



ITEC

Research in the hair and beauty sector

VRQ

Learner name:

UV30452

Learner number:

R/601/5342



Salon design for the hair and beauty sector

UV30457

The aim of this unit is to develop your research, planning and creative skills to enable you to create a new design for a salon. You will conduct market research, set a budget, produce a cost analysis, create a floor plan and produce a design portfolio. Within this unit you will be asked to evaluate each aspect of the process.

This unit is suitable for both stylists and therapists from the hair and beauty related industries.

Level

3

Credit value

5

GLH

36

Observation(s)

1

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Be able to research and plan the designing of a salon
2. Be able to design a salon

Evidence requirements

1. Environment

Evidence for this unit must be gathered in a real or realistic working environment.

2. Simulation

Simulation is not allowed in this unit.

3. Observation outcomes

Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least one occasion**.

4. Knowledge outcomes

There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.

5. Tutor/Assessor guidance

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

6. External paper

There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Achieving range

There are no range statements that apply to this unit.

Maximum service times

There are no maximum service times that apply to this unit.

Learning outcome 1

Be able to research and plan the designing of a salon

You can:

- a. Use effective communication skills to gather and present information

*May be assessed through oral questioning.

Observation	1	Optional	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Learning outcome 2

Be able to design a salon

You can:

- a. Present a salon design and obtain feedback

*May be assessed through oral questioning.

Observation	1	Optional	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.



Learning outcome 1

Be able to research and plan the designing of a salon

You can:	Portfolio reference/ Assessor initials*
b. Conduct market research	
c. Analyse and evaluate market research	
d. Produce a budget and costs analysis	
e. State the importance of meeting deadlines within a project plan	
f. Explain how market research can influence salon design	
g. Describe how psychological abstract concepts, facilities and legislation influence the salon design	
h. Explain the importance of budget management	

*Assessor initials to be inserted if orally questioned.

Learning outcome 2

Be able to design a salon

You can:	Portfolio reference/ Assessor initials*
b. Create a floor plan to scale	
c. Create a design portfolio	
d. Evaluate and amend the project	
e. Explain the importance of creating a floor plan using a suitable choice of scale	
f. Describe the benefits of creating a design portfolio	
g. Explain the importance of presenting and obtaining feedback on the design	

*Assessor initials to be inserted if orally questioned.

Unit content

This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Learning outcome 1: Be able to research and plan the designing of a salon

Professional communication in a salon environment:

Try to avoid technical language, always respond, consider client confidentiality.

Verbal – speaking (tone of voice, the language you use, how quickly and clearly), questioning (open, closed, probing, formal, informal), one-way, two-way, vertical information (passed down from senior management team to employees), horizontal (the exchange of information between employees at the same level).

Non-verbal – body language, positive attitude (posture, facial expressions, hand gestures, the distance you stand), listening (be patient, try to understand).

Written – letters, memos, e-mails, reports, forms, faxes, business plan, design portfolio.

Market research:

The gathering of information about markets or customers, business strategy, get advantage over competitors, identify and analyse the market needs/market size/competition, social and opinion research, systematic gathering and interpretation of information, gain insight or support decision making.

The importance of marketing:

Find a gap in the market, distinguishing salon, what will succeed what may not, pulling power from local area, local market research.

Potential economic climate – disposable income available.

Culture – lifestyle, trends, taste.

Technology – invention, design, launch of new products.

Competitors – type of salon, businesses competing for consumer attention.

Methods of conducting market research:

Primary and secondary research.

Primary research (direct from respondent)

– your own bespoke research, public opinion, gain knowledge of existing clients and competitors, collect information, assess client needs, monitor change in the market, anticipate future trends, on-going process, strategic plans, talk to clients, listen to client, questionnaires, visit shows and exhibitions, subscription to professional publications.

Secondary research (desk research)

– using information that is readily available (local library, local college library, business school, vocational or technical institute, chamber of commerce, trade associations and reference materials, magazines, directories of associations etc.).

The analysis and evaluation of market research:

Readable, understandable, comparable format. Social survey studies (persons, families, business firms, clients), known as entities, each entity is known as a CASE, characteristics studied are called VARIABLES, the descriptions of the characteristics for each case are called their VALUES. Create a spreadsheet consisting of the value of each variable for each case. A sample survey studies part of a group (the sample), representation from study.

Learning outcome 1: Be able to research and plan the designing of a salon (continued)

The budget:

Initial outlay, funds to set up the business, contingency fund, fund to support salon until it reaches self supporting status.

Cost analysis:

Will determine how well/poorly a planned action will turn out, the addition of positive factors, subtraction of negative factors, determine a net result (running the numbers), the difference between the two, advisable action or not.

Meeting deadlines:

Salon opens on time, avoid bad reputation, begin to generate business, avoid penalties and expenses.

