



Sandra Alexcae Moren, B. Ed., a spa consultant with Kyrion Spa & Salon Consulting, (a division of Chiron Marketing Inc.) has over 35 years experience in the Professional Beauty Industry.

Sandra's diverse background includes a B. Ed from the University of Alberta, Canada, with a major in Vocational Education and minors in Psychology and Drama. As a cosmetologist, educator, Master Judge with the Judges Panel of Canada, a member of the Cosmetology Industry Association of British Columbia, former Spa Director, business owner, Professional Speaker, Educator and writer it was a natural evolution to assist individuals as a spa consultant.

You will find Sandra at the drawing board with the design team, consulting with the accountant, on site with the contractors, sourcing equipment and products, creating treatments and services, creating and designing menus/brochures writing Procedures and Policy manuals, developing the staff and designing the marketing plan.

As a Professional Speaker, and educator Sandra inspires with her passion and enthusiasm for life. As a writer, articles have appeared in trade magazines and extensive media and promotional materials, curriculum development and corporate brochures.

Living, working and traveling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon Experiences.

Inspiration and information, is what she is all about; with a passion and enthusiasm for life. Her books, *Spa & Salon Alchemy, The Ultimate Guide to Spa & Salon Ownership* and her 2nd book *Spa & Salon Alchemy: Step by Step Spa Procedures* are a "must for everyone in the industry."

Contact Sandra Alexcae Moren at www.kyrion.ca

What is Business Savvy?

by Sandra Alexcae Moren

The definition of business savvy is to be well informed and perceptive, to have a practical understanding or shrewdness: an example would be a banker known for financial savvy or a business person known for business savvy.

In order to operate a profitable and successful business you must be "business savvy" in order to remain competitive and survive in today's demanding international environment. In the business environment, success is generally based on how well money is managed. This means making the right decisions about where to invest capital, how to keep costs low, and where the best returns can be expected.

Business skills include:

- Budgeting
- Business assessment
- Business functions... and understanding of business acumen and organizational processes
- Business process design
- Company products and services... what the company provides to its clients
- Core systems... understanding how internal systems interact and how they may support or effect the environment
- Customer service.... achieving customer satisfaction
- Planning...strategic and tactile
- Product/vendor evaluation
- Standards, procedures and policies
- People management skills
- Marketing
- Research and development

A combination of business skills and business savvy will give you a greater advantage for business success.

There is an almost mysterious appeal for individuals to want to build, own and operate a spa/ salon-in today's marketplace. I get a significant amount of inquiries from individuals about their personal desire to start a business or inquiries on how to make more money and keep their staff. A reality in all business's today!

When I inquire about their personal background and their reasons for wanting to build a spa and or salon business, I find the information they share very interesting. The one reason I hear the most is that they love spa and beauty treatments and have travelled a lot to research and experience the different services,

treatments and products that spas/salons have to offer. They also like the idea that it is a cash business.

The individuals that I sense that could do very well in the industry tell me they are doing research on the business opportunities in the marketplace.

Then there are the individuals that tell me they are at the research stage and are creating a business plan. I get the idea that everyone thinks they have the financial and accounting skills to do the business plan. Some individuals have hired consulting firms to do their business plan, however, the consulting firms do not know enough about the industry. I have seen some disastrous results and costly errors. Check with a bank manager that does financial consulting before you hire an expensive consulting firm.

Successful business is based on a vision which begins with an idea or dream and has to be translated into a solid business plan with specific numbers.... financial projections. It is not just for getting investors, it is to see the viability of the business idea. Investors want to get a reasonable return on their investment.

A CBC television show called the Dragon's Den claims "launching a business is no small task. No matter how big an idea you think you have, it takes a lot of work and a lot of cash." This television show is where aspiring entrepreneurs pitch their business concept and products to a panel of Canadian business moguls who have the cash and the know how to make it happen. They all have been there themselves; so you better not walk in the Den unprepared. It takes more than passion to convince these boardroom giants that your idea is worth their attention. The Dragons are ruthless and rightly so...it's their personal money on the line.

Another option is ESOP... employee stock option plan where you give or sell a significant piece of your company to your employees. Profit-sharing instills pride of ownership and we all know the challenge of finding loyal and competent staff in today's marketplace. Your business is a vehicle to realize your dreams.... work with and create opportunities for the employees to realize their dreams as well.

If you do not have the business skills or business savvy... find someone who has!!! ■