**TEXAS CTE LESSON PLAN**

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| **Lesson Identification and TEKS Addressed** | |
| **Cluster** | Human Services |
| **Course** | Cosmetology II |
| **Lesson/Unit Title** | A Business Plan for Salon Ownership |
| **TEKS Student Expectations** | **130.284. (c) Knowledge and Skills**  (4) The student demonstrates proficiency in the use of tools, equipment, technologies, and materials used in cosmetology. The student is expected to:  (A) Employ safe and effective use of tools to enhance client services  (B) Use ergonomically designed equipment to promote professional efficiency  (C) Use available technology sources effectively in a professional salon setting |
| **Basic Direct Teach Lesson** | |
| **Instructional Objectives** | **Students will:**   * Identify types of salon ownership * Compare advantages and disadvantages of salon booth rental * Analyze factors in opening a salon * Identify components to a business plan * Evaluate an online course detailing how to write a business plan * Design a business plan for a salon |
| **Rationale** | Would you like to be your own boss as a cosmetologist? Several options are available from renting a booth/chair at a salon, to managing a salon and eventually owning your own salon. It takes lots of work and many skills to be able to be your own boss and it starts with a business plan. Let’s find out what a business plan is and what we need to own a salon. |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall** | **Booth/Chair rental:** A professional rents a station or work space in a salon for a weekly fee paid to the salon owner  **Business plan:** Set of documents used to summarize the business’s operational and financial objectives for the near future (usually one to three years)  **Corporation:** An ownership structure controlled by one of more stockholders  **Franchise:** Arrangement where one party (the franchiser) grants another party (the franchisee) the right to use its trademark or trade-name as well as certain business systems and processes, to produce and market a good or service according to certain specifications  **Insurance:** Guaranteed protection against financial loss from malpractice, property liability, fire, burglary and theft, and business interruption  **Partnership:** A type of business organization in which two or more individuals pool money, skills and other resources and share profit and loss in accordance with terms of the partnership agreement  **Record keeping:** The act of maintaining accurate and complete records of all financial activities in your business  **Salon policies:** Rules and regulations adopted by a salon to ensure that all clients and associates are being treated fairly and consistently  **Sole proprietor:** A self-employed person; sole owner of a business  **Vision statement:** A long-term picture of what the business is to become and what it will look like when it gets there  **Written agreements:** Documents that govern the opening of a salon, including leases, vendor contracts, employee contracts and more |
| **Materials/ Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multi-media presentation * Computer with internet access (be sure to follow district guidelines for Internet access) * Headphones * Light projector (Elmo) * Presenter/remote   **Materials:**   * Cardstock * Zip-lock bags   **Supplies:**   * Appointment book * Keys (various, to designate ownership) * Magazines (depicting hairstyles) * Record books * Copies of handouts     **PowerPoint:**   * A Business Plan for Salon Ownership   **Technology:**   * Free iPad App: * Infographics:   + Hair Today: Opening Your Own Salon  With a detailed business plan, the right location, and quality salon equipment, you can open your own beauty business. Check out this infographic to see how you can turn your dreams of owning a salon into a reality. <https://visual.ly/hair-today-opening-your-own-salon> * TED Talks:   + Gayle Tzemach Lemmon: Women entrepreneurs, example not exception  Women aren’t micro—so why do they only get micro-loans? Reporter Gayle Tzemach Lemmon argues that women running all types of firms—from home businesses to major factories—are the overlooked key to economic development.<http://www.ted.com/talks/gayle_tzemach_lemmon_women_entrepreneurs_example_not_exception?language=en>   **Handouts:**   * 2011 Economic Snapshot of the Salon Industry * Anticipation Guide: A Business Plan for Salon Ownership * Anticipation Guide: A Business Plan for Salon Ownership (Key) * Booth Renter List * Business Plan for a Salon * Business Plan * Regulation of Cosmetology Occupations Code * Rubric for a Salon Business Plan * Business Plan Matching Activity |
