



Australian Government

Department of Education, Employment and Workplace Relations

WRHSM502B PROMOTE A HAIRDRESSING BUSINESS

Revision Number: 1

WRHSM502B PROMOTE A HAIRDRESSING BUSINESS

Modification History

Not applicable.

Unit Descriptor

Unit Descriptor This unit describes the skills and knowledge required to develop and implement marketing strategies, and monitor the improvement of the market performance of a hairdressing business, to expand both the client base and business turnover.

Application of the Unit

Application of the Unit This unit involves integrating a full range of marketing strategies and tasks to expand and diversify the client base, maintain and improve client re-booking, and increase average client spending in a hairdressing salon. It involves developing marketing strategies, determining a marketing mix for the business, communicating strategies to the salon team and engaging their support and involvement where appropriate. Ongoing monitoring and adjustment of marketing activities, along with evaluation of business performance, are also required.

In the context of an assessment-only and/or a training delivery and assessment pathway, units of competency that relate to this unit are identified in the evidence guide of this unit.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the level of performance required to demonstrate achievement of the element. The variables for the ***bold italicised*** text are outlined in the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Develop marketing strategies.	1.1 The business and its key services and products are analysed to determine the focus of marketing activities that support business objectives. 1.2 Small business <i>information technology software applications</i> are used to build customer data bases and marketing intelligence based on product and service sales. 1.3 <i>Customer demographic</i> and <i>target market</i> for the business are evaluated as a basis for marketing strategies. 1.4 <i>Marketing</i> objectives <i>and strategies</i> are determined in consultation with <i>relevant people</i> and according to the business plan.
2 Determine a marketing mix for the business.	2.1 Service and product mix volumes and pricing are balanced to optimise turnover and profit. 2.2 The costs and benefits of providing different <i>services</i> and <i>product ranges</i> are evaluated and the results are considered in determining the marketing mix of the business. 2.3 The marketing mix is determined according to market and business needs and <i>legislation, codes and national standards relevant to the workplace.</i>

ELEMENT	PERFORMANCE CRITERIA
3 Implement marketing strategies.	3.1 <i>Persons involved in the marketing effort</i> are briefed on their roles and responsibilities to ensure the success of marketing strategies. 3.2 <i>Promotional activities</i> are planned and implemented according to marketing objectives and budgetary requirements.
4 Monitor and improve marketing performance.	4.1 Ongoing monitoring of marketing activities and evaluation of business performance are conducted against targets. 4.2 <i>Performance gaps</i> are analysed and corrective action is taken or new targets are set. 4.3 All relevant people are encouraged to propose ways to improve marketing performance. 4.4 <i>Customer reaction</i> to all aspects of the marketing mix is sought and analysed to improve targeting and outcomes. 4.5 Ongoing research of customer requirements is conducted to identify opportunities for change and improvement. 4.6 Changes in market opportunities are monitored and investigated for new business opportunities that assist business development.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This describes the essential skills and knowledge and their level, required for this unit.

Skills may include:

- communication skills that take into account the culture, background and abilities of suppliers, staff and clients, while demonstrating a knowledge of communication techniques, including:
 - listening and questioning techniques
 - verbal and non-verbal communication skills
 - negotiation techniques
- numeracy skills with regard to interpreting and maintaining data
- adapting to and using software systems for small business applications
- planning skills
- contingency planning skills
- problem solving skills.

REQUIRED SKILLS AND KNOWLEDGE

Knowledge may include:

- sources of product supply
- range and availability of new products and services
- promotional strategies.

Evidence Guide

EVIDENCE GUIDE

The evidence guide describes the underpinning knowledge and skills that must be demonstrated to prove competence. It is essential for assessment and must be read in conjunction with the performance criteria, the range statement and the assessment guidelines of the relevant Training Package.

Overview of assessment

A person who demonstrates competency in this unit of competency will be able to develop and implement marketing strategies and monitor the improvement of market performance to expand both the client base and business turnover. She/he will communicate marketing strategies to the salon team, implement and evaluate strategies, monitor the implementation of strategies for improvement and adjust strategies and targets as required. Demonstrated knowledge of relevant marketing concepts and methods; along with relevant legislation, codes and national standards relevant to the workplace; service and product pricing; and methods of monitoring client satisfaction are also required.

Specific evidence requirements

Critical aspects for assessment and evidence required to demonstrate competency in this unit

- demonstrated ability to develop a marketing strategy and choose a marketing mix that complements the business
- demonstrated ability to implement and monitor the marketing strategy/plan to optimise the chances of business success.

EVIDENCE GUIDE

Context of assessment

For valid and reliable assessment of this unit, competency should be consistently demonstrated over a period of time and observed by the assessor and/or the technical expert working in partnership with the assessor. The technical expert may include the hairdresser and/or an experienced person at the workplace.

