

BUSINESS PLAN



MODULE NAME	LCLM4006 Enterprise & Entrepreneurship
ASSESSMENT	Assessment Component 1: Business Plan
LECTURER'S NAME	Chung Lai Johnny Wan
STUDENT NAME	Mariana Niculae – Mihai
STUDENT NUMBER ID	2507211
BUSINESS IDEA	Beauty Hub Studio

EXECUTIVE SUMMARY

BeautyHub Studio is an idea for a start-up business that will offer a variety of beauty and wellness services in a single location. Professional nail treatments, hairdressing, barbering, massage and spa therapies, make up, and tattoo artistry will be provided by the business. The purpose is to offer a user friendly, superior and relaxing experience for customers to satisfy the escalating requirements for beauty and personal care professional services within the United Kingdom.

The business will be set up as a Private Limited Company (LTD) which will afford limited liability protection to the owner and would give the business the potential to thrive and expand in the future, allowing for investment and expansion. BeautyHub Studio will have trained personnel in every service area and high standard of customer service, hygiene and safety.

The PESTEL analysis reveals that the market holds great potential as consumer interest in self-care, wellness, and appearance is rising, driven by technological advancements in the digital realm and online booking systems. The company will be able to stand out from the competition by providing customers with a multitude of beauty services in a single place, which will save customers time while providing them with a complete beauty and wellness experience.

The marketing plan is aimed at promoting online using Instagram, Facebook, TikTok, Google Business Profile and a professional website with online booking system. Promotional offers, customer loyalty programmes, referral incentives and partnerships with local influencers will all help to draw and keep customers.

The business will need around £80,000 in start-up capital which will be raised from the owner, a bank loan, and a UK Government Start Up Loan. The money will be used for equipment, premises, renovation, marketing, licences and initial operating costs.

BeautyHub Studio also has a focus on sustainability, as they use eco-friendly products, reduce waste, recycle packaging, and promote digital communication. Moreover, the company will assist the local community by offering free beauty and grooming to the vulnerable people by collaborating with local charities. These efforts enhance the company's competitive edge and foster responsible and ethical business operations.

CONTENT

- 1. Executive Summary**
- 2. Overview of the Business Idea**
- 3. Unique Selling Point**
- 4. Legal format of Business**
- 5. Management Structure and Staff Structure**
- 6. PESTEL Analysis**
- 7. Competition**
- 8. Marketing Strategy**
- 9. Funding and Start-up Expenses**
- 10. Cashflow**
- 11. Reference List**

OVERVIEW OF THE BUSINESS IDEA

BeautyHub Studio

BeautyHub Studio is a start-up beauty and wellness salon that provides a variety of beauty and personal care services in a single location. The company offers a variety of nail treatments, hairdressing, barbering, massage and spa treatments, professional makeup services, and tattoo artistry, all under one roof in a modern and welcoming space. The goal is to offer the customer convenience, quality services and a pleasant experience without having to travel to different salons.

The UK beauty and personal care sector remains a thriving one, as more consumers spend more on health, wellbeing and appearance. The Department for Business and Trade (2024) report that there are more than 5.5 million private sector enterprises in the UK, and service industries are a major contributor to new business formation. The beauty industry has also shown its resilience in the number of customers looking for grooming, wellness and self-care services that are more professional. It presents a great opportunity for a business that provides multiple beauty services in a single facility.

The target customers of BeautyHub Studio are women and men aged 15 to 55, university students, working professionals and people who live in the vicinity of the BeautyHub Studio seeking convenient and cheap beauty treatments. Customers can book online appointments via the company website, social media or walk in.

Unique Selling Point

The company's Unique Selling Point (USP) is to offer 6 popular services in one single modern beauty salon. Multiple treatments are available on a single visit offering time and convenience to the customer. BeautyHub Studio is a beauty and wellness salon that provides a range of service unlike many traditional salons which specialize in just one service.

In addition, the business has a focus on sustainability, using eco-friendly beauty products, minimizing plastic waste to the greatest extent, recycling packaging materials and

implementing electronic receipts instead of paper receipts. Furthermore, BeautyHub Studio will be doing its best to help the local community by offering free grooming and beauty sessions courses every three months for those in need via local charities. This is good for the company's social responsibility and brand image.

