



CONTESSA 22

THE CANADIAN HAIRSTYLIST OF THE YEAR AWARDS

SALON BUSINESS EXCELLENCE AWARD APPLICATION

RULES AND CRITERIA FOR SUBMISSIONS:

Only salons located in Canada and operating for the past three years are eligible.

Your salon must have a minimum of three bona fide hairstylists generating revenue for the salon.

Your salon must have generated a minimum of \$250,000 in **service** revenue in your last fiscal year. (Supporting documentation must be submitted.)

A minimum of 50 per cent of total salon square footage must be dedicated to professional salon services. Retail space cannot exceed 50 per cent of total salon square footage for eligibility. (A detailed drawing of your floorplan must be submitted to support space claims.)

The applicant must be one of the legal business owners involved in the day-to-day operation of the salon and responsible for all expenses. If the salon is an incorporated business, the corporation is the party making the submission.

By making a submission, you authorize *Salon Magazine* to use your name and/or comments about the award for advertising purposes or for other award-related purpose, without remuneration or further notice.

By making your submission for the Salon Business Excellence Award, you release *Salon Magazine* and Salon Communications Inc. and their directors, officers, employees, judges, agents and associates from any liability, losses or damages that may arise in connection with their entries and the award.

JUDGING

- Judging will be conducted by an independent panel of business experts.
- All submissions will be held in the strictest of confidentiality. Only judges will review submissions and only for the purpose of assessment to determine finalists and a winning submission. All entry submissions will be destroyed no later than three months after the awards have been presented. Submissions will NOT be returned.
- By entering you agree that the judges' decision is final.
- Judges will be looking for outstanding business results with strong profit and growth strategies, employee career building strategies, education policies, compensation and benefit packages, etc.

5-STEP PORTFOLIO SUBMISSION — SUBMIT HARD COPY WORD DOCUMENTS ONLY

(All elements must be submitted, or demerit points will be given.)

1. CONTESSA 22 ENTRY FORM

A completed signed Contessa 22 entry form (download at salon52.ca)

2. PHOTOS

5 high-resolution digital images showcasing the following:

- Retail space
- Service stations with chairs (cut and/or colour)
- Reception desk
- Salon logo
- A bio shot of owner/owners

3. BUSINESS CARD

Submit business card of applicant

4. DETAILED SECTIONS TO BE SUBMITTED — SEE SAMPLES BELOW WHERE NECESSARY:

SECTION A - SALON – Portfolio Section A - Include the name of salon, address, website, date salon opened, nature of business entity (sole proprietor, partnership or corporation; list names of co-owners if partnership), total square footage, reception square footage, retail square footage and service square footage. (Include a separate drawing map of the floor plan with square footage for each area.)

SECTION B - STAFF – Portfolio Section B - Include unnamed employees listed by job title only, start date, and exact breakdown of each employees duties. For example: Employee 1 – Hairstylist, Employee 2 – Colourist, Employee 3 – Shampoo/assistant, Employee 4 – Cashier/receptionist, etc. Also include a detailed description of employee compensation and benefits package including incentive programs and how you track them and a brief description of your recruitment process. Do you do regular performance reviews with your staff? How often? Do you hold regular staff meetings? How often? Provide a detailed description of your education and training schedules/programs or expectations for employees.

SECTION C - CULTURE – Portfolio Section C - Describe your salon's culture or type of salon and your target client base, i.e. young and hip, business professionals, men only, etc.

SECTION D - CLIENTS – Portfolio Section D - Include marketing initiatives, customer service policies, etc.

- Describe up to five strategies/marketing initiatives you have implemented over the past three years for client retention, increasing client spending and visits, and attracting new clients. Include a description of your client loyalty programs and your method of tracking results for all initiatives and client spending.
- Include samples of marketing materials used. Include a script for radio or video ad campaigns (no tapes or discs).
- Include descriptions and samples of any public relations initiatives done in the past three years. Include copies of press releases.
- Describe or include a copy of your formalized customer service policy. State when you implemented this policy.
- How much total retail revenue has your salon generated in the past three years. Do you track service to retail numbers for each client? If yes, what system do you use for tracking?

SECTION E - FUTURE – Portfolio Section E - Have you reinvested in your salon in the past three years? Do you have formal plans for the near future? What are they? (This could include anything from simple renovations to large business expansion or growth initiatives.) Include copies of drafts, drawings, quotes and expected start and completion dates. Also explain what you expect to achieve, i.e. hiring five new staff to generate a specific dollar amount, etc.

SECTION F - FINANCIALS – Portfolio Section F - Indicate total service revenues, total retail revenues, total expenses including salaries, and total net profit for the past three fiscal years. Submit accountant financial statements or tax returns as certification. **Salons entering the multi-unit award, should submit financials for one location only.** (All submissions will be held in the strictest confidentiality. Only judges will review submissions and only for the purpose of assessment to determine finalists and a winning submission.)