Competency should be demonstrated in the workplace or a simulated workplace environment in a range of situations that may include client interruptions and involvement in other related activities normally expected in the workplace. For further guidance on the use of an appropriate simulated environment, refer to the Assessment Guidelines in this Training Package.

Specific resources for assessment

Competency for this unit should be assessed through access to:

- a fully equipped and staffed working hairdressing salon or simulated salon environment
- hairdressing products, tools and equipment
- multiple clients with a diverse range of hairdressing services' requirements
- information on professional hairdressing and retail hair care product suppliers
- relevant workplace documentation including:
 - awards
 - health regulations
 - occupational health and safety regulations
 - training agreements
 - workplace policies and procedures
- a hard copy or electronic salon appointment and point-of-sale system.

EVIDENCE GUIDE

Relationship to other units

This unit requires an assessment outcome that includes evidence of the ability to integrate a full range of operational management strategies and tasks to maintain and improve hairdressing services and sales delivery in a hairdressing salon.

Prerequisite units:

- none.

Co-requisite units:

- none.

Method of assessment

The following assessment methods are suggested.

- Observation of the learner performing a range of tasks in an actual or simulated salon environment, over sufficient time to demonstrate his/her handling of a range of contingencies. Tasks may include:
 - observation of the person integrating and applying the skills and knowledge described in this unit in the workplace.
- Third-party reports from a supervisor.
- Workplace projects involving the collection and analysis of business performance data and marketing and promotional information.
- Answers to specific questions about skills and knowledge.
- Case studies related to specific hairdressing promotional scenarios.

Evidence required for demonstration of consistent performance

For valid and reliable assessment of this unit, evidence should be gathered through a range of methods to indicate consistent performance.

It can be gathered from assessment of the unit of competency alone, through an integrated assessment activity or through a combination of both.

Evidence should be gathered as part of the learning process.

EVIDENCE GUIDE

Assessing employability skills Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that will affect performance.

The following variables may be present with training and assessment depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts. ***Bold italicised*** text from the performance criteria is detailed here.

Information technology software applications may include but are not limited to:

- integrated hairdressing salon point of sale software applications
- small business software applications

Customer demographic may include:

- residential and/or business location in relation to the business
- age group categories including:
 - 1825
 - 2535
 - 3545
 - 45+
- gender
- socioeconomic groups.

RANGE STATEMENT

Target market may include:

- being confined to:
 - a particular age demographic
 - a particular socioeconomic group
- growth in low performing age-group categories
- increasing the services side of the business
- retail consumers
- services consumers
- groups and/or individuals.

Marketing strategies may include:

- increasing the average client bill through staff incentives
- incentives to attract new clients
- off-peak promotion ideas
- incentive schemes to encourage re-booking by clients
- pricing, presentation and display of products and services
- promotion and advertising
- changing the service and professional product range and retail range and/or mix
- pursuing cost leadership and/or product differentiation within a specialist market segment
- creating a very different product line or service so that the business becomes a class leader in the industry.

Relevant people may include:

- owner/operator partners
- financial backers
- accountant or other specialist services
- family members
- team members
- regulatory bodies
- suppliers.

Services may include:

- the full range of hairdressing services
- areas of hairdressing service specialisation
- complementary services available from the same business such as:
 - fingernail services
 - make-up services
 - facial and body massage services.

RANGE STATEMENT

Product ranges may include:

- professional hairdressing products
- retail hair care products
- retail skin care products
- sundry hair care equipment
- other retail products stocked by the business.

Legislation, codes and national standards relevant to the workplace may include:

- award and enterprise agreements and relevant industrial instruments
- federal, state/territory and local government legislative requirements affecting business operation, especially in regard to occupational health and safety and environmental issues; and equal employment opportunity, industrial relations and anti-discrimination legislation
- relevant industry codes of practice.

Persons involved in the marketing effort may include:

- team members
- partners
- advertising professionals
- promotions professionals
- graphic designers
- photographers
- printers
- product suppliers.

RANGE STATEMENT

Promotional activities may include:

- website
- word of mouth, referrals and testimonials
- professional and industry journals
- advertising in newspapers, on radio or on television
- mail drops
- display posters
- telephone canvassing
- exhibitions and in-store promotions
- sponsorship
- the development of networks and strategic alliances
- staff development programs to enhance customer service orientation
- staff incentives
- client incentives, including loyalty programs and discounting.

Performance gaps may include:

- level of customer service provided by team or individual staff member is below required standard
- average dollar value per client is below required level
- individual staff member down-time
- under achievement of turnover targets by some team members
- profit margins being set too low
- insufficient allocation of funds to marketing.

Customer reaction may be determined through:

- survey or other feedback mechanisms
- informal discussion
- customer meetings and focus groups
- sales to contact ratio
- trend analysis.

Unit Sector(s)

Not applicable.

Competency field

Competency Field Hairdressing