



CASE STUDY

Bobbi & Pat Heaney Mango Salon Richmond, Virginia



Overview by Pat Heaney

“My wife and I founded Mango Salon in 2003 with eight employees. Over the past nine years, we’ve grown to 80 team members, surpassing \$5 million in sales in 2012. For six consecutive years, *Salon Today* magazine has chosen us as one of the Top 200 fastest growing salons in North America. Recently, Mango was selected by *Virginia Living Magazine* as the Best Hair Salon in Central Virginia.

“Bobbi and I feel the deepest gratitude toward Strategies. Our Mango opportunity door opened when we first read Neil Ducoff’s book *Fast Forward*, and that led us to the Incubator and all the subsequent programs. We built our model around the many Strategies concepts. I would recommend to any startup entrepreneur in any industry to seek Strategies’ knowledge.”

- **Year founded:** 2003
- **Square feet:** 6,000 (two locations)
- **Number of employees:** 80
- **Services offered:** Hair, make-up and skin care

Strategies’ systems have allowed Mango to:

- Develop leadership/management skills.
- Have the confidence to make changes and improvements to the business.
- Build a perfect culture from ground zero.
- Implement timely and effective huddles and team meetings.
- Trust our problem-solving skills for critical decision making.
- Manage profitable growth for a second location.
- Properly set and meet goals.
- Achieve extraordinary customer service.

CRITICAL NUMBERS	May 2012
Service Sales	\$360,000 (monthly avg)
Retail Sales	\$60,000 (monthly avg)
Retail % of Gross Revenue	14%
Gift Certificate Sales (annual)	\$50,000
Service Payroll (% of total sales)	35%
Average Ticket	\$100
New Client Retention	50%
Existing Client Retention	85%
Productivity Rate %	75%
Pre-Book Rate %	65%

