

美麗e世界-桃園美容業

青春美麗的秘密

桃花源美容網



e
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群聚名稱：

美麗e世界-桃園美容業

行業別：

服務業

縣市別：

桃園縣

群聚參與家數：

10家

主要營業項目：

美容美體

網址：

<http://dscspa.ey.com.tw>

e化成功工具：

美容護膚專業管理系統

輔導開運團：

鼎新電腦(股)公司

愛美是女人的天性，美麗更是永遠盛行的行業。拜科技之賜，各種協助美麗的儀器不斷推陳出新，如脈衝光、雷射除斑等，造就青春不老的夢想成真，於是大街小巷的美容店如雨後春筍般的開設。根據台灣省美容公會的數據統計，台灣的美容師將近有15萬名，相關從業人員至少30萬人，服務的客群廣達1,000萬人左右，稱為美麗大軍一點也不為過。美容店提供的服務包含從頭到腳，例如美白、豐胸、除痘、除斑、繡眉、防皺、塑身、去角質等，且因長期調理，目前市場上多以課程方式包套推廣，價格約在10,000至50,000不等。

創業門檻低 美容師素質參差不齊

美容師的背景多為學歷不高的年輕人或是家庭主婦，對台灣的就業率與婦女勞動力而言有莫大幫助。但也因為學歷不高，缺乏企業管理的理念在經營美容院，在成本控制或是人力資源管理方面，往往有很大的漏洞。例如美容師常常無法掌握店內原料的進銷存狀況，或是成本控管不佳，於是容易先將產品售價灌水，再來打折，讓客戶感覺比較便宜，但老闆卻也搞不清楚自己到底賺了多少錢，讓消費者產生被騙的感覺，此類糾紛數見不鮮。加上這行是學徒制，很多年輕學徒學了幾年技術，就離職自己去開店，美容界的流動率大一直是美容院老闆心中的痛。更慘的是，很多顧客的習慣沒有建檔掌握，當這位美容師離職後，店家對客戶的掌握度就大減，甚至客戶會跟著美容師走掉，客戶便常在這樣莫名其妙的情況下流失。

美容大軍 e化領航

而在這群美容大軍中，有位具有遠見的美容師--志麗美

Taoyuan Beauty Network: Secrets of Beauty and Youth

e-Community Profile

Community Name:

Beautiful e-World--the beauty salons in Taoyuan

Business Category:

service industry

Location:

Taoyuan County

Number of Community Members:

10

Major Business Items:

beauty treatment and skincare

Website:

<http://dscspa.ey.com.tw>

e-Business Instrument:

Beautycare Management

Assisting Team:

Data Systems Consulting Co.

It's human nature for every woman to pursue a beautiful appearance. The beauty treatment industry is here to stay. Thanks to advancements in technology, humans have developed many precision instruments to help people maintain a youthful appearance, such as the intense pulse light, anti-dullness laser technology, and so on. It has led to the proliferation of beauty salons which are now almost everywhere in our city.

According to statistics of the Taiwan Beauty Care Industry Association, there are nearly 150,000 beauty therapists plus another 300,000 people engaged in this industry in Taiwan, serving about 10 million customers around the island. The beauty care industry, which has grown into a big business in Taiwan, provides various services such as whitening, breast enlargement, pock removing, spot removing, eyebrow modification, wrinkle prevention, fitness, and cubacula clearance, among others. Because it involves long-term treatment, most beauty salons provide various beauty treatment programs at a price ranging from NT \$10,000 to NT\$50,000 each.

