

Apgujeong Hair Studio Salon Manager Meeting Memo

From: HQ

To: All APJ Salon Managers

Date: 10 Jan 2018

1. Miscellaneous

- a. Change of meeting order: We will have 1 combined meeting each month (with everyone present), and another in a smaller group.
- b. Group A (wed):
 - i. Jurong Point
 - ii. Jem
 - iii. Clementi
 - iv. Lot One
 - v. Tiong Bahru
 - vi. Bishan
- c. Group B (thu):
 - i. Punggol
 - ii. Tampines
 - iii. Hougang
 - iv. Vivo
 - v. GWC

2. Operations:

- a. Salon upkeep:
 - i. Please ensure salon is well maintained: No cobwebs, dust around air con openings, posters and marketing materials in good condition. We need to leave a good impression for our customers.
- b. Customer Feedback:
 - i. Please use customer service disclaimer form when needed (eg, pregnant women requesting for chemical service)
 - ii. Sometimes the customer's complaint may be a result of a stylist's skills. Managers need to be aware of stylist's skill levels, and need to check customers' hair again at the counter and show concern for the customer to ensure customer is happy with hair service.
 - iii. Point out our 7 days service guarantee to customers upon making payment.
- c. Chinese New Year Promotion **(15 Jan 2018 to 15 Feb 2018)**
 - i. Please display no CNY surcharge banner and keep the regular promotion banner.
 - ii. No student discounts, ladies day discounts from 15 Jan to 15 Feb 2018.
 - iii. Hong Bao lucky dip (with min \$100 spending)

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- iv. Entry for \$888 facebook contest
 - 1. Min \$100 spending
 - 2. Entries submission 15 Jan to 15 Feb
 - 3. Voting close 28 Feb
 - 4. Please encourage customers to “like” their photo on our APJ fb page
 - 5. Please inform marketing if photo not posted within 24 hours.