



**Applied Leadership and Management in the Workplace
Module Assignment Submission**

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Haus of Hair Salon

Owner - Rebecca Price

Sole Trader

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1.0 Executive Summary

Haus of Hair is a modern, independent salon offering high-quality, one-to-one hair services in a calm, welcoming, inclusive setting *tailored* to the needs of the local community.

A standout feature of the business is Sensory Sundays. A dedicated service designed specifically for neurodiverse children. This bespoke offering not only addresses a gap in the market but also reinforces the salon's commitment to inclusivity, while generating an additional revenue stream. With its focus on comfort, quality, and individualised care, *Haus of Hair* is set to become a trusted and innovative presence in the local hair and beauty sector.

The business will combine digital and traditional marketing methods to build local brand awareness and client loyalty, with strategies such as social media, promotion, printed material and reward schemes.

Initial startup costs are projected at £6,000, to cover equipment, stock, marketing and setup. Projected revenue for the first year is £62,000, with breakeven expected within 3-6 months. The business model is underpinned by operational efficiency, targeted daily service and a focus on sustainable growth.

Through its specialised services, clear market positioning and strategic planning, *Haus of Hair* aims to become a trusted, community focused salon with long term viability in the hair and beauty industry.

2.0 Introduction

In competitive and emerging markets, businesses often build sustainable advantages by aligning their internal resources and capabilities with well-designed business models. (Ranjith, 2016) Haus of Hair has been established to offer high quality, personalised hair services. Built on a passion for exceptional hair care, the one-to-one model creates a comfortable, client focused environment. Each appointment is tailored, professional and centred on individual needs.

2.1 Business idea

Haus of Hair aims to meet each client's unique needs through tailored, professional and customer focused services. The salon delivers high quality hair care in a stress free, enjoyable and welcoming environment.

2.2 Legal Status

Haus of Hair will operate as a sole proprietorship, allowing for full control, direct management, and personal accountability. This structure suits a small, single person business, with a simple setup, minimal admin, and full profit retention.

2.3 Ownership

Haus of Hair is owned and managed by Rebecca, a professional NVQ Level 3 hairdresser with over twenty years industry experience. Her expertise, passion, and hands on approach ensure high quality, personalised service rooted in care, creativity and professionalism.

2.4 Service Details

The salon offers a full range of services including styling, colouring, cutting, extensions and occasion hair. A standout feature is Sensory Sundays, sessions tailored for neurodiverse children in a calm, sensory friendly setting. Appointments can be booked via phone, social media, online or in person. Loyalty and referral schemes will reward repeat visits.

The salon aims to build a trusted reputation through consistent quality and a client-focused approach. This plan outlines the key operational, marketing and financial strategies to support long term success and sustainability.

3.0 Operations

As IT systems and automation advance, effective operational control and alignment with business goals have become increasingly important for a business. This section outlines the operational framework of the salon, focusing on service delivery, systems and daily processes that support the salons client focus models. (Castellanos et al., 2005)

3.1 Revenue Generation

Income will be generated through a range of competitively priced services. (See Appendix A)

3.2 Daily Operations

The salon will operate six days a week. Sensory Sundays will offer 30-minute sessions exclusively for neurodiverse children. (See Appendix A and B).

3.3 Salon Location and Facilities

The salon will operate from a small premises near Swansea Town Centre, with a monthly rental of £500. It includes a main salon and a separate sensory room. The table below outlines the key advantages and disadvantages for the site:

Advantages	Disadvantages
Low rental cost	Less exposure
Appeals to target market	Limited space for expansion
Good visibility and foot traffic	
Free customer parking	
Close to public transport links	
Ideal for personalised services	

The location supports the salons client focused model while maintaining affordability and accessibility. A risk Analysis has been undertaken and can be found in Appendix D.

3.4 Salon Equipment

Startup funds will cover the cost of essential salon equipment, initial stock and sensory room set up including calming furnishings, lighting and resources for neurodiverse children.

3.5 Personnel Structure

Initially, all business operations and services will be managed by Rebecca. Future growth may involve expanding the premises and employing an additional hairdresser, while retaining the one-to-one model. To ensure continuous personal and professional development, Rebecca, has created a tailored personal development plan (PDP),

focusing on areas such as marketing, inclusive service delivery and business management. (See Appendix F)

3.6 Systems and Processes

Services will be delivered by appointment only. Bookings can be made via phone, social media, online or in person. An online booking system will handle bookings, financial records and support budgeting. Manual backups ensure continuity. A structured schedule will support efficient management and timely service.