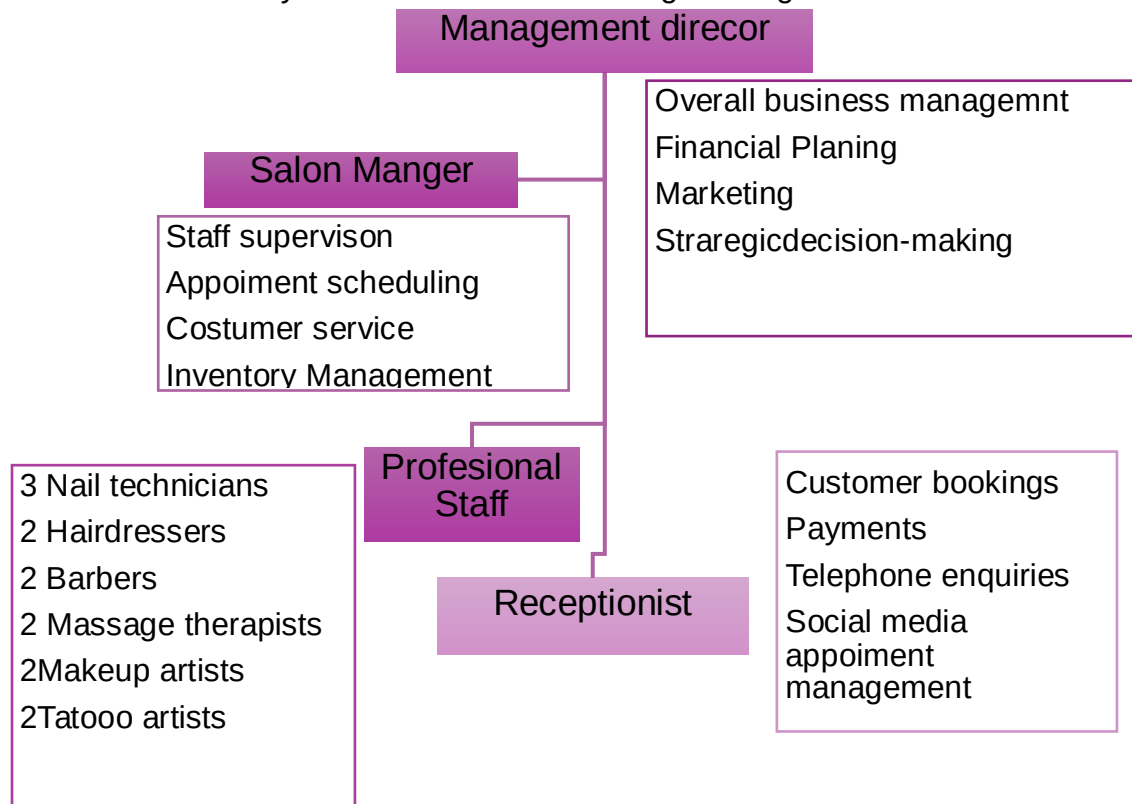
LEGAL FORMAT OF BUSINESS

BeautyHub Studio will be a Private Limited Company (Ltd). Private limited companies are separate legal entities from their members, each private limited company has its own debts, and the shareholders have limited liability. This legal arrangement helps minimise the risk of the investors to their personal finances and gives them the trust they need when accessing investment or business loans. A private limited company has been chosen due to legal protection for the owner, to provide an easier way of attracting investors and to provide for the expansion of the business in the future. New shareholders can join the firm without changing the business' legal structure. Small and medium sized businesses in UK often opt for the structure because of its flexibility and professional image.

MANAGEMENT STRUCTURE and STAFF STRUCTURE

The business will employ a clear management hierarchy to ensure efficient day operations.

This organisational structure allows clear communication, accountability and efficient service delivery while maintaining high customer satisfaction.



PESTEL ANALYSIS

POLITICAL

Beauty businesses in the UK are regulated by health and Safety legislation, employment law, taxation and hygiene. BeautyHub Studio will adhere to all legal needs, such as licensing (if applicable) for tattooing and workplace safety requirements.

ECONOMIC

Changes in the economy can affect consumer spending on non-essentials, like beauty services. Operating costs, such as utilities, rent, beauty products, etc., could be impacted by inflation. But the demand for related to personal grooming is still stable as many people think that are part of their normal lifestyle.

SOCIAL

Beauty services are becoming more in demand due to the growing awareness of people on their personal appearance, self-care and wellness. Social media influencers and

beauty trends promote consumers to spend more on professional beauty treatments, providing opportunities for companies that provide a range of beauty services.

TECHNOLOGICAL

Through technology, customers can reserve appointments online, make digital payments and communicate with businesses via social media. Online booking software, social media platforms like Instagram and Facebook, and TikTok will be utilized to enhance customer engagement and market services through BeautyHub Studio.

ENVIRONMENTAL

Consumers are more inclined to favour businesses which are environmentally responsible. BeautyHub Studio will help to reduce plastic waste, recycle packaging, promote the use of eco-friendly beauty products where possible, and minimise paper usage with the issuance of e-invoices.

LEGAL

To ensure the safety of employees and customers, the business should follow UK employment law, data protection laws (GDPR), health and safety legislation, insurance laws, and laws that govern services rendered when it comes to tattoo licensing.

COMPETITICION

BeautyHub Studio will be a competitor to beauty salons, barber shops, nail studios, tattoo studios and spa centres in the area. Many of the competitors focus on one or just two services and must send the customers to multiple places for different services.

