Nikki Taylor Salon is a small, locally owned salon in Knightdale, NC. The owners, Charles and Lisa Mitchell opened the salon in October 1994. The salon has won awards such as Best Salon in Eastern Wake County multiple times and several national and international stylist awards. Charles is the business manager, and Lisa is the salon manager and also a hairstylist. Three of their four daughters also work in the salon as hairstylists. There is a total of thirteen hairstylists who share the resources of the salon receptionist, who answers phones, books appointments, does laundry, and helps with retail management and receiving.

The salon is a booth rental salon where stylists are self-employed and rent their workspaces. The owners are able to keep booth rent down by supplementing their income with the retail sales of salon items such as shampoo, conditioner, styling products, and styling tools. Incentives are also offered to stylists for selling the most retail in a month and for selling over $500.00. The mean monthly retail sales are XXXX. Presently there are XXXX product lines and XXXX different types of products for sale at the salon.

The salon currently utilizes a manual method of recording sales. Stylists help the clients select the products for purchase. The stylist then brings the items up to the front desk, where they are recorded in a 3-ring binder with information including the date, item name, price, payment method, and salesperson. Next, the binder is put away, and the amounts of each product are entered into a cash register to calculate the total amount of the sale, including sales tax. If the customer prefers to pay with a credit card, the stylist utilizes the iPad at the front desk to open the Square app and process the credit card sale. The products are bagged, and the sale is complete.

Several times a day, the receptionist reconciles the sales binder with the vendor binders. There are three vendor binders with the products separated by product lines. Vendors send sales representatives approximately every two weeks to check the vendor binders and take orders to replace the items that have sold. The sales representative uses the binder and places the salon’s order online using an iPad with no oversight from salon management, disclosure of price increases, or lead times and marks the numbers out once the order is completed.

After the order has been placed, shipped, and received, the receptionists check the package against the packing slip, checks the current sales price, and manually creates a hand written sales sticker for each product with the proper mark-up and places the sticker on the products. Once the order has been priced, it is then placed on the shelf for sale. Due to current pricing volatility in the industry, there are often similar products with two to three different prices, depending on their purchase date.