

Deciding to Downsize

By Liz Barrett



When it comes to professional beauty salons, bigger isn't always better.

No business owner wants to admit that she was wrong in building a big, ambitious salon, but there may come a time when you have to take a step back, put aside your pride and take an honest look at your books. Are your profits being drained due to empty seats, employees without clients and the cost of powering a vacant salon? Are you overextending yourself and your bankbook to maintain a business that's on the road to ruin? If you've exhausted all of your marketing and promotional efforts and still aren't getting the results you need to stay profitable, downsizing may be your only logical alternative.

While the word "downsizing" may carry a negative connotation, the act itself can be a positive thing for many salon owners. Many who downsize find that it's the best move to bring their bank ledger out of the red and infuse new life into a struggling salon.