**Stone Stylists LTD Management Consultancy**

The business goals are: To be ranked Number 1 hair salons and barber shops in sheffield

To achieve a 10% net profit magin

To Improve client retention

How they want to achieve these business goals:

Daily sales targets for upselling additonal hair products and services

Introduction for new services including hair extentions and beauty treatments

James Says selling more products makes the business more successful

**Employee Data:**

Solution: Add more employee benefits

2022:

Number of employees: 80

Absenteeism: 4%

Employee Statisfaction: 100%

2023:

Number of employees: 79

Absenteeism: 11%

Employee Statisfaction: 90%

2024:   
Number of employees: 70

Absenteeism: 16%

Employee Statisfaction: 72%

**Sales Data**:

**2022:**

Sales revenue: £2.2m

Net Profit £240,000

Client Satisfaction: 98%

Client Retention: 92%

**2023:**

Sales Revenue: £2.1M

Net Profit: £207,000  
Client Satisfaction: 90%

Client Retenetion: 82%  
  
**2024:**

Sales Revenue £1.5M

Net Profit: £123,000

Client Satisfaction: 75%

Client Retention: 68%