



Date: _____

Sales Representative: _____ Phone No. _____

Client name: _____

Client company: _____

Client address: _____

Phone # (home): _____ Phone # (work): _____

Fax # _____ E-mail: _____

Project name: _____

Project address: _____

Size of project (square footage): _____

Project type (circle one): New Remodel Expansion

Check one for this project: _____ Hair Salon _____ Day Spa

 _____ Full Service Salon _____ Destination Spa

 _____ Other (Describe): _____

Location type:

__ Enclosed Mall __ Exterior Mall __ Strip Center __ Free Standing __ Other (_____)

Occupancy status:

__ Existing building

__ New building under construction

__ New building vacant

__ Expansion to existing building, under construction

__ Expansion to existing building, vacant

Are you currently working with a designer or architect? Yes or No

If so, whom? _____

Target completion date: _____

Space is (circle one): Leased or Owned

If leased, has lease been signed? Yes or No

Has a general contractor been selected? Yes or No

Name of contractor: _____ Phone: _____

Budget for construction: _____ Budget for equipment: _____

Person responsible for funding the project: _____

Authority person for final design: _____



**INTERIOR
DESIGN
GROUP**

Personal goals

1. What is the main business reason for this project right now? (Attract new clientele, attract employees, expand services, increase retail sales, etc.)

2. What is most important to you about this interior project?

3. What are your long-term goals for expansion, growth, etc.?

Aesthetic goals

1. How would you describe the overall look and feel of the interior you envision?

2. List any retail store(s), hotel(s), or salon(s) that best describes the interior you envision.

3. Color thoughts/likes (optional):

4. Color thoughts/dislikes (optional):

5. List any important architectural features that should be considered in the interior design:



6. Describe the exterior of your building:

7. Describe your ideal interior. What do you need and want for yourself, your clients, & your Employees? (Let yourself dream!):

8. Select your preference for the salon environment:

- a. Open & spacious, less use of walls
- b. Divided, more use of walls

9. Select your preference for curves for the overall environment (Remember, curved walls can be more costly):

- a. Lots of curves
- b. Minimal curves
- c. No curves

Interior Finish Information

1. Flooring

a. Type of floor that currently exists (if more than one type of floor exists, then list all floor types and locations below):

b. Is floor to be changed or replaced? Yes or No



c. Describe flooring changes below:

2. Ceiling

a. Type of ceiling that currently exists (check one):

- i. Grid (dropped)
- ii. Drywall
- iii. Open to bar joists & ductwork
- iv. Other, describe:

b. Is ceiling to be changed or replaced? Yes or No

c. Describe ceiling changes below:

d. Ceiling height: _____

3. Wall finishes (Paint, Wallpaper, etc.)

a. Type of wall finish that currently exists (describe below):

b. Are wall finishes to be changed? Yes or No

c. Describe wall finish changes below:



4. Lighting

a. Type of lighting that currently exists (describe below):

b. Is lighting to be changed or replaced? Yes or No

c. Describe lighting changes below:

Market description

1. Gender

- a. Mostly female
- b. Mostly male
- c. Male and female

2. Age range of clientele (check all that apply):

- a. Under 18
- b. 18-30
- c. 30-45
- d. 45-65
- e. 65 and up

3. Describe the neighborhood/surrounding area your salon/spa is located:

4. Average combined family income level of clientele:

- a. Below \$30,000
- b. \$30,000 – \$50,000
- c. \$50,000 - \$80,000
- d. \$80,000 - \$120,000
- e. \$120,000 and up



Functional Goals

1. Check all activities to take place in your business:

- | | |
|--------------------------|------------------------------|
| a. ___ Styling | h. ___ Massage |
| b. ___ Color Application | i. ___ Hydrotherapy |
| c. ___ Manicures | j. ___ Body treatments |
| d. ___ Pedicures | k. ___ Make-up |
| e. ___ Facials | l. ___ Shopping |
| f. ___ Tanning | m. ___ Wigs/Hair replacement |
| g. ___ Waxing | n. ___ Other |

2. Describe functional goals for each of the following areas including quantities of each service or room, types of equipment, privacy concerns, and adjacency requirements. If remodeling, note how these areas will change in terms of quantity and function or if they will stay the same and note any special requests.

a. Reception area (number of waiting chairs, number of desk attendants, type of computer, note if desk will be stand-up height or sit down type for attendants, describe locations & type of beverage bar)

b. Separate booking room (If there is to be a separate room, how many people will work in this room & what size is needed?)

c. Retail area (Linear feet of retail space needed, lines to be carried, type of fixtures preferred)



d. Styling area (number of stations, type of stations, etc.)

e. Chemical/Color area (number of stations, type of mixing area, etc.)

f. Shampoo area (number of bowls, backwash or wall-mount, etc.)

g. Drying/Processing area (number of drying chairs, type of processing units, location of dryers)

h. Manicure area (number of stations, number of nail drying areas, will acrylic nails be done, ventilation requirements, sink needs)

i. Pedicure area (number of stations, type of equipment)

j. Multi-purpose rooms (number of rooms, sink, shower & storage needs)



k. Skin care rooms (number of rooms, sink & storage needs)

l. Massage (number of rooms, sink, shower & storage needs)

m. Wet rooms (number of rooms, equipment, sink, shower & storage needs)

n. Make-up (number of stations, lighting, storage & display needs)

o. Tanning (number of rooms, type to be stand-up, lay down or spray)

p. Offices (number of offices, sizes, storage needs & for whom)

q. Break room (size, for how many people, number of lockers, sink, dishwasher, microwave, coat, storage & refrigerator needs)



- r. Laundry room (size of room, quantity & type of washer dryers, note if this room can be combined with another room)

- s. Utility/Storage areas (Sizes & needs, note if this room can be combined with another room)

- t. List and describe any other special service area or rooms such as private celebrity room(s), bridal room(s), hair replacement room(s), training room(s), men's area, etc.

- u. Will there be separate change room(s) for the salon? If so, how many?

STOP HERE IF YOUR SPACE IS NOT A SPA

- v. Spa change rooms (Quantity & size, number of lockers in each, number of toilet rooms in each, number of sinks in each, number of showers in each, number of steam rooms, whirlpools, or saunas in each)



w. Will there be a separate room for spa lunches? If so, note size, for how many, describe where food will be prepared)

x . Spa lounge/waiting room (size, for how many, special requests, describe beverage bar needs and location)

y. Will there be a separate greeting, make-up and/or retail area for the spa? If so, describe:

z. Will there be a private consulting area? If so, describe:

3. Describe needs for each of the following:

a. Ceiling fans: _____

b. Audio/ visual/ sound:

Please provide any of the following:

Photos of exterior & interior

Photos/ pictures/ magazines clippings of interior thoughts and ideas

Existing blue prints/ plans

Site evaluations

Measurements

Equipment list/ selection