SMALL
CHANGES
BIG
RESULTS

vish

HOW DO YOU BUDGET FOR COLOR INVENTORY?

The professional hair salon industry have not had the level of insight required to accurately price and charge for their services...until now!

The majority of salons in our network typically price their color services with industry averages and assumptions. The most common benchmark we see is 6% – product cost/total service revenue. Many salons strive to hit this goal, but keep in mind this is an estimate. There can be great variability across services. Vish salons can effectively predict their bottom line and remove variabilities in cash flow from the color portion of their business.

Vish salons have been successful at perfecting color formulas, eliminating waste, and capturing missed service - that's the first step. What do innovative salon owners do with Vish data? Let's take a look:

February 2019

10	$29,320	424
Colorists	Color Service Revenue	Number of Services

$69.15	$5.06	7%
Average Color Service	Product Per Service	Percentage of Product Cost / Service Revenue

All good, right?
Let's take a closer look.

Healthy

Sevice Name	Cost % of Service	Product Cost per Service
Mini	2%	$1.26
Intro	2%	$1.70
Partial Foil	3%	$2.96
Full Foil	5%	$5.79
Balayage	6%	$11.51

Unhealthy

Sevice Name	Cost % of Service	Product Cost per Service
Med Gloss	9%	$2.94
New Growth	11%	$6.12
Toner	14%	$5.06
Long Gloss	18%	$3.06
All Over	24%	$7.22

Vish Solution

Data is great, but action is better. There are multiple ways Vish can ensure your product costs stay within target range (i.e. 6% of service revenue or lower!).

- Use Vish System Manager to generate a data-driven service menu
- Use Vish Front Desk to trigger extra product charges

The salon used in this Case Study use Vish Front Desk generated these results:

- Extra product was used for 302 of the 454 services
- Average extra product charge was $6.86 per service
- Additional revenue captured was $2,070.46; in one of the slowest months of the year!

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Perfect Color. Every Time.