Low Thresholds: Qualities of Beauty Therapists Vary a Lot

In Taiwan, many people serving as beauty therapists at beauty salons are young people and some housewives. Most of them do not have high educational backgrounds. In fact, the beauty care industry creates many job opportunities for the women in Taiwan. However, most people en-



桃園地區的美容業者，利用 e 化提昇美容店的服務與競爭價值。

容科技董事長王燕呢，她在美容界有23年的經驗，認為美容業是非常值得尊敬的行業，但卻因服務缺乏標準化，或是公司帳務過度神秘，導致業界普遍給人不老實的印象。於是她開始積極為提升美容產業而努力，開設美容教學課程，也在民國93年時，與學校合作，製作美容相關的遠距教學資料庫，開始利用 e 化的方式來經營美容業與課程教學。王燕呢同時也擔任台灣省美容公會聯合會理事，由於自己在 e 化方面的接觸，發現透過一些軟體，可以幫助美容業者提升產業形象與專業服務，便積極開始協助引導桃園地區的美容業者，利用 e 化提昇美容店的服務與競爭價值。

催生桃花源美容網 並導入 e 化管理系統

「聞道有先後，術業有專攻」，每家美容店雖

然看似差不多，都以臉部美白、豐胸、除斑、去痘為主，或是提供常見的塑身SPA服務，其實有的店家專攻開運繡眉，有的會做少見的繡唇，有的專職於音樂療法等。於是王燕呢認為，倘若能整合多種不同美容專長於同相同平台，提供適合客戶需要的服務，將可創造「競合關係」競爭又合作，消費者將獲得更滿意的服務，減少客戶流失的機會。而此時，鼎新電腦開運團正針對經濟部中小企業處「縮減產業數位落差計畫」推動行業別的輔導方案而建置美容護膚專業管理系統。也就是在此推動過程，認識了身為台灣省美容公會理事的王燕呢，他們開始交流如何提昇美容業的服務品質與競爭力。

王燕呢在與鼎新電腦開運團溝通後，認為可領導桃園縣美容業者朝群聚網站方向努力，並規劃透過群聚產業的力量，將有機會為美容界開創多贏的綜效。

gaged in this business do not have high educational backgrounds or professional business management knowledge. So, there exist many problems in their shop management, especially in the fields of cost control and manpower management. They can't effectively control operational cost or manage the inventories at their stores. Most salons charge very high prices for their products and then offer big discounts to customers. However, many customers still feel like they are being treated unfairly, and that's one of the major reasons behind the disputes between beauty salons and their clients.

Most salons train beauty therapists themselves. However, many young beauticians leave their employers and open shops of their own after they have accumulated several years of experience. The high manpower turnover is always a big headache for beauty salon owners in Taiwan. What's worse, the departing beauty therapists usually take away the clientele of their previous working place, leading to a big loss for their previous employers.

E-commerce for the Beauty Care Business

Wang Yen-ni, chairwoman of Lichijung Beauty Technology Co., has been involved in the beauty care business for 23 years. She is a beautician with foresight, committed to promoting the image of Taiwan's beauty care industry. Wang believes that beauty care is a very respectful business. It does not have a good image in Taiwan mainly because of the lack of service and business management standards for this industry.

Wang therefore took initiatives to offer beauty care training programs in collaboration with several universities. Lately, she has used e-commerce to promote the management efficiency of her company, and at the same time developed several online training programs to enlarge the group of participants. Wang, who is also a board member of the Taiwan Beauty Care Industry Association, believes that the application of e-commerce will not only help strengthen management efficiency, but will also greatly help promote the professional image of the beauty salons in Taiwan.



Taoyuan Beauty Network and E-commerce Application

Most beauty salons look similar, offering the same services of whitening, breast enlargement, spot-removing, fitness, SPA therapy, and so on. Lately, a few of them have started to offer several special services to differentiate themselves such as eyebrow modification, lip modification, music



愛美是女人的天性，美麗更是永遠盛行的行業。



美容師對台灣的就業率與婦女勞動力而言有莫大幫助。

美容業 e 化需求主要為協助內部管理

根據美容業的調查發現，絕大部分的美容店對客戶資料管理、療程紀錄、預約行程等都無 e 化，比率高達 95%。探究其原因主要包括人力精簡、美容師忙於美容工作、缺乏電腦操作能力、不知如何著手等。此外因為台灣地區前幾年經濟較為景氣，美容消費者眾多，消費金額大，美容院錢賺得多，忙著做生意便感覺 e 化可有可無；但由於近兩年景氣欠佳，消費日趨保守，各家美容業者競爭激烈，為了求生存就必須盯緊客戶避免流失，故提高客戶滿意度便十分關鍵。而加強內部管理是提高服務滿意的重點，所以產業警訊恰巧變成美容業 e 化推動的主力之一。

