

ITEC Level 3 Unit 855 – Salon Design for the Hair and Beauty Sector Recommended Minimum Guided Learning Hours – 36 Unit Accreditation Number: H/601/4468	
Learning outcome The Learner will: 1. Be able to research and plan the designing of a salon	
Assessment Criteria	Taught Content
1.1 Use effective communications skills to gather and present information 1.2 Conduct market research 1.3 Analyse and evaluate market research 1.4 Produce a budget and costs analysis 1.5 State the importance of meeting deadlines within a project plan	1.1.1 To include: • Good communication skills (asking open and/or closed questions where appropriate, listening/hearing) • Effective communication • Demonstrate appropriate body language at all times • Interpersonal distance • Trust • Professionalism, confidence and enthusiasm • Confidentiality • Personal effectiveness • With colleagues • As part of team • With others 1.2.1 To include: • The role of the marketing plan • Definition and principles of PEST and SWOT analyses • Importance of identifying target market • Importance of identifying competitors 1.3.1 To include: • Importance of analysing data collected through market research 1.4.1 To include: • Finance – design and development costs • Fixed and Variable costs • Cash Flow Forecast 1.5.1 To include: • Budget • Costing • Project timescales

1.6 Explain how market research can influence salon design	1.6.1 To include: ▪ Market research including target demographic group information and feedback ▪ Competitor analysis ▪ Business risk analysis - PEST and SWOT analysis ▪ Operational objectives ▪ Premises and location ▪ Products, services and prices
1.7 Describe how psychological abstract concepts, facilities and legislation influence the salon design	1.7.1 To include: ▪ Design brief and portfolio – mood board, samples, different images ▪ The business concept/vision ▪ Location, environment, culture and premises ▪ Target market/clientele ▪ Competitors ▪ Products and equipment ▪ ‘Signature’ treatments, treatment menus and packages ▪ Legal status, licences and insurance ▪ Health, safety, security and data protection ▪ Floor plan with a suitable choice of scale ▪ Budget and cost analysis for design ▪ Project timescales
1.8 Explain the importance of budget management	1.8.1 To include: ▪ Project management plan ▪ Outline benefits of thorough research and planning ▪ Targets
Learning outcome The Learner will:	
2. Be able to design a salon	
Assessment Criteria	Taught Content
2.1 Create a floor plan to scale	2.1.1 To include: ▪ Design brief ▪ Floor plan of business premises to scale
2.2 Create a design portfolio	2.2.1 To include: ▪ Research ▪ Design brief and portfolio – mood board, samples, different images
2.3 Present a salon design and obtain feedback	2.3.1 To include: ▪ Design brief and portfolio – mood board, samples, different images ▪ Presentation ▪ Methods of gathering feedback i.e. questionnaires
2.4 Evaluate and amend the project	2.4.1 To include: ▪ Evaluation of feedback ▪ Review ▪ Amend the design

2.5 Explain the importance of creating a floor plan using a suitable choice of scale	2.5.1 To include: ▪ Cost ▪ Resources ▪ Suitability of facilities
2.6 Describe the benefits of creating a design portfolio	2.6.1 To include: ▪ Research ▪ Flexibility ▪ Choice ▪ Innovation ▪ Cost ▪ Review
2.7 Explain the importance of presenting and obtaining feedback on the design	2.7.1 To include: ▪ Design brief ▪ Methods of presentation ▪ Feedback ▪ Methods of recording and evaluating feedback ▪ Trouble shooting ▪ Design review
Unit 855 – Salon Design for the Hair and Beauty Sector Assignment All Learners will be assessed via an assignment for this unit. For details please see www.itecworld.co.uk	Unit 855 – Salon Design for the Hair and Beauty Sector assignment guidance and assessment forms may be downloaded from www.itecworld.co.uk