



# REVENUE EXPANSION

## GROWTH & INCOME CASE STUDY



### YUME Head Spa Opportunities

Yume translates to dream, and that is exactly what it will bring to your salon – a true dream of success for you and a relaxing daydream for your clients. By introducing the Yume Head Spa program, you have the ability to elevate your success by attracting new clients, bolster retail sales and increase your total revenue.

### Head Spa Case Study

Ritsuko Borges, Technician at Masa Kanai Salon & Spa

Ritsuko Borges introduced Yume Head Spa services at Masa Kanai Salon in New York City. She experienced stronger sales performance, with full bookings almost every day. Due to her success and packed schedule, she was able to see an increase in revenue, retail sales and average customer spending. Based on this case study and many others, the Yume Head Spa service provides a growth opportunity for your salon and provides your customers with a relaxing, invigorating experience that will keep them coming back.



Data Type by Year	2017	2018	2019	2020
Customers per Month	100	106	108	71
Days Worked per Month	17	18	18	16
Average Service Charge	\$104.20	\$106.00	\$108.00	\$170.00
Monthly Service Revenue	\$10,420.00	\$11,236.00	\$11,664.00	\$12,070.00
Average Retail Revenue	\$12.80	\$17.00	\$21.62	\$20.98
Retail Conversion Rate	35%	35%	35%	35%
Monthly Retail Revenue	\$1,280.00	\$1,802.00	\$2,336.00	\$1,490.00
Total Revenue / Day	\$688.23	\$724.33	\$777.77	\$847.50
Total Revenue / Month	\$11,700.00	\$13,038.00	\$14,000.00	\$13,560.00

[beauty.TakaraBelmont.com/YUMEspa](https://beauty.TakaraBelmont.com/YUMEspa)

\* All data represented in the above table are approximations. Actual data may vary in order to maintain client confidentiality.