



Hair & beauty & certification

the world of standards & guidelines

23rd of June 2016

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The last sheet of our SCCI-presentation on the 8th of December 2015 was:

What is your viewpoint NOW about the necessity of standards or guidelines?

- 1. Does the consortium wants (or needs) guidelines or standards? If YES, about which topics?
- 2. Do these topics need to be certified?
 If YES, on which level?









Aging

@ services

Social media

Transparancy

Sustainability

Responsability

Economic crisis

Health & safety

Cyber criminality

Life long learning







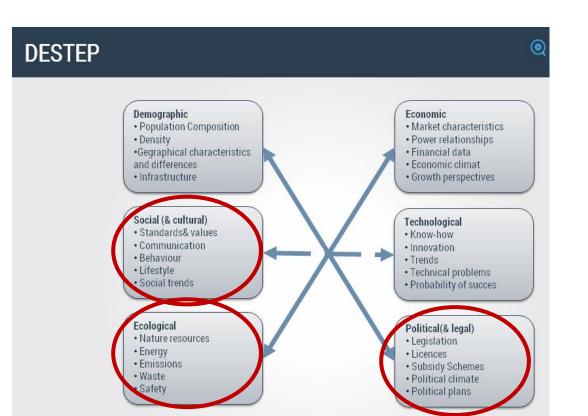


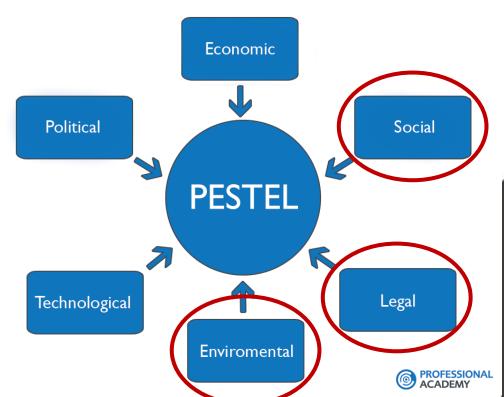




Every company - also in the hair & beauty sector - should deal with these kind of external factors, the so called: **DESTEP-** or **PESTEL** factors

Also about the topic: health & safety and sustainability







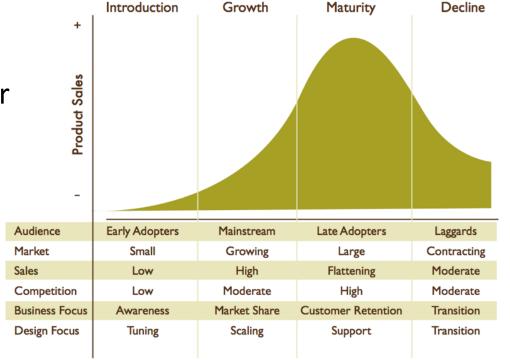


Everything is in evolution. Also economics. Also the Hair & Beauty sector. That means that every issue has it's own life cycle: **the Gauss curve**.

For instance:

- Products & services
- Market attractiveness
- Business focus of the entrepreneur

Life Cycle: Four Basic Stages



Re-drawn from the book "Universal Principles of Design" © 2003 Rockport Publishers

idea-sandbox.com





	The world we live in - the DESTEP factors (or PESTEL) (these factors are impossible to influence)					
Demography	Economics	Social / cultural	Technology	Ecology	Politics & society	
	Competitors		Clients			
	company waits till to invest. Then the				These companies lac of vision and	
		34% Early majority	34% Late majo	ority		
2.5% Innovators 13,5% Early adopters			16% Laggards			
High focus o	High focus on their surrounding			Low focus on their surrounding		





The world we live in - the DESTEP factors (or PESTEL) (these factors are impossible to be influenced)					
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Competitors			Clients		
2,5% Innovators	13,5% Early adopter	34% Early majority	34% Late major		aggards
High focus on their surrounding			Low focus on their surrounding		





What could be a right definition of the different stages of the hairdressers' culture?

Description of the 5 types of companies				
Innovator:				
Early adopter:				
Early majority:				
Late majority:				
Laggard:				







Could the certification be a growth path? My idea:

- BASIC = compliance with law and other regulations
- Regular level: ?
- **■** Full: ?
- Corporate Social Responsibility (CSR) ?







Could the certification be a growth path?

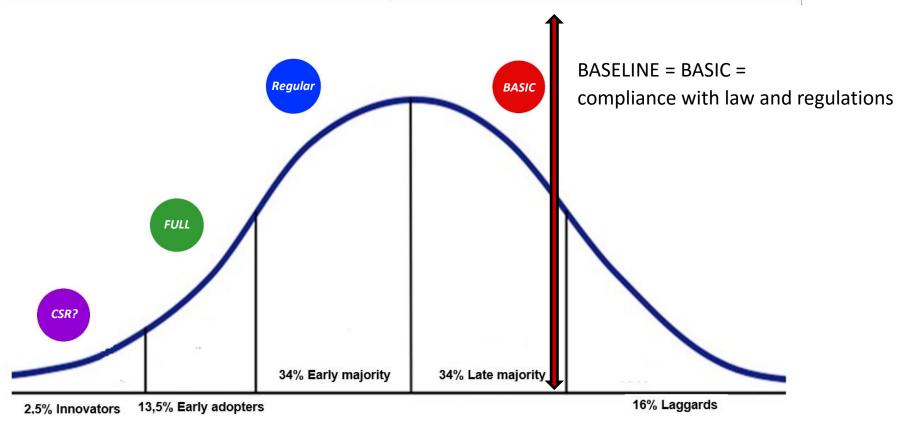
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BASIC

Regular

FULL

CSR?







How can we define the different stages of the certification levels?

	What could be the certification levels? What is the threshold level?
BASIC	
REGULAR	
FULL	
CSR	







Thank you for your attention

23rd of June 2016 Peter Tegel (lead auditor)