

beauty & spa management diploma international



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PROGRAM



INTRODUCTION TO BEAUTY & SPA MANAGEMENT

INTERNATIONAL AND NATIONAL BEAUTY AND SPA
TRENDS AND TECHNOLOGY :

Beauty and Spa Terminology

Origin of Beauty Salon and Spa (History)

Hydrotherapy

The Four Cornerstones

Latest Technologies

Beauty, Spa and Wellness Industry

Latest Research

Beauty Salon and Spa Trends





PROGRAM

OPERATIONAL MANAGEMENT :

Time Management

Analysing and Optimising Daily Bookings

Treatment Menu and Recipes

Beauty Salon and Spa Environmental Awareness

Water Management

Beauty Salon and Spa Daily Routine

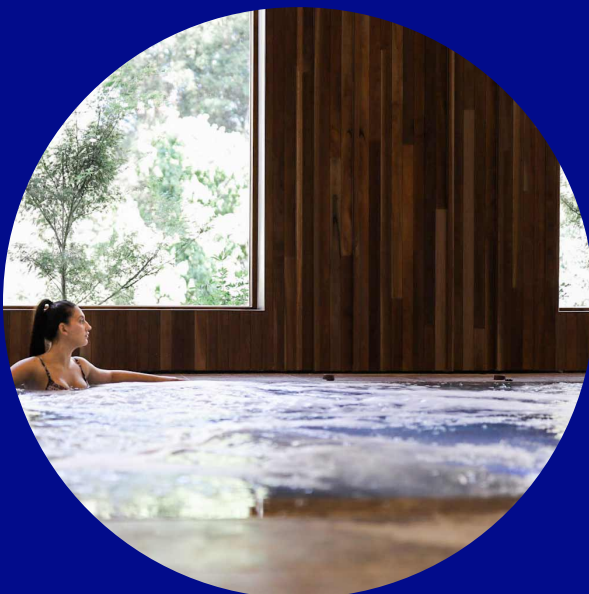
Hygiene

The Importance of Front Office/Reception

Mystery Guest Reports

Types of Client Feedback

Occupational Health and Safety





PROGRAM

LEADERSHIP :

Dealing with Staff
Team and Leadership Values
Team Building
Delegation
Priority Management
Setting Goals
Listening Skills
Dealing with Complaints
Conducting Meetings
Understanding Expectations
Duty Roster Management

CONTINUED PROFESSIONAL DEVELOPMENT :

Internal and External Training
Training Plan



PROGRAM



STOCK CONTROL :

Value of Strict Control Measures

Distributor/Product House Support and Advice

Stock Counting

Stock Take Timing

Managing your Stock Room

Stock Control in the Treatment Room

Retail Stock

Professional Stock

Controlling Theft and Cross-Checking

Marketing and Customer Relations

Establishing Customer Relationships/Service

Advertising Mediums/Social Media

Market Research and Analysis

Business Success versus Failure

Market Trends

Branding

Retail and Sales Techniques



PROGRAM

MARKETING AND CUSTOMER RELATIONS :

Establishing Customer Relationships/Service
Advertising Mediums/Social Media
Market Research and Analysis
Business Success versus Failure
Market Trends
Branding
Retail and Sales Techniques

FINANCE :

Daily Financial Responsibilities
The 3 Key Financial Statements and Petty Cash
Target Management and Incentive



PROGRAM

HUMAN RESOURCES :

Terminology and Job Descriptions
Laws, Rules and Regulations
Recruitment - Screening and Selection
Methods of Interviewing
Employment Process and Induction
Exit Interviews
Performance Appraisals



BUSINESS PLAN :

Planning and Starting the Business Plan
The Key to Business Success
The Business Plan

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