量身訂做的 e 化方案 可為美容界創新局

美容業的 e 化需求主要有兩大方向，一是內部管理的 e 化需求，著重在提高作業效率與提升服務滿意度；二是外部 e 化需求，包含製作公司網站或網頁增加曝光機會增加商機。

鼎新電腦開運團在今（95）年 5 月推出專為美容護膚店使用的系統，讓店家從基本的會員資料管理、每日預約行程的安排、服務療程紀錄，到剩餘預付金額的計算，甚至保養品庫存的統計等，都可以輕鬆靈活運用「美容護膚專業管理系統」，提高作業效率與提升服務滿意度。目前桃園縣透過王燕呢的號召下，已有 10 家業者在 6 月份完成安裝與教育訓練的工作，每家都在持續使用中。

而在美容店外部 e 化需求的部份，建構中的「桃花源美容網」（<http://dscspa.ey.com.tw>），也開始替各家業者提供曝光與創造商機的的平台，讓 e 化較為弱勢的美容業，也有機會立足於網際網路之中，希望持續利用成功案例與美容公會舉辦 e 化經驗分享，希望能吸引更多的美容業者加入群聚，以擴大群聚效益。

e 化之路 雖有挫折仍全力以赴

美容店服務每位客人時間平均約為 2 到 3 小時，如果一天生意好，單單服務 4 個會員就要忙碌一



透過美容護膚專業管理系統，改善內部管理作業

therapy, and so on. Wang believes that it would be beneficial to both beauty salons and consumers if there was a platform covering all kinds of beauty care information. Meanwhile, as Wang noted, such a platform would create opportunities for the shops offering different services to collaborate with each other.

Wang therefore contacted Data System assisting team for the purpose of realizing her ideal for developing a Website as the platform for beauty salons. Data System assisting team is a computer program developer commissioned by the Small and Medium Enterprise Administration (SMEA) under the Ministry of Economic Affairs (MOEA) to provide computer and e-commerce consulting services to the beauty care industry. Wang has taken Data System's advice for developing an e-Community community of beauty salons in Taoyuan County and creating a Website of the e-Community, aimed at an enlarged synergy effect of the collaboration among members.

To Promote Management Efficiency Through E-commerce Application

According to a survey result, around 95% of the beauty salons in Taiwan do not have computerized programs to keep and manage their clientele data, therapy records and working schedules mainly due to the lack of manpower and computer skills. In earlier years when most beauty salons enjoyed booming business amid Taiwan's thriving economy, most of the shops were too busy to think of the necessity of building up computerized management programs. Lately, they have generally suffered weakening businesses as a result of the sluggish business environment. One after another beauty salons have been seriously considering how to promote customer satisfaction and shop management efficiency by taking advantage of e-commerce. That's one of the major reasons for them to use e-commerce.

Programs Specially Tailored for the Beauty Care Business

There are two primary goals for the beauty care business to apply e-commerce. First, it's to help strengthen internal shop management in a bid to promote customer satisfaction and service efficiency. Second, it's to help induce more business opportunities through increasing shop exposure on the Internet.

In May 2006, Data System assisting team launched a new e-commerce program especially designed for the beauty care business, called Beauty care Management, which helps streamline the management of client appointments, therapy records, clientele data, inventory, payment collections, and so on. Currently, around ten beauty salons joined the e-Community and applied the e-commerce program to their shop management after completing a series of training courses.

