

[Your business name] — Business Plan

Barbershop in [Your city] · Startup plan

Executive summary

[Your business name] is a new barbershop in [Your city] offering men's haircuts and fades; beard trims and line-ups; hot-towel straight-razor shaves; and kids' cuts and father-and-son appointments. The model is a few chairs kept full by repeat clients on online booking, barbers on a clear chair-rent or commission deal, and a reputation built one clean fade at a time.

Startup budget: \$58,750 across 12 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core service is men's haircuts and fades. Prices are posted on the wall and online, every client is rebooked for two to three weeks out before they leave the chair, and retail on the counter is sold by the barber who just used it.

- Men's haircuts and fades
 - Beard trims and line-ups
 - Hot-towel straight-razor shaves
 - Kids' cuts and father-and-son appointments
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Market analysis

The customers are men and boys within a short drive who want the same barber every few weeks, professionals who book a lunchtime fade online, and anyone with a wedding, an interview or a photo coming up.

- Men within a 10-minute drive who want the same barber every two to three weeks
- Fathers bringing sons for a first haircut and then a standing appointment
- Professionals who book a lunchtime fade and beard trim online and want to be out in 30 minutes
- Grooms, wedding parties and anyone with a photo, interview or date coming up

Marketing strategy

Most clients will find [Your business name] on Google and through word of mouth — searching for a barber near them, then following a friend's fade back to the chair that cut it. Reviews on the Google Business Profile, daily cuts on Instagram and a website with prices, barber profiles and online booking turn that into a standing appointment.

- Google Business Profile and Google Maps — “barber near me” and “fade near me” plus your neighborhood
- Word of mouth — a clean fade is the ad; every client's head walks around town for two weeks
- Instagram and TikTok clips of cuts, transformations and the shop
- Walk-ins from foot traffic, a lit sign and a barber pole on a busy street
- A website with your services, prices, each barber's profile, reviews and online booking

Operations plan

The owner cuts hair in year one, runs online booking with a no-show fee, keeps the shop to state-board sanitation standards every day, and adds barbers on a written chair-rent or commission agreement only as the book fills.

- Online booking with a no-show fee so barbers' books stay full and predictable
- Chair rental or commission agreed in writing before a barber's first day — it decides your whole cash flow
- State-board sanitation as routine: disinfected tools between clients, clean capes, a logged cleaning schedule
- A price list on the wall and online — cut, cut and beard, shave, kids — with no surprises at the chair
- Retail on the counter (pomade, beard oil, clippers) sold by the barber who just used it

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Build-out: plumbing for shampoo stations, electrical, flooring, mirrors, lighting and finishes	\$30,000
Lease deposit and first months' rent	\$9,500
Barber chairs, stations and mirrors (two to four chairs, new or used)	\$3,750
Clippers, trimmers, shears, straight razors, capes and a backbar of product	\$1,250
Sanitation setup: disinfectant jars, UV cabinet, hot-towel warmer, washer and dryer	\$900
Signage, a barber pole and interior branding	\$1,750
General liability and barber professional liability insurance (first year)	\$1,000
State barber license, shop (establishment) license and inspection fees	\$300
Business registration, LLC and local business license	\$300
Booking, point-of-sale and tip software (first year)	\$0
Website with online booking and Google Business Profile	\$0
Working capital (first three months)	\$10,000
Total	\$58,750

Typical range to start a barbershop in the US: \$22,500–\$97,700. Your list is what you decided to spend — replace estimates with real quotes as you get them. Booking, point-of-sale and tip software (first year): Your Zarla plan includes online booking, invoicing and a client contact list with the website — you may still want a point-of-sale system for the counter. Website with online booking and Google Business Profile: Your Zarla plan includes the website with online booking and walks you through your Google Business Profile — a designer typically charges \$1,500 or more to build one.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a barbershop in the US. The build-out and the lease are the fixed bet; how many chairs are filled and how full each book is decide whether the reserve lasts until the shop is busy.

Typical monthly operating costs for a barbershop: \$1,940–\$14,975 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent and utilities	\$1,500–\$5,000
Blades, razors, disinfectant, towels, capes and backbar product	\$150–\$500
Insurance	\$40–\$125
Booking and point-of-sale software (included with Zarla)	\$0–\$150
Laundry, cleaning and towel service	\$50–\$200
Marketing and social content	\$100–\$500
Card processing and tips payout	\$100–\$500
Labor (once you hire on commission rather than chair rent)	\$0–\$8,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every barbershop plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Barbers leave and take their clients with them — the shop's own brand, booking system and reviews are the only defense
- Rent is fixed while empty chairs earn nothing; a two-chair shop with one barber is a tough month
- Hiring licensed barbers is hard everywhere, and a bad hire behind the chair costs reviews fast
- Chain haircuts at \$15–\$20 compete on price; a neighborhood shop has to win on the fade, the vibe and the booking
- The owner's own chair is the profit in year one, which means cutting hair six days a week while running the business

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- State barber license — Every US state licenses barbers through a barber or cosmetology board — barber-school hours (typically 1,000–2,000, varying by state) plus a written and practical exam. In many states a cosmetology license allows haircuts but not straight-razor shaves; check which license your state requires for shaves.
 - Shop (establishment) license — Most US states license the shop itself separately from the barbers in it, with an inspection before opening and periodic sanitation inspections after; some states also require a licensed barber to be on the premises whenever the shop is open.
 - Local business license and certificate of occupancy — From your city or county in most of the US; the build-out's plumbing and electrical get inspected before you can open.
 - Business registration and EIN — Most owners form an LLC; register a DBA if the shop trades under another name.
 - Booth-rental permits and contractor rules — Booth renters are independent contractors in most states and some states require them to hold their own booth-rental permit; if you set their hours and prices, tax authorities may treat them as employees. Put the arrangement in writing either way.
 - Insurance — General liability plus professional liability for razor nicks and reactions; workers' compensation once you have employees, which in most states doesn't cover chair renters.
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Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Confirm your state barber license is current and find out what the shop license and inspection require
 - Walk former salon and barbershop spaces before committing to a fresh build-out
 - Register the business, get an EIN and open a business bank account
 - Decide chair rental or commission, and write the barber agreement before you recruit anyone
 - Price a cut, a cut and beard, a shave and a kids' cut from your costs and three shops nearby
 - Set up a free Google Business Profile and put your website with online booking live
 - Post cuts on Instagram daily and tell every current client where the new chair is
 - Ask every client for a Google review while they're admiring the fade in the mirror
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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection built on chairs filled and cuts per day, not a full book from day one
- The lease or letter of intent, and quotes for the build-out and chairs
- Your barber license and any history of a full book at a previous shop
- Signed chair-rental or commission agreements with the barbers you're bringing in
- Your credit report and the equipment as collateral

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.

Written with Zarla · zarla.com/business-plan-generator