



FINDING LOCATION FOR A SALON

Capstone Project

Finding a place for business is not easy...

Choosing the perfect location for your salon

18TH JANUARY 2016

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BEAUTY BUSINESSES

Choose the Best Location for Your Hair Salon and Day Spa



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NEXT ARTICLE

Entrepreneur Press and Eileen Figure Sandlin

GUEST WRITER



September 23, 2014 5 min read

Opinions expressed by *Entrepreneur* contributors are their own.

In [Start Your Own Hair Salon and Day Spa](#), the staff at Entrepreneur Press and writer Eileen Figure Sandlin explain how you can launch a successful full-service hair salon and day spa, a business that can be personally rewarding, makes a lot of people happy and can be very lucrative. In this edited excerpt, the authors offer tips on how to select a location that's a good fit and the right size for your new business.

Choosing a location for your salon/spa is one of those important decisions you'll make



I am now ready to turn your dream into a reality, then the next step is a crucial one!

what to make, and even though it might not seem it, it can be quite tricky location and find one that will work well for both you and your clients. There are tips on what to look for when choosing a location for your salon.

ble and easily accessible by car, passersby and public transport. If you have a dedicated client base that will be continuing to visit you for treatments, it's vital you are situated somewhere they can actually reach you without too much hassle.

Criteria

- for lease
- from 300 to 800 square feet
- accessible by car, passersby and public transport
- other retail businesses nearby
- no salons nearby
- people around are interested in visiting salons
- the cheapest


Where to find apartments?

spacelist™ Find a Space List a Space [Find Space 3x Faster](#)


Toronto, Ontario 2 Types For Lease More Filters (1)

1-20 of 42 retail and other listings for lease in Toronto, Ontario


Best Match Monthly




400 ft²
OFFICE / RETAIL
202B - 717 Queen St E
Toronto, ON
8 days ago




450 ft²
RETAIL
M - 1918 A Queen Street East
Toronto, ON
8 days ago



600 ft²
OFFICE / RETAIL / OTHER
1489 Dundas Street West
Toronto, ON
8 days ago

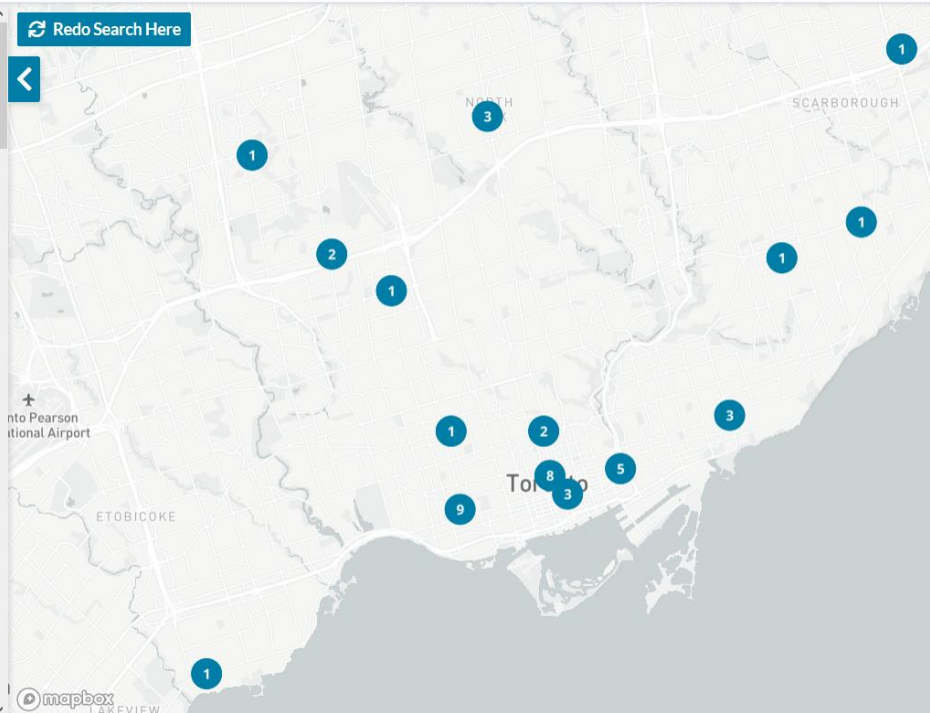


363 ft²
RETAIL
108G - 36 Toronto St
Toronto, ON
18 hours ago



Apollo offers low rates on business insurance

[Redo Search Here](#)



