

California Small Business Development Centers

SUCCESS STORY #455

*Small Business
Success
Is Our Business*

Vogue Salon & Spa: Salon and Spa Lauded as ‘Top 3 Percent’

Vogue Salon & Spa

Danielle Gish

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BACKGROUND

Vogue Salon and Spa is an upscale full-service business located in Vacaville, CA. Owner, Danielle Gish started her business in February 2006 after attending NxLevelL in the fall of 2005. She financed the building and finished renovating it in the first half of 2006.

CHALLENGES

Danielle started with stations for 13 independent hair stylists, two rooms for massage, two rooms for estheticians, and four stations for manicurists. She quickly found eight independent contractors to rent some of the stations. Other contractors heard about the salon and spa and she slowly began renting out remaining stations. Making the mortgage payment, continued upgrades to complete on the building (bathroom remodels, painting and re-stuccoing), as well as marketing became of utmost importance and made it impossible for Danielle to take any profit from her business.

ACTIONS

To bring in more customers and publicize Vogue Salon and Spa, Danielle installed large signs at the driveway entrance and on the building, started advertising and began a coupon marketing campaign.

Danielle worked with industry mentors and the SBDC and began reviewing commission opportunities and qualifications for a front desk employee as she prepared to grow. The client also realized the importance of retail sales and began improving her shelving and retail space. Additionally, she worked with the stylists to create an incredible experience for each customer.

RESULTS

Today, Danielle nearly has her facility filled. She has 22 stations available for hair stylists, manicurists, estheticians and massage therapists. Between

full-time and part-time staff, she now rents out 23 of them and has room for a total of 27 people.

In 2009, her salon was one of the three, ‘Top 3 Percent’ salons in the nation for rebooking. In early 2010, she was able to sell her tanning booths and is converting the room to hold three stylist stations. Danielle has new marketing coupons in each of the five local hotels and is purchasing the Milano Salon and Spa software to run her business. Client’s net income for 2009 increased more than 200 percent from her 2007 net income.



CALIFORNIA
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“THEY HAVE EXCEEDED MY EXPECTATIONS. IT’S BEEN OVER 4 YEARS AND MY BUSINESS COUNSELOR STILL MEETS WITH ME EVERY FEW MONTHS TO SEE HOW MY BUSINESS IS DOING AND OFFER ME GREAT ADVICE.”



(SBDC Photo
Tina Nam Ton)