

408 Marketing & Retail Vocabulary

Booth Rental - An arrangement in which an esthetician is required to pay the owner a set rental fee, along with payment of utilities as agreed upon, to operate within the confines of a particular space within the owner's establishment
Business Plan This is a strategy for understanding important elements in developing a business. It is also a guide to making informed business decisions
Consumption Supplies These are items that are used to conduct business operations on a daily basis
Corporation It is a form of business ownership whereby three or more people known as stockholders share ownership however the corporation is considered an independent legal entity separate and distinct from the owners with its own rights privileges and liabilities
Demographics This refers to a particular identifying characteristics of an area or population, such as the specific size, age, sex or ethnicity of its residents, average income and buying habits
Employee Manual This is a handbook or guide that supplies employees with important general information about salon operations such as the number of sick days or vacation time allowed, what holidays the spa is closed, the procedure got calling in late or sick, the appropriate dress code for estheticians and other policies
Fixed Costs These refer to those operating costs that are constant; for example, rent and loan payments
Job Descriptions A specified list of duties and responsibilities that are required of an employee in the performance of his or her job
Partnership Form of business ownership whereby two or more people share ownership, although this does not necessarily mean an equal arrangement. In a partnership, each

partner assumes the other's unlimited liability for debt. Profits are shared among the partners
Procedural Guide This is a manual of set instructions designated to standardize operations that supplies specific protocols for conducting individual services such as the expected method for performing a glycolic or microdermabrasion treatment
Profit The amount of money available after all expenses are subtracted from all revenues
Public Relations (PR) The planning and developing of relationships to achieve a certain desired behavior
Retail Supplies These are items available for sale to clients
Revenue - Income generated from selling services and products or money taken in
Sole Proprietorship This is a form of business ownership whereby an individual acts as sole owner and manager and is responsible for determining all policies and making all of the necessary decisions associated with running a business
Variable Costs Business expenses that fluctuate such as utilities supplies and advertising