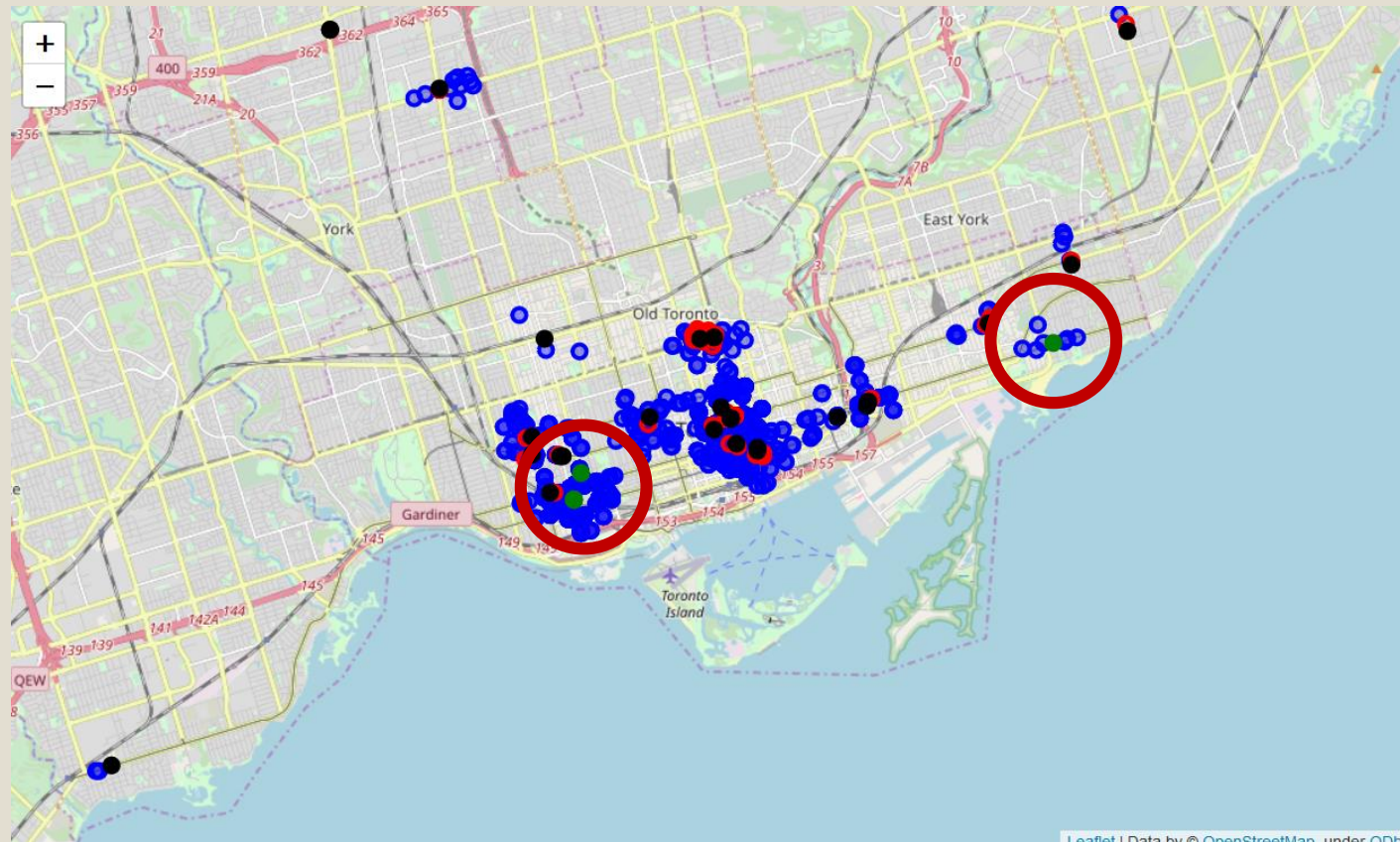
mapbox

Filtering with Foursquare

- 36 apartments have bus stop nearby (600 m)
- 33 apartments have parking nearby (600 m)
- 27 apartments have shops or malls nearby (600 m)
- 30 apartments have other salons nearby (150 m)

... 5 apartments satisfy all criteria (green points next slide)!

Apartments satisfying all criteria are in green



Clustering neighborhoods

```
toronto_cluster.loc[toronto_cluster['Cluster Labels'] == 0]
```

Cluster Labels		Neighborhood	Cosmetics Shop	Salon / Barbershop	Spa
2	0	Harbourfront, Regent Park	0.500000	0.0	0.500000
6	0	Ryerson, Garden District	0.666667	0.0	0.333333
7	0	St. James Town	1.000000	0.0	0.000000
8	0	Stn A PO Boxes 25 The Esplanade	1.000000	0.0	0.000000
9	0	The Annex, North Midtown, Yorkville	1.000000	0.0	0.000000
10	0	The Danforth West, Riverdale	0.500000	0.0	0.500000

