

<p><b>ITEC Level 3</b></p> <p><b>Unit 855 – Salon Design for the Hair and Beauty Sector</b></p> <p><b>Recommended Minimum Guided Learning Hours – 36</b></p> <p>Unit Accreditation Number: H/601/4468</p>	
<p><b>Learning outcome</b> The Learner will:</p> <p>1. Be able to research and plan the designing of a salon</p>	
<p><b>Assessment Criteria</b></p>	<p><b>Taught Content</b></p>
<p>1.1 Use effective communications skills to gather and present information</p> <p>1.2 Conduct market research</p> <p>1.3 Analyse and evaluate market research</p> <p>1.4 Produce a budget and costs analysis</p> <p>1.5 State the importance of meeting deadlines within a project plan</p>	<p>1.1.1 To include:  <ul style="list-style-type: none"> <li>• Good communication skills (asking open and/or closed questions where appropriate, listening/hearing) ▪ Effective communication ▪ Demonstrate appropriate body language at all times ▪ Interpersonal distance ▪ Trust ▪ Professionalism, confidence and enthusiasm</li> <li>• Confidentiality ▪ Personal effectiveness ▪ With colleagues ▪ As part of team</li> <li>• With others</li> </ul> </p> <p>1.2.1 To include:  <ul style="list-style-type: none"> <li>• The role of the marketing plan ▪ Definition and principles of PEST and SWOT analyses</li> <li>• Importance of identifying target market ▪ Importance of identifying competitors</li> </ul> </p> <p>1.3.1 To include:  <ul style="list-style-type: none"> <li>• Importance of analysing data collected through market research</li> </ul> </p> <p>1.4.1 To include:  <ul style="list-style-type: none"> <li>▪ Finance – design and development costs ▪ Fixed and Variable costs ▪ Cash Flow Forecast</li> </ul> </p> <p>1.5.1 To include:  <ul style="list-style-type: none"> <li>▪ Budget ▪ Costing ▪ Project timescales</li> </ul> </p>

<p>1.6 Explain how market research can influence salon design</p> <p>1.7 Describe how psychological abstract concepts, facilities and legislation influence the salon design</p> <p>1.8 Explain the importance of budget management</p>	<p>1.6.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Market research including target demographic group information and feedback</li> <li>▪ Competitor analysis ▪ Business risk analysis - PEST and SWOT analysis ▪ Operational objectives ▪ Premises and location ▪ Products, services and prices</li> </ul> <p>1.7.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Design brief and portfolio – mood board, samples, different images ▪ The business concept/vision ▪ Location, environment, culture and premises ▪ Target market/clientele</li> <li>▪ Competitors ▪ Products and equipment ▪ ‘Signature’ treatments, treatment menus and packages ▪ Legal status, licences and insurance ▪ Health, safety, security and data protection</li> <li>▪ Floor plan with a suitable choice of scale ▪ Budget and cost analysis for design ▪ Project timescales</li> </ul> <p>1.8.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Project management plan ▪ Outline benefits of thorough research and planning ▪ Targets</li> </ul>
<p><b>Learning outcome</b> The Learner will:</p> <p>2. Be able to design a salon</p>	
<p><b>Assessment Criteria</b></p>	<p><b>Taught Content</b></p>
<p>2.1 Create a floor plan to scale</p> <p>2.2 Create a design portfolio</p> <p>2.3 Present a salon design and obtain feedback</p> <p>2.4 Evaluate and amend the project</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Design brief ▪ Floor plan of business premises to scale</li> </ul> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Research ▪ Design brief and portfolio – mood board, samples, different images</li> </ul> <p>2.3.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Design brief and portfolio – mood board, samples, different images ▪ Presentation</li> <li>▪ Methods of gathering feedback i.e. questionnaires</li> </ul> <p>2.4.1 To include:</p> <ul style="list-style-type: none"> <li>▪ Evaluation of feedback ▪ Review ▪ Amend the design</li> </ul>

<p>2.5 Explain the importance of creating a floor plan using a suitable choice of scale</p> <p>2.6 Describe the benefits of creating a design portfolio</p> <p>2.7 Explain the importance of presenting and obtaining feedback on the design</p>	<p>2.5.1 To include: ▪ Cost ▪ Resources ▪ Suitability of facilities</p> <p>2.6.1 To include: ▪ Research ▪ Flexibility ▪ Choice ▪ Innovation ▪ Cost ▪ Review</p> <p>2.7.1 To include: ▪ Design brief ▪ Methods of presentation ▪ Feedback ▪ Methods of recording and evaluating feedback ▪ Trouble shooting ▪ Design review</p>
<p><b>Unit 855 – Salon Design for the Hair and Beauty Sector</b></p> <p><b>Assignment</b> All Learners will be assessed via an assignment for this unit. For details please see <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>	<p><b>Unit 855 – Salon Design for the Hair and Beauty Sector</b> assignment guidance and assessment forms may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>