| **Anticipatory Set** | **Before class begins:**  Become familiar with the Small Business Administration’s Learning Center that provides a 30-minute online course in how to write a business plan. This course will provide students with a certificate they will be able to add to their portfolio.   * How to Write a Business Plan This course explains the importance of business planning, defines and describes the components of a business plan, and provides access to sample plans and resources that can help you develop a very good business plan.<https://www.sba.gov/tools/sba-learning-center/training/how-write-business-plan>   Print and cut apart the Teacher Resource Business Plan Matching Activity.  Prepare a set for each group and place cards in a zip-lock bag. This activity will be used in the Guided Practice section.  Display as many items from the Materials or Specialized Equipment Needed tab as you have available on a table in front of the room so that students may view as they enter.  Distribute the handout Anticipatory Guide: Salon Ownership to the students and instruct them to place a check mark by the statement they THINK is true.  After the lesson, this handout will be revisited in the Lesson Closure section to check for knowledge of the lesson.  Ask students the following questions:   * Would you like to own your own salon? * Do you know what it takes to own a salon? * What do you know about business plans?   Allow time for discussion. |
| **Direct Instruction with Special Education Modifications/ Accommodations** | Introduce lesson objectives, terms, and definitions.  Select and distribute a handout or graphic organizer from the Instructional Strategies drop down menu in Classroom Essentials or instruct students to take notes in their journal books or on their own paper.  Introduce the PowerPoint a Business Plan for Salon Ownership. Instruct students to take notes during the presentation. Make sure to focus on the contents of each slide. Encourage questions and discussion.  Place the teacher resource Regulation of Cosmetology Occupations Code on the light projector. Review the section *SUBCHAPTER G. LICENSING OF FACILITIES* so that students will understand what the regulations are for owning a salon.  Place the teacher resource Booth Renter List from the Texas Department of Licensing and Regulation on the light projector and review the rule with the students.  View YouTube video from Small Business Administration:   * How to Write a Business Plan Interested in starting a business plan? Developing and maintaining your business plan is like your roadmap to entrepreneurial success.<https://youtu.be/SMr_uLZV-eM>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * provide assistance with note-taking |
| **Guided Practice with Special Education Modifications/ Accommodations** | Distribute the handout Business Plan and review each section with the students. Emphasize the importance of creating a business plan before opening a business.  Divide the class into subgroups of four students.  Place the zip-lock bag of the Business Plan Matching Activity on each table. Instruct students to match the definitions to each term for a business plan.  Follow up with a review of each term.  Direct students to the computers and instruct them to log on to the Small Business Association’s website and the Learning Center for the online training. They will need headphones to complete the self-paced course that will provide them with a certificate of completion at the end. Students will be able to add this certificate to their portfolio.   * How to Write a Business Plan This course explains the importance of business planning, defines and describes the components of a business plan, and provides access to sample plans and resources that can help you develop a very good business plan.<https://www.sba.gov/tools/sba-learning-center/training/how-write-business-plan>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * provide a text based accessible version of online course * check for understanding |
| **Independent Practice/ Laboratory Experience with Special Education Modifications/ Accommodations** | Divide the class into subgroups of two or three students.  Read the following scenario:   * You and two of your colleagues have ten years of experience working in a salon and would like to start your own business but don’t know what to do. You check with a representative from the Small Business Association and they recommend you and your partners begin with a business plan. There are many decisions to be made on this document. How will you make those decisions?   Distribute the handout Business Plan for a Salon and instruct the students to brainstorm with their group and create a shortened version of the business plan for a salon they would like to own.  If computers are available, the business plan can be downloaded from Microsoft® Word templates. This will allow students to fill in their description for each section.  Distribute the Rubric for a Salon Business Plan so that students understand what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage creativity * praise participation |
| **Lesson Closure** | Review terms, definitions, and objectives.  Re-distribute the handout Anticipation Guide: Salon Ownership from the Anticipatory Set.  Allow students to re-read each statement and place a check mark by the statements they KNOW are true. They should also provide information that PROVES other statements are not true. |
| **Summative/End of Lesson Assessment with Special Education Modifications/**  **Accommodations** | Students will be assessed with the appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * extended time for assignment * encourage participation |