SECTION G - COMMUNITY SERVICE – Portfolio Section G - Describe your community service/philanthropic initiatives in the past three years and the successes achieved.

SECTION H - LEGAL DISPUTES – Portfolio Section H - Briefly describe any legal disputes that your salon is currently involved in. (These could be with employees, clients or government taxation offices, as well as fire and building code compliance issues.)

5. REFERENCES

Include two letters of reference from a manufacturer and a distributor which you have been doing business with for the past two to three years. References may be contacted.

4. DETAILED SECTIONS SAMPLES: SUBMIT ONE HARD COPY — NO DISCS

SECTION A - SALON INFORMATION

Name of salon _____

Address _____

Website _____ Date salon opened _____

Nature of business entity (sole proprietor, partnership or corporation; list names of co-owners if partnership)

Total square footage _____ Reception square footage _____

Retail square footage _____ Service square footage _____

(Include a separate drawing map of the floor plan with square footage for each area.)

SECTION B - STAFF

List employees by job title only (no names), date they joined the salon, and exact breakdown of each employees duties. You must list all employees.

Example:

EMPLOYEE 1 POSITION – Hairstylist **START DATE:** September 2000
DUTIES:

EMPLOYEE 2 POSITION – Colourist **START DATE:** October 2000
DUTIES:

EMPLOYEE 3 POSITION – Shampoo/assistant **START DATE:** January 2001
DUTIES:

EMPLOYEE 4 POSITION – Cashier/receptionist, etc. **START DATE:** January 2001
DUTIES:

Provide a description of employee compensation and benefits package, including incentive programs and how you track them and a brief description of your recruitment process.

Do you do regular performance reviews with your staff? ___Yes ___No
 How often? _____

Do you hold regular staff meetings? ___Yes ___No
 How often? _____

Provide a detailed description of your education and training schedules/programs or expectations for employees.

SECTION C - CULTURE

Describe your salon's culture or type of salon and your target client base. i.e. young and hip, business professionals, men only, etc.

SECTION D - CLIENTS

Describe up to five strategies/marketing initiatives implemented over the past three years for client retention, increasing client spending and visits and attracting new clients. Include a description of your client loyalty programs and your method of tracking results for all initiatives and client spending. (Include samples of marketing materials used as well as a script for radio or video ad campaigns — **no tapes or discs**).

Describe any public relations initiatives done in the past three years. Include samples and copies of press releases.

Describe or include a copy of your formalized customer service policy. State when you implemented this policy.

How much total retail revenue has your salon generated in the past three years?

Do you track service to retail numbers for each client? Yes No

If yes, what system do you use for tracking?

SECTION E - FUTURE

Have you reinvested in your salon in the past three years? Yes No

If yes, describe briefly. _____

Do you have formal plans for the near future? What are they? (This could include anything from simple renovations to large business expansion or growth initiatives.) Include copies of drafts, drawings, quotes and expected start and completion dates. Also explain what you expect to achieve, i.e. hiring five new staff to generate a specific dollar amount, etc.

SECTION F - FINANCIALS

Submit a chart, as below, with total service revenues, total retail revenues, total expenses, including salaries, and total net profit for the past three fiscal years. Submit accountant financial statements or tax returns as certification. **Salons entering the multi-unit award should submit financials for one location only.** (All submissions will be held in the strictest confidentiality. Only judges will review submissions and only for the purpose of assessment to determine finalists and a winning submission.)

	Year one	Year two	Year three
Total service revenues	_____	_____	_____
Total retail revenues	_____	_____	_____
Total expenses (including all salaries)	_____	_____	_____
Total net profit	_____	_____	_____

SECTION G - COMMUNITY SERVICE

Describe your community service/philanthropic initiatives in the past three years and the successes achieved.

SECTION H - LEGAL DISPUTES

Briefly describe any legal disputes that your salon is currently involved in. (These could be with employees, clients or government taxation offices, as well as fire and building code compliance issues.)

FINAL CHECKLIST BEFORE YOU SEND YOUR PORTFOLIO

Before you send your portfolio please complete the checklist to ensure you have included all elements.

- One official signed Contessa 22 entry form, with cheque or credit card details
- One disc with the required five high resolution images
- Your business card
- One hard copy (no discs) of detailed sections from A - H completed in word documents only. (including financial statements)
- Two letters of reference - one from a manufacturer and one from a distributor you have been doing business with for the past two to three years.

SEND TO:

THE CONTESSAS - THE CANADIAN HAIRSTYLIST OF THE YEAR AWARDS
c/o Salon Communications Inc.
365 Bloor St. East, Suite 1902
Toronto, ON M4W 3L4

Tel: 416-869-3131

DEADLINE: AUGUST 17, 2010