3.7 Health and Safety

Strict health and safety standards will be upheld through regular sanitisation and tool disinfection. A secure system will track client history and contraindications to ensure safe, personalised care. All required licenses and public liability insurance will be obtained to ensure legal compliance and risk management.

3.8 Licences

The salon will obtain all required licenses and insurance, including HMRC registration, public liability cover and local authority approval. Health and safety protocols, a music license will also be in place to ensure full legal compliance.

3.9 Suppliers

The salon will source products from reputable suppliers to ensure quality and reliability. Bulk purchasing will reduce the costs and maintain stock levels. Local suppliers will serve as a backup to avoid disruption if primary sources are unavailable.

3.10 Internet

The internet will support business growth through online marketing, client engagement and appointment management. Instagram and Facebook platforms will promote services, while an online system will streamline bookings.

Haus of Hair is founded on personalised service, efficient operations and client focus. With strong systems, reliable suppliers, legal compliance and digital tools, the salon is positioned for sustainable growth and a loyal client base.

4.0 Marketing

Business performance is maximised through the development and implementation of a clear marketing strategy. For Haus of Hair, effective marketing is essential to attract and retain clients, build brand presence and stand out in a competitive market. (Slater et al., 2010)

4.1 Core Selling Point

Haus of Hair delivers all services on and one- to- one basis ensuring personalised care in a calm setting. Its unique Sensory Sundays offer tailored appointments for neurodiverse children; an inclusive service rarely offered in traditional salons.

4.2 Approach

The salon will build a strong local reputation using both digital and traditional marketing. Social media platforms will showcase work, engage clients and promote offers. Printed materials and local partnerships will boost visibility, while loyalty and referral schemes will support customer retention.

4.3 Pestle Analysis

A PESTLE analysis assesses external factors that may influence business performance. This tool enables the salon to identify risks and opportunities, supporting informed planning and decision making. (Yüksel, 2012)

- Political – Comply with licensing, local registrations and tax laws. Policy changes may impact operation costs.
- Economic – Inflation and rising costs may reduce margins. Stable demand and bulk buying will be beneficial.
- Social – Increasing demand for inclusive services supports the salons one to one model and Sensory Sundays, catering to neurodiverse children.
- Technological – Online booking, digital marketing and card payments improve service and visibility
- Legal – Must follow health and safety laws, GDPR and insurance and legal requirements.
- Environmental – Use of ecofriendly awareness supports use of cruelty-free, sustainable products and low waste practices in the salon.

4.4 SWOT Analysis

A SWOT Analysis identifies internal strengths and weaknesses alongside external opportunities and threats. This supports strategic planning by highlighting growth areas and potential challenges for the salon. The model is widely used in strategy development in quality management. (Namugenyi et al., 2019)

Strengths	Weaknesses
Personalised on to one service	Limited capacity due to small space
Unique Sensory Sundays offering	Sole operator limits flexibility

20 years' Experience	Less visibility outside town centre
Lower overheads for small premises	
Strong community and inclusive focus	
Opportunities	Threats
Rising demands for inclusive services	Competition from other salons
Local partnership and networking	Rising costs
Social media/online bookings boost reach	Risk of negative early reviews

The analysis highlights strengths in personalised, inclusive services with growth potential through community engagement and online marketing. Identifying risks supports adaptability and long-term success.

4.5 7Ps Marketing Mix

The 7P's model has been applied to guide and assess the marketing strategy for the salon. It is particularly relevant to service-based businesses where trust, consistency and customer experience are critical. (Erdogan, 2024)

Product

The salon provides personalised services including cutting, colouring, styling and Sensory Sundays for neurodiverse children. Retail hair products and add on services such as treatments and head massage will be offered.

Price

Services will be competitively priced to suit a range of budgets. Loyalty and referral schemes will offer £10 off visits to repeat custom.

Place

The salon operates from a modern, accessible salon designed for inclusive services. Appointments are booked via online system, social media or phone with evening and weekend slots available for flexibility.

Promotion

Social media platforms will be used to showcase work; share offers and engage clients. Loyalty rewards and word of mouth referrals will support long term growth and retention.