| **References/ Resources** | **Images:**   * Shutterstock® images. Photos obtained with subscription.   **Textbooks:**   * Frangie, C. M. (2012). *Milady standard cosmetology.* Clifton Park, NY: Cengage Learning. * Backe, J. (2016). *Milady standard cosmetology.* Clifton Park, NY: Cengage Learning.   **Website:**   * Texas Department of Licensing and Regulations, The leader in public service, customer satisfaction, and innovation.<http://www.tdlr.texas.gov/index.htm>   **YouTube:**   * How to Write a Business Plan Interested in starting a business plan? Developing and maintaining your business plan is like your roadmap to entrepreneurial success.<https://youtu.be/SMr_uLZV-eM> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Use “word wall” for vocabulary words * Work with a peer tutor * Peer to read materials * Highlighted materials for emphasis * Shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Articles pertaining to this lesson that students may read include:   * How Much Does It Cost to Start-up a Hair Salon Business?  People like to look good and are constantly seeking new ways to help improve their appearance. For this reason, hair salons remain one of the fastest growing types of business, according to powerhomebiz.com.<http://www.ehow.com/info_7754520_much-startup-hair-salon-business.html> * How to Start a Small Hair Salon Business  In the U.S., about 70,000 haircare salons generated $19 billion in annual sales in 2010, according to a 2011 Industry Overview by Hoover’s, a Dun & Bradstreet company.<http://www.ehow.com/how_5013978_start-small-hair-salon-business.html> * Requirements for Starting a Hair Salon Business  If you enjoy styling hair, performing manicures and all other aspects of the cosmetology industry, a career as a hair salon owner may be a rewarding and lucrative career choice for you.<http://www.ehow.com/info_7785783_requirements-starting-hair-salon-business.html>   **Reading strategy:** Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | To have something you’ve never had you will have to do something you’ve never done. **-Zig Ziglar**  You are never too old to set another goal or to dream a new dream. **-C.S. Lewis**  Without a mission statement, you may get to the top of the ladder and then realize it was leaning against the wrong building! **-Dave Ramsey**  Being intentional means taking calculated and planned steps in a chosen direction. **-Chris Hogan** |
| **Writing Strategies** | **Journal Entries:**   * I would like to own my own salon because … * My salon would be different from other salons because … * I would rather rent a chair at a salon because … * I think managing a salon would be …   **Writing Strategy:**   * RAFT Writing Strategy:   + Role: journalist   + Audience: salon professionals   + Format: article   + Topic: challenges and rewards of starting a business   Write an article for a salon magazine about the challenges and rewards of starting a business. |
| **Communication 90 Second Speech Topics** | * Three things about a business plan are … * The advantages and disadvantages of renting a chair are … |
| **Other Essential Lesson Components** | |
| **Enrichment activity** | Students may create a vision board with images of salon floor plans, paint colors and other items they would like to have in their salons. Images may be cut out from magazines.  **Infographic:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * Hair Today: Opening Your Own Salon With a detailed business plan, the right location, and quality salon equipment, you can open your own beauty business. Check out this infographic to see how you can turn your dreams of owning a salon into a reality. <https://visual.ly/hair-today-opening-your-own-salon>   **TED Talks:**  TED is a nonprofit organization devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less).  The video below is related to this lesson. Allow students to view the video and lead a discussion concerning the TED Talk.   * Gayle Tzemach Lemmon: Women entrepreneurs, example not exception   Women aren’t micro—so why do they only get micro-loans? Reporter Gayle Tzemach Lemmon argues that women running all types of firms—from home businesses to major factories—are the overlooked key to economic development.<http://www.ted.com/talks/gayle_tzemach_lemmon_women_entrepreneurs_example_not_exception?language=en> |
| **Family/Community Connection** | Invite a salon owner to speak to the class about his/her journey to owning a business. Booth rental fees should also be discussed. |
| **CTSO connection** | **SkillsUSA**  <http://skillsusa.org/>  **Entrepreneurship** A team event testing students’ knowledge in starting their own businesses by developing business plans that identify needed products or services in a local market. Emphasis is placed on financial planning and practicality of product/service. Teams give oral presentations based upon their written plans and the team must successfully answer questions by a team of judges in response to typical problem encountered by entrepreneurs during their first year of business. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to lesson.  Possible idea:  Students may volunteer to work with the Small Business Association to assist entrepreneurs with writing business plans. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)