Project plan:

Business plan, the purpose, idea, the market, business premises, equipment, employees, set up costs, overheads, estimated turnover, finance required, partnerships, sole trader, limited company, short and long term objectives.

How market research can influence salon design:

Location of salon, size, franchise, single sector salon/multi-sectors salon, product loyalty (which manufacturing house), retail products, amount of staff, experience of staff, what services/treatments to offer, price list.

A salon design:

Layout, space, décor, colour, themed interior (classic, modern, contemporary), lighting, power supply, partition/walls, window position, flooring, access, staff/client facilities, security, retail area, treatments rooms, work stations, designated reception.

The psychological concept:

The salon – mood, ambience, relaxing, welcoming, threatening, feels too young, feels too old, too fashionable, back street salon, off-putting theme, won't be able to afford it.

Colour association – yellow = sunny, black = smart, stark, warm colours/tones (red, yellow, orange) = happy, cool colours/tones (blue, violet, green) = relaxing.

Different colours mean different things to different people and ages, eg. strong vivid colours appeal to younger clientele, but appear brash to an older clientele. Colours can disguise or emphasise architectural imperfections, can make rooms look bigger/smaller, coloured lighting, current fashion styles/trends.

The salon facilities:

Balancing the want/need with legal requirements.

Reception and retail area – the hub, welcoming, first impression, light and airy, impact, relaxing, storage facilities, refreshments, retail display area, secure storage (client records), large enough counter to accommodate (till, telephone, computer system, literature).

Cloakroom – toilet and wash facilities for staff and clients.

Kitchen/utility room – cupboards, storage, worktop, sink, electricity points, microwave, cooker, fridge, washing machine, tumble dryer, table and chairs, staff rest area.

Restroom/staff room – separate room, integral with kitchen, table and chairs, storage lockers.

Learning outcome 1: Be able to research and plan the designing of a salon (continued)

Work stations – correct working height, adjustable chair height, adequate room, directed lighting, storage for equipment, electricity supply, static equipment (overhead climazone etc.).

Treatment rooms – correct working height, adjustable bed height, adequate room, dimmable lighting, storage for equipment, modesty curtains, electricity supply, static equipment, water facilities.

Dispensary – easily accessible from salon, lockable door, storage for stock and consumables, shelving, room kept cool, no direct sunlight, sink, washing facilities.

Backwash/basin area – correct working height, adjustable chair height, adequate room around basins, adjustable basins, leg support, storage, shelving, front wash facilities, hot water facilities, mixer taps.

Salon health and safety:

Health and safety at work, control of substances hazardous to health, reporting of injuries, diseases and dangerous occurrences, personal protective equipment, electricity at work, manual handling, supply of goods and services, trade description, data protection, health and safety (first aid), disability discrimination, fire precautions, consumer safety, consumer protection, equal opportunities, sex discrimination, employers' liability (compulsory insurance), occupiers' liability, local by-laws (set by council), salon rules, code of conduct, observance by all staff.

Budget management:

Amount required, accountable for the spending, how it will be raised, set a timescale, ensure budget will balance, consultation internally and externally, sufficient, best value overall, cost effective, regular reports on budget spend, actions proposed, internal and external audit reports, monitoring progress, how services can be made more efficient.

Learning outcome 2: Be able to design a salon

Design a floor plan using an appropriate scale:

Measure original space, metric or imperial, transfer to graph paper, draw to scale, 1 square = 1 metre/yard, add dimensions (work stations, reception area, backwash area, treatment rooms, cloakroom, staff room, doors, windows, stairs, retail area, chairs, total layout).

Creating a design portfolio:

Online, book form. Use examples from different product categories, variety of media (beautiful photos, renderings, sketches, and finished projects), range of technologies, show concept through to production, use a full range of abilities (sketching, rendering, model making, finished products, photography, 3D modelling, etc.), include theme, style, colour, textures, fixtures, fittings, equipment, tools, decor, furnishings, style, look.

Present a salon design:

Formal/informal presentation, portfolio or via computer software, PowerPoint presentation, prepared speech/prompt cards, professionalism, varied communication skills (body language, tone, clarity, projection of voice), interpersonal skills, personal creative ideas, platform to show technical skills, enthusiasm and creativity, personalised to target audience.

Evaluation and feedback of project:

What worked well/what did not, benefits, compare against original brief, end result, client satisfaction, draw conclusions, verbal or written feedback from business partner(s), employees, friends, family, colleagues, audience, clients, financial expert, analysis, results, performance, own evaluation.

Amend design:

Use feedback to modify design, what's not working, pinpoint problem/query, do not change everything, create separate versions for separate idea changes, version control, re-create client wishes, make improvements, re-submit design.

Benefits of creating a design portfolio:

Shows your creative ability, conveys your previous experience, accompanies your résumé, can be easily sent (e-portfolio), can secure you work, start of a thought process, give potential clients ideas and impressions of finished result.

Notes

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