



03

VISIONARY SALON

Hair salons and shops are now places to visit and meet people. However, customers don't identify with them as they did in the past, as they are now seen and enjoyed as a global experience of well-being. Events, changing interiors and new features are introduced all the time, transforming a hair salon into a meeting place where there's always something new to talk about.

Mowan's network formula is based on the blank slate concept: the main focus is on how people move within the salon rather than on the logic of the design, which is only seen as a style choice.

Concept, Design and Photo: HUB - wearehub.it

mowan®

Via Monte Taccaro, 55 - 84012 - Angri (SA) Italy - www.mowan.it



NEXT LEVEL
EDUCATION

VISIONARY SALON

mowan®



The connection between the salon and the customers can be developed further thanks to continuous feedback on the web. Our blank slate concept is also reflected in the organisation and development of a Visionary Salon network, with:

- a network of salons that can evolve efficiently to meet market demands, through continuous adaptation and integration among industry operators;
- salon owners who can combine outstanding technical and stylistic performance will help to train stylists at the network's salons;
- the network of salons will be supported by the consultant, who will support the sole owner in achieving performance targets;
- the industrial production, delivery of services and salon innovation will be encouraged by an online group, to support meetings between customers and members of the network.

BENEFITS OF THE VISIONARY SALON NETWORK

- Management system to help salon owners to manage their businesses and resources;
- Dedicated consulting on a monthly basis, to support the salon owner in maximising financial potential;

- in-salon promotional materials;
- a training academy, always available to help plan your stylists' career development;
- Visionari Salon system, which defines the structural and organisational aspects;
- products designed to support performance in delivery of services, with a guarantee of quality without excess (no frills choice)

TRAINING DAYS

- 6 training days on the collection, with stylistic and technical knowledge available to help you stand out from the competition, and to keep your offer in line with your customers' beauty expectations;
- 3 days dedicated to relational and operational training, to support and promote your technical skills.

PROGRAMME

1 – Business Check-up Area:

- Financial
- Market
- Internal processes
- Human resources

2 – Strategy for value

- Mission, values, principles and vision
- Strategic analysis
- Strategy formulation

3 – Strategic mapping

- of control system
- Creation of strategic map
- Structuring of balanced control system

4 – Mapping of the salon

The salon system:

- Financial
- Customer
- Internal processes
- Learning

5 – Launch of pilot projects

- Check-up of the North, Centre, South network
- Salon network aligned with pre-set business targets and optimisation of performance