People

Services are delivered by Rebecca, a qualified sole trader with Level 3 hairdressing credentials and additional expertise in bridal hair and various methods of hair

extensions. Rebecca’s expertise ensures consistent, professional and personalised care. Rebecca’s Industry related CV can be seen in Appendix E.

Process

Each appointment begins with a consultation to assess the client's needs. Patch tests are required under section 3 of the Health and Safety at Work act. Prior to any colouring service a patch test needs to be carried out 48 hours prior to the service to ensure safety and compliance with industry health standards. (Salon Services, 2025)

Physical Evidence.

The salon maintains a clean, well-kept space with branded signage and a promotional board at the entrance to create a professional first impression. Professionally designed uniform printed materials and loyalty cards will be used to reinforce brand security. Before and after images will be uploaded to the social media accounts and online reviews will feature on the website to enhance trust and credibility.

4.6 Competitor Analysis

A competitor analysis has been used and highlights the strengths, weaknesses and threats that local salons pose to Haus of Hair. Understanding customer needs and delivering quality services support competitive advantage. (Abubakar et al., 2024)

Competitor	Strengths	Weaknesses	Threat
Halo Hair (Franchise)	- Well known - Multiple staff - Extended hours	- Less personal - Busy environment	- May attract walk ins - Client wanting quick service
Mobile Stylist	- Low cost - Flexible	- Limited services - Inconsistent quality	Competes on price and access
Evisia (High End Salon)	- Premium products - Appealing branding	- Expensive - May feel intimidating	Targets premium clientele

Assessing local competitors allows the salon to identify market trends, client needs and service gaps. This informs strategic positioning by offering one to one services and Sensory Sundays to differentiate Haus of Hair and to guide future decisions.

4.7 Target Market

Identifying a clear target market is essential for tailoring services and marketing efforts effectively. By clearly defining who the salon is aimed at, pricing and promotions can be tailored effectively. (Slater et al., 2007)

Who: Individuals seeking one to one hair services, including parents of neurodiverse children.

What: High quality, personalised hair services delivered in a calm and inclusive setting.

Where: The local community within a 15-mile radius of the salon

including nearby residential and family focused areas accessible by car, public transport or by foot.

Size of market: According to the 2021 Census data, Swansea is home to over 100,000 residents, with a significant proportion of families and working professionals within a 15-mile radius. The population also includes a growing number of neurodiverse children, with estimates suggesting that 1 in 36 children in the UK may be on the autism spectrum. This supports the salon's focus on inclusive services such as Sensory Sundays. By understanding the specific needs of this community, Haus of Hair can create a service that is not only in demand but also socially impactful.

4.8 Market Segment

Market segmentation enables business to group customers by shared needs, allowing targeted service delivery. (Beane & Ennis, 1987) Haus of Hair targets the following segments:

- Working professionals seeking flexible appointments, including evenings and weekends.
- Parents of neurodiverse children seeking a calm, sensory aware space for inclusive hair services for their children.
- Local community members valuing accessible, nearby salon options.
- Style conscious individuals seeking high quality, personalised, one to one experience.

4.9 Marketing Objectives

Defining marketing objectives is a key element of the planning process, linking a business value proposition to its strategic direction. (McDonald et al., 2003) To ensure

effectiveness, the salon has adopted the SMART Framework objective, Specific, Achievable, Relevant and Time bound to support target promotion and sustainable business growth. (Miranda et al., 2017; MindTools, 2025)

- Build Brand Awareness –Increase local brand recognition by distributing printed materials, engaging in two community events a month and posting on social media five times a week for the first six months.
- Attract and Retain Clients –Gain 25 new clients in the first three months through referral incentives and retain at least 60% of them using a structured loyalty scheme.
- Promote Sensory Sundays – Launch a targeted campaign partnership with local support groups and distribute flyers to increase Sensory Sunday bookings by 30% within four months.
- Increase Online Engagement – Grow Instagram and Facebook followers by 255 in six months by maintaining weekly content, running two promotions and encouraging user generated content.
- Achieve 80% Client Rebooking Rate – Maintain 80% rebooking rate by offering personalised follow ups, promotional text reminders and consistent, high-quality service within the first year.

Collectively, these SMART objectives will support the salon in building brand recognition, expanding local reach and achieving long term sustainability through clear, measurable, and strategic efforts.

