

Thamara Iszabella

Skin Care Balance

OPERATIONS

Day-to-Day Activities:

Client Booking & Scheduling

- Streamline online and phone-based booking.

Service Execution

- Conduct home-based facial treatments.

Product Procurement & Inventory Management

- Stock natural skincare products.

Marketing & Customer Engagement

- Social media updates, influencer partnerships.

Financial Tracking & Reporting

- Monitor revenue, expenses, and profit.

Training & Skill Development

- Keep up with trends and certifications.

Customer Feedback Collection

- Surveys, testimonials, and service improvements.

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Key Performance Indicator (KPI's)



Revenue Growth - Monthly service sales and revenue.



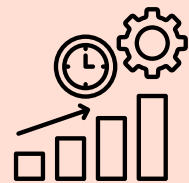
Customer Retention - Rate of repeat client.



Satisfaction score - Clients ratings and reviews.



Booking Conversion Rate – Number of inquiries converting into appointments.



Operational Efficiency – Time taken per service, number of daily appointments.



Marketing Effectiveness – Engagement on social media, website traffic.



Cost Management – Profit margins, cost per treatment.



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Key Actions for Business Success

- Register business, obtain permits, insurance, and client consent forms.
- Identify target clients, analyze competitors, and align with skincare trends.
- Ensure aestheticians are licensed, stay updated on skincare techniques, and maintain hygiene standards.
- Build a website, engage on social media, collaborate with influencers, and offer promotions.
- Streamline bookings, provide quality home facials, personalize treatments, and follow up with clients.
- Track income/expenses set competitive pricing, manage inventory, and plan for growth.

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Position and Job Description

Since I'll be managing my own business independently, I'll be taking on all the roles myself during the first three years of operations, and I'm not planning to hire any employees just yet. This includes:

- Performing all home facial treatments
- Managing client bookings and appointment scheduling
- Creating and posting marketing content on social media
- Handling customer service and follow-ups
- Tracking income, expenses, and overall financial management
- Ordering supplies and maintaining inventory
- Ensuring cleanliness, safety, and hygiene protocols
- Developing promotions, loyalty programs, and service packages
- Gathering and reviewing client feedback for service improvements
- Maintaining business registration, insurance, and compliance

After three years, I plan to hire trained employees who share my brand values to improve service delivery and client care. They will join gradually to maintain quality, professionalism, and client trust as the business grows.

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Implementation

ACTIONS	DETAILS
Business Setup & Research	Register business, obtain insurance, and analyze competitors.
Equipment & Certification	Purchase facial tools, skincare products, and complete professional certifications.
Branding & Test Services	Set up website and social media, launch test facials for feedback.
Marketing & Pre-Launch	implement marketing campaigns, and offer promotions.
Official Business Launch	Begin full-priced services and refine operations based on feedback.
Monitor, Improve & Scale	Collect customer reviews, introduce loyalty programs, and optimize pricing.
Evaluate Financials	Review profits, expenses, and adjust pricing if needed.
Business Reflection & Customer Engagement	Reassess client needs, update services, and offer VIP client deals.