BeautyHub Studio's beauty advantage is that beauty and wellness services are offered under the same roof, which is more convenient for the customers and helps in increasing the number of their visits and their spending. The company will also stand out with its outstanding customer service, state-of-the-art infrastructure, eco-friendly operations, and loyalty programs.

MARKETING STRATEGY

BeautyHub studio will employ digital and traditional marketing strategies to attract and retain customers.

Instagram, Facebook, TikTok and Google Business Profile will be the main marketing platforms. The business can display the before and after images, customer reviews, discounts, and beauty tips on these platforms, and tap into the masses of visitors for comparatively little expense.

A website for the company will contain an on-line booking system, descriptions of the services, pricing, customer reviews, and contact information. It will enhance the visibility of the website for customers looking for beauty salons in the local area through search engine optimisation (SEO).

Special incentives will be offered in the first 6 months, such as student deals, loyalty reward cards, referral incentives, and package deals including several services. These promotions will help to generate repeat customers and loyalty.

The best location is a high-traffic spot, like a shopping centre or near universities or offices, so it will be noticed and generate walk-in traffic. The company's image will be strengthened due to the presence of attractive shops signage and professional branding.

BeautyHub Studio will also work with local influencers and beauty content creators to increase brand awareness through social media collaborations. Your marketing emails and SMS reminders about appointments will help to keep your customers in the loop and repeat bookings. BeautyHub Studio will leverage digital marketing, a great customer experience, a competitive price, and a sustainable business model to create its brand's reputation and customer base during its first year.

FUNDING AND START-UP EXPENSES

Beauty Studio requires an estimated **£80,000** in start-up funding to establish the business. this funding will cover the costs of leasing and renovating the premises, purchasing professional salon equipment, marketing, licences, insurance, and working capital for the first few months of operation.

This business will obtain funding from a combination of three sources:

- **Owner's investment: £20,000**
- **Bank business loan: £50,000**
- **Start-up loan (UK Government): £10,000**

Having several funding sources lowers financial risk and ensures that sufficient capital is available in the initial stages of the business. A bank loan is used for large equipment, and the owner's investment shows his affinity for the business. The Start Up Loan is a government-backed loan to finance new businesses and provide business mentoring for new entrepreneurs for a low cost.

The business expects to generate income from the first month through appointments, package deals, retail beauty products, and customer memberships. As customer numbers increase, revenue is expected to cover operating costs and allow the business to become profitable within the first 12–18 months. (British business bank, 2024; Burns 2020)

CASH FLOW

	MONTH
Cash in	1
Loan- start-up capital	£60,000
Sales (total sales of product and/or services)	£18,000
Other (Owner's investments)	£20,000
Total cash in-flows (A)	£98,000

	MONTH
Cash out-expenses	1
Rent or premises costs	£8,000
Business rates for your business premises	£600
Utilities (gas, electricity, water)	£500
Insurance	£300
Telephone and internet	£150
Marketing and advertising expenses	£3,500
Vehicle running costs	£0
Equipment purchases or leasing	£34,000
Postage, printing, stationery	£250
Transport and delivery	£400
Professional fees (legal, accounting etc.)	£1,200
Cost of sales (Cost of product)	£6,000
Wages your own	£1,500
Staff wages	£10,000
Any other (cleaning and maintenance)	£800
Any other (contingency)	£500
Total cash out-flows (B)	£67,700

REFERENCE LIST

Burns, P. (2020) *Entrepreneurship and Small Business: Start-up, Growth and Maturity*. 5th edn. London: Red Globe Press.

Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing*. 8th edn. Harlow: Pearson.

Companies House (2024) *Running a Limited Company*. Available at: <https://www.gov.uk/limited-company-formation> (Accessed: 28 June 2026).

Department for Business and Trade (2024) *Business Population Estimates for the UK and Regions 2024*. Available at: <https://www.gov.uk/government/statistics/business-population-estimates-2024> (Accessed: 28 June 2026).

Kotler, P. and Keller, K.L. (2022) *Marketing Management*. 16th Global edn. Harlow: Pearson.

Office for National Statistics (2024) *UK Business Activity, Size and Location*. Available at: <https://www.ons.gov.uk> (Accessed: 28 June 2026).

Porter, M.E. (2008) 'The Five Competitive Forces That Shape Strategy', *Harvard Business Review*, 86(1), pp. 78–93.

Statista (2024) *Revenue of the Beauty and Personal Care Market in the United Kingdom*. Available at: <https://www.statista.com> (Accessed: 28 June 2026).

The British Beauty Council (2024) *The Value of the UK Beauty Industry*. Available at: <https://britishbeautycouncil.com> (Accessed: 28 June 2026).

British Business Bank (2024) *Start Up Loans*. Available at: <https://www.startuploans.co.uk> (Accessed: 28 June 2026).