Clustering neighborhoods

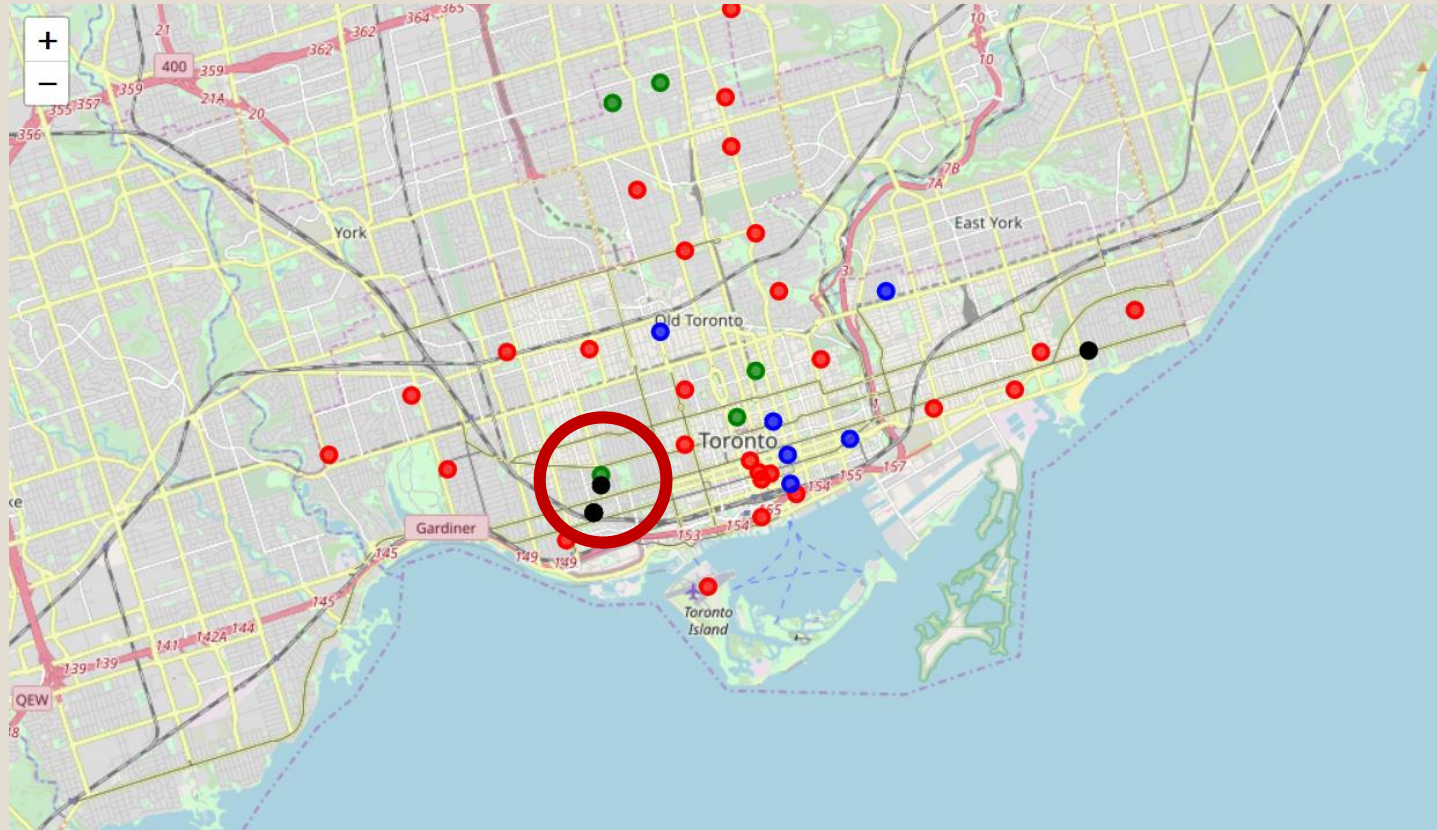
```
toronto_cluster.loc[toronto_cluster['Cluster Labels'] == 0]
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```
toronto_cluster.loc[toronto_cluster['Cluster Labels'] == 1]
```

Cluster Labels		Neighborhood	Cosmetics Shop	Salon / Barbershop	Spa
8	0	Stn A PO Boxes 25 The Esplanade			
9	0	The Annex, North Midtown, Yorkville			
10	0	The Danforth West, Riverdale			
0	1	Central Bay Street	0.0	0.0	1.0
1	1	Church and Wellesley	0.0	1.0	0.0
3	1	Little Portugal, Trinity	0.0	1.0	0.0
4	1	North Toronto West	0.0	0.5	0.5
5	1	Roselawn	0.0	0.0	1.0

Looking for an apartment (black point),
which is close to the neighborhood from a cluster with
other salons (green point)



Our winner!

98 Ossington Avenue with \$2,800/mo



Conclusion

- The apartment was found
- The apartment satisfy all the criteria
- Next time trending venues could be used

Thank you!