800	$15,000	$16,200
Cash Out (OpEx)	$15,639	$15,639	$15,839	$15,839	$15,839	$19,339	$15,839	$15,839	$15,839	$15,839	$15,839	$15,839
Cash Out (CapEx)	$68,000	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Cash Out (Debt)	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950	$950
Total Cash Out	$86,989	$20,189	$22,189	$23,389	$24,589	$29,289	$26,989	$28,189	$29,389	$30,589	$31,789	$32,989
Net Cash Flow	-$25,589	-$10,589	-$7,789	-$5,789	-$3,789	-$5,289	$211	$2,211	$4,211	$6,211	$8,211	$10,211
Ending Cash	$118,578	$109,706	$104,834	$102,762	$103,308	$103,335	$108,081	$114,927	$123,873	$134,919	$148,065	$158,276

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	$370,000	$102,000	$114,000	$126,000	$138,000	$150,000	$162,000	$174,000	$186,000	$672,000
COGS	$111,000	$30,600	$34,200	$37,800	$41,400	$45,000	$48,600	$52,200	$55,800	$201,600
Gross Profit	$259,000	$71,400	$79,800	$88,200	$96,600	$105,000	$113,400	$121,800	$130,200	$470,400
OpEx	$190,668	$47,500	$48,000	$48,500	$49,000	$50,000	$51,000	$52,000	$53,000	$206,000
EBITDA	$68,332	$23,900	$31,800	$39,700	$47,600	$55,000	$62,400	$69,800	$77,200	$264,400
Net Income	$28,560	$9,500	$14,200	$18,900	$23,600	$28,300	$33,000	$37,700	$42,400	$141,300
Ending Cash	$158,276	$185,000	$215,000	$248,000	$284,000	$323,000	$365,000	$410,000	$458,000	$458,000

Metric	Value	Calculat

Monthly Fixed Costs	$13,929	From OpEx table
Variable Cost per Service	$19.50	30% of $65 avg. ticket
Price per Service	$65	
Contribution Margin per Service	$45.50	$65 - $19.50
Contribution Margin %	70%	$45.50 / $65
Break-Even Units per Month	306	$13,929 / $45.50
Break-Even Revenue per Month	$19,890	306 x $65
Expected Break-Even Month	Month 10	Projected Month 10 revenue: $46,000
Safety Margin	69%	($46,000 - $19,890) / $46,000

Metric	**Y1**	**Y2**	**Y3**	**Industry Benchmark**

Gross Margin %	70%	70%	70%	65-75%
Operating Margin %	18.5%	25.3%	30.6%	15-20%
Net Profit Margin %	7.7%	12.3%	21.0%	5-10%
Current Ratio	1.8	2.1	2.5	1.5
Quick Ratio	1.5	1.8	2.2	1.0
CAC Payback	1.1 months	0.9 months	0.8 months	6-18 months
LTV:CAC	12.1	14.5	16.2	3.0
Monthly Burn Rate	$4,772	$0	N/A	N/A
Runway (months)	26.5	Unlimited	Unlimited	N/A

10. Risk Analysis

Top risks: 1) Esthetician turnover (probability 4/5, impact 5/5): Industry average 25% annual turnover costs $15,000 per replacement (American Association of Cosmetology Schools). 2) Economic downturn (probability 3/5, impact 4/5): 2020 data shows 32% revenue drop in discretionary beauty services during recessions (IBISWorld). 3) Regulatory non-compliance (probability 2/5, impact 5/5): TDLR fines average $2,500 per violation (Texas.gov data).

Mitigation: 1) Estheticians receive $500 professional development stipend and $25/hr base wage (12% above Austin average). 2) Introduce $50 teen starter package to capture budget-conscious clients. 3) Monthly OSHA training and $2M liability insurance ($1,800/year). Contingency: 3-month inventory buffer for GiGi Labs products.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Esthetician turnover	4	5	20	$500/yr training stipend; $25/hr base wage	Contract with esthetician school for replacements	COO
Economic downturn	3	4	12	Launch $50 teen package; emphasize hygiene not luxury	Reduce marketing spend by 30%	CEO
TDLR non-compliance	2	5	10	Monthly staff training; digital compliance logs	Hire compliance consultant ($150/hr)	CEO
Supply chain disruption	3	3	9	3-month inventory buffer; dual sourcing	Switch to Parissa Wax within 60 days	COO
Negative reviews	4	2	8	Post-visit satisfaction surveys; $25 review incentive	Free service for dissatisfied clients	Receptionist
Low client retention	3	3	9	"Smooth Club" membership with 20% discount	Introduce referral-only pricing	COO
Rent increase	2	4	8	10-year lease with 3% annual cap	Negotiate CAM cost audit	CEO
Payment processing fraud	1	3	3	Square POS fraud detection tools	Require ID for transactions >$100	Receptionist

11. Implementation Timeline

Critical path: Lease execution (Month 1) -> build-out completion (Month 2) -> staff training (Month 3). Dependencies: TDLR license requires completed facility inspection. Key priority: Achieve 150 clients/month by Month 3 through gym partnerships and Google Ads. Runway constraint: Must hit $12,000 monthly revenue by Month 6 to avoid additional funding.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Lease execution	Signed lease, security deposit	$6,400	Space secured	CEO
2	Build-out completion	ADA-compliant space, 4 rooms	$68,000	TDLR inspection passed	COO
3	Staff hiring	2 licensed estheticians	$7,600 salary	150 clients served	CEO
4	Marketing launch	Google Ads live, 5 gym partnerships	$2,200 budget	200 clients/month	COO
5	System integration	Acuity + Square + Mailchimp linked	$239 software	12% no-show rate	COO
6	Revenue target	$12,000 monthly revenue	$30,000 cash	300 clients served	CEO
7	Membership program	"Smooth Club" launched	$450 marketing	25% membership uptake	COO
8	Referral optimization	$25 credit system automated	$300 integration	20 referral clients/month	COO
9	Break-even prep	Cost analysis report	10 hours staff time	EBITDA positive	CEO
10	Profitability	Net income positive	$0 additional capital	$11,046 net income	CEO
11	Year 1 review	Financial audit, growth plan	$1,500 accounting	$28,560 net profit	CEO
12	Year 2 planning	Second location lease review	20 hours founder time	$387,600 revenue target	COO