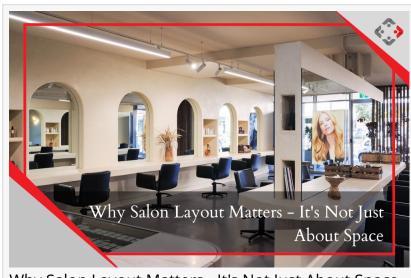


## YRC Explores Why Salon Layout Matters – More Than Just Space Optimization

'Placing things here and there until everything falls into place' is something salon owners should refrain from doing in salon layout planning.



Why Salon Layout Matters - It's Not Just About Space

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Achieving space optimisation is the most fundamental reason for salon owners to go for a proper layout planning initiative. Space optimisation sounds like an intuitive task but it involves



Empowering Retail & Ecommerce businesses worldwide."

Nikhil Agarwal

striking the right balance between a long list of factors like space allocation, navigation, access to inventory, workflows, ergonomics, safety and security, service atmosphere, and décor. Although there is no writing on the wall that business owners cannot do this on their own, getting it done from professionals could save them time and effort.

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Fundamentally, salons belong to the service industry and in services; customer experience has an elevated significance. In salons, customer experience engulfs creating a solid first impression as a brand as well as a service provider, providing a comfortable and relaxing atmosphere, and

securing privacy as some of the important objectives. Achieving these objectives draws direct implications from layout planning. For example, there may be a preference for curtains between booths to ensure privacy. This increase in spatial requirements must be accounted for in layout planning.

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- Access to inventory during service
- · Access to and from store rooms
- · Ease of navigation for employees and customers
- · Ergonomics
- Safety
- Security

To speak to a <u>\[ \] \[ </u>

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