

Accounting for Beauty Therapists



**LINDA
McGOWAN** Pty Ltd
Strategies & Solutions for Business

"As you know, running a beauty therapy salon can be challenging, yet very rewarding. While most retailers have to contend with extended trading hours and seasonal fluctuations, beauty therapists also need to deal with a high level of regulation, hygiene issues and unique staffing issues."

Linda McGowan CPA

Over the past decade, Linda McGowan and her team of accountants have mentored dozens of beauty therapists through the various stages of their business life cycle from start up right through to sale. We understand the difference between stock and consumables and the need for clients to be serviced in a clean and hygienic environment to prevent the transmission of infectious diseases. While we offer you experience and an intimate understanding of the beauty therapy industry, our marketing skills set us apart from other accounting firms.

Thinking of Opening a Beauty Therapy Salon?

There are numerous hurdles to jump when opening a beauty therapy salon. As a business start-up specialist we can assist you with your site selection, help you with your retail lease and offer you marketing advice. It all starts with identifying your start up expenses using our comprehensive checklist that breaks up your costs into categories such as leasehold improvements, IT costs, consumables, stock, marketing and equipment. These figures then automatically feed through to an integrated cash flow budget to identify and quantify any finance requirements. This spreadsheet can then form part of your business plan that we can help you formulate.

Accounting for Beauty Therapists

We are so much more than just tax accountants. We are 'business and profit builders' who provide strategies and solutions for business owners. We truly care about your business success and over time beauty therapists have become a niche area within our accounting practice. If you want to get your salon off to a flying start or if it's time for a makeover, call us today on (03) 9383 2700.

Linda McGowan CPA



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Our unique Business Accelerator Process is designed to fast track your business success and the team of salon specialists at Linda McGowan Pty Ltd offer beauty therapists, masseurs and nail technicians a range of accounting, taxation and business coaching services including:

- Start-Up Business Advice for Beauty Therapists & Nail Technicians
- Advice and Establishment of Your Business Structure
- Advice on the Purchase or Sale of your Beauty Therapy Salon
- Spreadsheets and Tools including a Start Up Expense Checklist, Pricing Calculator and Templates for your Business Cards etc.
- Tax Registrations for your ABN, TFN, GST, WorkCover etc.
- Preparation of Business Plans, Cash Flows & Profit Projections
- Software Selection and Training – Bookkeeping, Payroll etc.
- Preparation of Finance Applications for Banking Institutions
- Site Location and Advice Regarding your Retail Tenancy Lease
- Preparation and Analysis of Financial Statements
- Industry Benchmarking and KPI Management
- Bookkeeping and Payroll Services
- Tax Planning Strategies
- Marketing Advice regarding branding, brochures, website and Social Media Strategies
- Advice regarding your Website Design, Content and SEO
- Wealth Creation Strategies and Financial Planning Services
- Vehicle & Equipment Finance (Treatment Tables, Equipment and Shop Fit Out)
- Monitoring and Controlling Labour Costs
- Advice & Assistance with Pricing of your Menu of Services
- Advice regarding Claiming Motor Vehicle Costs
- Recession Survival Strategies
- Advice regarding Commission Therapists & Leasing Out a Chair in the Salon
- Advice regarding Employee Relations and Workplace Laws
- Business & Risk Insurances
- Business Succession Planning

Call us today on (03) 9383 2700 to discuss how we can help you grow your business, your profits and your wealth.