

1.2020

2. Improving the efficiency of logistics processes of a service sector enterprise on the example of the beauty salon "Rich"

3. Salon business is a rapidly developing industry in which various enterprises are represented (hairdressing salons, beauty salons, image studios, nail design studios, tanning studios, cosmetology centers, aesthetic medicine clinics, etc.).

Of course, manufacturing firms, suppliers of equipment for beauty salons, cosmetics, developers of new techniques, firms providing various services in this industry (training, maintenance, consultations) work in the same area.

Such a high popularity of the salon business attracts investors who are ready to invest rather large sums in the beauty industry.

Today the salon business is developing both in large and small cities. People began to allocate large amounts of money to their appearance, which led to the formation of a real salon business industry. The services of such enterprises have become more in demand, while new areas are actively developing, such as cosmetology, trichology, etc.

For wealthy investors, creating a beauty salon can have an image aspect; for people with average incomes, their own beauty salon is seen as a source of basic income.

But, at present, there is an impressive number of beauty salons on the market, and many new ones are opening every year. There is a certain saturation of the market with salon business enterprises. Both for new "players" and for those already operating, the issue of increasing the profitability and efficiency of their enterprise is becoming increasingly important. For the success of an enterprise, it is necessary to increase its competitiveness by improving management and marketing elements.

The creation of a successfully developing and profitable salon business enterprise is an important and difficult task that every manager and owner sets for himself. However, not everyone succeeds.

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