The e-Community with a Website dubbed "Toayuan beauty network" (<http://dscspa.eyp.com.tw>) has started to help promote the exposure of each member company on the Internet. Meanwhile, it

客戶課程(預付)卡維護

新增 查詢 修改 刪除 列印 首筆 上筆 下筆 尾筆 重查 規定 關聯 複製 存檔 取消

基本資料 資料瀏覽

客戶代號 C02

預付卡 課程卡 結案碼

客戶卡號 C1200608070001 購買日期 95/08/07

預付卡品號 SPA302 168預付卡

備註

預付卡金額 16,800 預付卡已用金額 9,346 剩餘金額 7,454

次序	消費日期	美容師代號	美容師姓名
001	95/08/07	P02	王婷婷
002	95/08/10	P02	王婷婷
003	95/10/13	P02	王婷婷

※查詢預付卡剩餘金額，與美容項目。

預約服務功能，讓客戶方便也減輕美容師負擔

整天，所以美容師們學習 e 化的時間很瑣碎。麗雅婷美妍坊謝佳陵老師表示，她都是利用早上開店較無客戶預約的時段，或是假日美容店休息時，才有空檔時間輸入資料操作系統，這樣的 e 化學習過程，其實對早上 10 點就要開店到晚上 9 點的美容業者而言，的確有點辛苦。謝佳陵感性地說，她以前曾因電腦硬碟損壞，於是多年辛苦建立的客戶資料消失一空的慘痛經驗，但在先生的安慰與鼓勵下，面對這一次的 e 化，她還是決定全力以赴。

目前這 10 家導入 e 化軟體協助內部管理的美容業者，已經可以擺脫過去要花 10 分鐘找客戶資料的景況了！她們現在要做會員的各項資料查詢，只要輸入姓名或電話，10 秒鐘就一目了然；但以前「手抄本」的年代，因為都是只用手寫記錄，無編號與分類的觀念，翻翻找找非常耗費時間。

而在保養品物料管理部份，因為保養品種類繁多，大多數美容店一年偶爾盤點一或二次，對庫存金額的掌握狀況不佳，如今只要每次進貨與客

人購買的保養品有輸入系統就會自動計算，盤點時間也從 1 小時變成 10 分鐘！另外正確計算會員預付款、剩餘預付金額或點數等，也利用 e 化系統幫助美容業者省去很多的現金流管理；尤其課程都是採預收款制，正確計算預付款的扣抵情況對美容店而言非常重要，當剩餘預付合計金額不斷減少時，就要注意到每日忙碌地服務客戶，其實收入不一定相對增加，所以利用 e 化作業時，就能隨時查詢剩餘的總預付金額。

頭家經營 小秘笈

王燕呢表示，美容這個領域很感性，而且美容師流動性非常高，在美容院有幾年上班經驗的美容師，喜歡自己出去開店，於是造成人員穩定性與服務品質穩定性較難掌握。此外，美容院的保養品物料管理、美容用品的成本價格的管理、客戶關係管理、進銷存管控、獲利點計算等等，一般美容師無暇也缺乏會計能力去計算。這樣的情形造成服務無法標準化，消費者容易懷疑自己是

co-sponsors several seminars with the Taiwan Beauty Care Industry Association for members to obtain new market information and share their success stories with others of the industry.

Promoting e-commerce Despite Difficulties

On average, beauty treatment for one client takes two to three hours each time. It will keep a beauty therapist busy full-time if she has four clients or more to serve in one day. So, most beauticians have no spare time to learn computer skills for computerized shop management. In this regard, Hsieh Chia-ling, a beautician at the Liyatin beauty salon, would like to share her experiences, saying that she usually learned computer skills during holidays or the early morning hours prior to the shop's opening on weekdays. "Though it adds an extra workload in the beginning, it's worth the effort to learn computer skills for pursuing long-term efficiency at work," Hsieh stressed.



The ten members of the e-Community generally have seen the benefits of their computerized management system. "We used to spend 10 minutes or longer in searching for one client's data. Now, it takes only ten seconds by clicking on the keyboard," said one member company.



Meanwhile, they have also experienced much higher efficiency in product management. Normally, each client uses ten to 20 skincare products at a salon and it will take long hours for the shop to check all the details of each client's skincare items. Now, the computer makes it much easier and the automatic payment calculation system is especially a great help for the shop to have effective control over cash flow.