4.10 Marketing Tactics

Building strong customer relationships is vital for encouraging repeat business. Service quality, satisfaction and retention are key elements of loyalty in service-based industries. (Amoakoh & Naong, 2017) To attract and retain clients, Haus of Hair has developed the following marketing tactics:

- Google profile and Reviews – Optimise the salons google listing with accurate information, visuals and client reviews to increase online visibility.
- Website – Create a professional, user friendly site for booking, showcasing services and sharing customer experiences.
- Community Engagement – Attend local events and partner with schools and parent groups to promote Sensory Sundays.
- Local Advertising - Provide flyers, posters and signage to be placed in schools, cafes, shops and community boards.

- Social media – Regularly post on social media to showcase work, run promotions to engage with clients.
- Loyalty Programme – Implement a loyalty scheme offering discounted services for every fifth appointment to reward repeat clients.
- Referral Scheme – Implement a scheme for clients who refer a friend, offer discounts to both the referrer and the new client for every successful referral.

Together, these tactics will help the salon to attract new clients, build strong relationships, and establish a loyal customer base.

5.0 Financial Information

5.1 Financial Cashflow Projections

Effective financial planning is key to business success. The following table presents the projected cash flow for the salon during its first year in operation based on estimated service income, fixed costs and variable expenses. (Afrifa, 2016)

	Pre-startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
CASH IN BANK (beginning of month)	6,000	6,000	1,885	2,520	3,375	4,460	5,635	6,490	7,445	8,530	9,755	11,310	13,035	
TIME														
Cash sales		3,500	4,000	4,300	4,600	4,900	5,100	5,300	5,550	5,800	6,250	6,600	6,800	62,700
Rebates from credit accounts	-													
Gifts or other cash injection	-													
TOTAL Income (a+b+c)	-	3,500	4,000	4,300	4,600	4,900	5,100	5,300	5,550	5,800	6,250	6,600	6,800	62,700
TOTAL AVAILABLE INCOME Plus CASH IN	6,000	9,500	5,885	6,820	7,975	9,360	10,735	11,790	12,995	14,330	16,005	17,910	19,835	
OUTGOINGS (and Pre-Startup)														
		500	500	500	500	500	500	500	500	500	500	500	500	6,000
Legal		25	25	25	25	25	25	25	25	25	25	25	25	300
Health Insurance		70	70	70	70	70	70	70	70	70	70	70	70	840
General Liability Insurance		50	50	50	50	50	50	50	50	50	50	50	50	600
Lease Fee		40	40	40	40	40	40	40	40	40	40	40	40	480
Travel and Marketing		800	100	100	100	100	100	100	100	100	100	100	100	1,900
Equipment		2,000	70	80	100	130	150	200	250	300	350	400	450	8,345
Utilities		1,500	400	450	500	550	600	650	700	750	800	900	1,000	8,800
Supplies		300	40	50	60	70	80	90	100	100	110	120	130	1,150
Tools		100	10	10	10	10	20	20	20	20	20	30	30	300
Transportation		200	10	10	10	20	20	20	20	20	20	30	30	210
Food/Conditioner		30	30	40	50	60	70	80	90	100	110	110	120	890
Outgoings Sub Total		5,615	1,365	1,445	1,515	1,725	1,745	1,845	1,965	2,075	2,195	2,375	2,545	26,410
Principal payment														
Other purchases (specify)														
Start-up costs														
Owner's Savings														
Owner's withdrawal		2,000	2,000	2,000	2,000	2,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500	26,500
TOTAL OUTGOINGS (Paid Out)		7,615	3,365	3,445	3,515	3,725	4,245	4,345	4,465	4,575	4,695	4,875	5,045	
FINAL BALANCE available - Total Outgoings)	6,000	1,885	2,520	3,375	4,460	5,635	6,490	7,445	8,530	9,755	11,310	13,035	14,790	

5.2 Breakdown of Finance

5.2.1 Cashflow

Excluding the £6,000 startup capital, monthly income is projected to begin at £3,500 in month 1 and grows to £6,800 by month 12. Outgoings gradually increase from £1,365 in month 1 to £2,545 in month 12 excluding owner's withdrawal, supporting sustainable operations and growth.

5.2.2 Turnover

Monthly turnover is projected to grow steadily as the client base expands and brand awareness increases. Revenue is forecast at £4,600 by month 3, rising to £5,100 by month 6 and reaching £6,800 by month 12. This reflects scalable growth aligned with the salons marketing strategy and service model.

