

# World Lash University

## Salon of the Year 2022



We are looking for the best Salon whose highly motivated team work together and tirelessly to provide great treatments and customer service. A highly trained team who are forward thinking and know what they are striving to achieve and how that will be accomplished.

### Full criteria

1. Tell us how your business is structured and why? (75 words)
2. How many therapists are on your payroll and what is your retention rate? (50 words)
3. Describe how you support your team's professional development (100 words)
4. Describe how you know who your ideal client is and how you target them (100 words)
5. Describe your salons key achievements over the last year (150 words)
6. What gives your business its competitive advantage (150 words)
7. Describe the single biggest challenge that your salon will face in the coming year and how you will address this (100 words)
8. Describe how your business has the potential to grow sustainably (100 words)
9. What sets you apart from other Salons and why do you deserve to be the Salon of the Year? (100 words)