Tips for Successful Shop Management

As Wang commented, the high manpower turnover is a big problem for any beauty shop to maintain stable management and consistent service quality. Besides, most beauticians who lack basic accounting and management knowledge often feel that it's very difficult to manage the shop's detailed issues

不是有可能被騙，學徒們也會誤以為賣產品很好賺，於是無法穩定。整合桃園縣的美容業者導入專為美容業者量身訂做的e化軟體後，協助美容業者建立標準值的企業形象，價格與服務的標準化，美容業將會大大地正面提升，成為令人尊敬的行業，而不是像現在常在報紙上看到一些消費糾紛，影響美容業整體形象。

開運團 輔導心得

美容業的確是e化較弱的行業，人力也不多，大部份老闆娘自己就是美容師，再請一兩位助手而已。因為本身不專精在電腦知識，在導入e化

的過程中，比較辛苦的是如何教會他們使用電腦軟體，美容師在學習新東西的過程，不但要有耐心，還要有時間，的確不容易。但這樣的產業事實上就是最需要縮減產業落差的產業，雖然有困難，但卻有極大的成長空間，於是鼎新電腦開運團便針對他們的需要設計系統，幫助他們管理現金流與應付應收帳款細目，讓美容師可以輕鬆管理目前店面的營運情況。目前也為了幫助業者快速進入系統，派員安裝與指導，也同時協助資料建檔的工作，點點滴滴都是希望業者能更快嚐到e化後甜美的果實。

美麗e世界成員

桃花源美容網站：<http://dscspa.ey.com.tw>

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新女人企業有限公司	桃園縣桃園市中山路 104 號 1 樓
可麗娜美容院	桃園縣龜山鄉萬壽路 2 段 963 號
顏譽美容坊	桃園縣平鎮市廣德街 191 號 1 樓

such as product and inventory management, cost control, payment collection, profit calculation, and so on. The lack of standard service and pricing formula often causes disputes between beauty salons and their clients. The application of e-commerce will help solve all these problems. "It will definitely help streamline the shop management and promote a professional image for beauty shops in Taiwan," she said.

Remarks of Assisting Team

Generally, beauty shops are relatively weaker in e-commerce application due to the limited manpower at shops and the staff's lack of basic computer knowledge. For most beauty shops, their bosses are themselves beauticians who need only one or two assistants to help manage their shops. It's not easy for such small shops to run a Websites of their own. Meanwhile, it's a heavy workload for beauty therapists to learn computer skills and business management knowledge. However, beauty care is one of the businesses which can make significant improvement in management efficiency and service quality through the application of e-commerce, especially in regard to payment collection and inventory management. With the Website of the e-Community, all the ten member companies have started to enjoy the fruits of their digitalized shop management system and their partnership with each other.

Members of Taoyuan Beauty Network

Website:<http://dscspa.eyp.com.tw>

Member	Address
Li Chijung Beauty Technology Co.	2 Fl, No. 346-2, Nanzen Rd., Luchu Town, Taoyuan County
Chitsai Beauty Garden	1 Fl, No. 174, Sanming Rd., Sec. 3, Taoyuan City
Tsen Aimei Beauty Workshop	1 Fl, No. 298, Chenfu Street, Taoyuan City
Liyatin Beauty Salon	2 Fl, No. 23-74, Kuo Lin, Tayuan City, Taoyuan County
Chiao Tse Beauty Salon	No. 242, Pingtung Rd., Pingchen City, Taoyuan County
Ming Ping Beauty workshop	1 Fl, No. 273, Yungmei Rd., Puhsin Area, Yangmei Town, Taoyuan County
Tai Chi Good Luck Beauty Shop	1 Fl, No. 9, Shihchien Rd., Chungli City, Taoyuan County
New Women Enterprise	1 Fl, No. 104, Chungshan Rd., Taoyuan City, Taoyuan County
Colina Beauty Salon	No. 963, Wanshou Rd., Keinshan Hsiang, Taoyuan County
yenyu Beauty Shop	1 Fl., No. 1, Kuangteh Street, Pingcheng City, Taoyuan County