5.2.3 Profit and loss

The salon is forecast to begin with a modest £1,885 profit in month 1 increasing to £3,445 by month 3 as bookings grow. By month 6 profit is projected at £6,490, reflecting improved efficiency and a growing client base. By month 12 profit is expected to reach £14,790 supported by strong client's retention and consistent service quality.

Annual revenue is projected at £62,700 with total expenses of £52,190 including owner's withdrawal, resulting in a projected profit of £9,790 demonstrating financial viability and effective management.

5.2.4 Break-Even Analysis

- Fixed Costs - £1,100
- Variable Costs - £30 per service
- Revenue per service - £70
- Break-Even – 34 clients per month
- Target Clients – 40 per month
- Capacity – 120 clients per month

Focused marketing and service quality will support retention and sustainable growth.

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Appendix A – Haus of Hair Price List



Price List

Cutting Service	Cost
Dry Cut	£15
Cut and Blow Dry	£30
Re-Style	£40
Toner and Cut and Blow dry	£50

Colour Service	Cost
Partial Highlights/Lowlights	£60
T-Section Highlights	£70
Half Head of Highlights	£90
Full Head of Highlights	£110
Root Colour	£50
Full Head Colour	£70
Face Framing Foils & Colour	£60
Light Balayage	£60
Medium Balayage	£80
Heavy Balayage	£100
Ombre	£80

Additional and Add on Services

Service	Cost
Hair Extensions	Price on Consultation
Wedding Packages	Price on Consultation
Prom Packages	Price on Consultation
Treatments and Hair masks	£15
Olaplex Treatment	£30
Head Massage	£15
Sensory Sundays	£20

Appendix B - Haus of Hair Advertisement

Appendix – Haus of Hair Flyer



Welcome to Haus of Hair

Snip, Style, Shine! Everything your hair craves, all in one dreamy, feel-good space.

One to One Services Include:

- Cutting and Styling
- Advanced Coloring Techniques
- Hair Extensions
- Wedding, Prom and Occasion Packages
- Sensory Sundays for children and adults with additional learning needs.

Experience a calm and welcoming environment where every client feels valued and relaxed.

Opening Hours – Tuesday – Saturday 9am to 6pm

Sundays – 9am – 5pm

To learn more or book an appointment, contact us at:

01792 535817



Online booking portal – @HausofHairbookonline

Appendix C -Sensory Sundays Advertisement



Introducing Sensory Sundays at Haus of Hair

At Haus of Hair, we understand that haircuts can be overwhelming for some children and adults with additional learning needs.

That's why we've created *Sensory Sundays* - a tailored experience in a calm, soothing environment.

Private, One-to-One Appointments in a Relaxing Sensory Room

iPad Provided to Watch Favorite Show

Gentle, Patient Haircare Approach

Our aim is to make every guest feel safe, understood, and at ease.

For more information or to book a session, please contact the salon at: 01792 535817



Online booking portal - @HausofHairbookonline

Appendix D – Risk Analysis

The table below outlines the key risks identified for *Haus of Hair*, along with their potential impact, likelihood, and strategies to mitigate them. This ensures the business is prepared for possible challenges and can respond effectively to protect long-term success.

Risk	Impact	Likelihood	Mitigation Strategy
Lower customers in early months.	Loss of potential clients	Medium	Promote through social media, loyalty offers, and word-of-mouth marketing
Health and Safety Breaches	Legal consequences Loss of trust	Low	Follow strict hygiene procedures, regular checks, and stay updated with regulations.
Competition from Local Salons	Loss of potential clients	Medium	Differentiate with sensory services and personalized one-to-one approach
Rising Product or Utility Costs	Reduced profit margins	Medium	Buy in bulk, review suppliers regularly, and adjust pricing when needed
Negative Customer Reviews	Reputational damage	Low	Maintain high standards, resolve issues quickly, and encourage satisfied clients to post reviews

By recognising and planning for these risks in advance, *Haus of Hair* aims to maintain smooth operations, deliver consistent service, and build resilience against unforeseen disruptions.

Appendix E – CV

Rebecca Jones

Sole Trader & Professional Hairdresser

Haus of Hair – Swansea

Email: hausofhair@example.com | Phone: 07912 345678

Personal Statement

Experienced and passionate hair professional with over 20 years of experience in the hair and beauty industry. Specialising in one-to-one services, bridal hair, and inclusive practices tailored to neurodiverse clients. Committed to creating a welcoming, calm, and client-focused salon environment with a strong emphasis on high-quality service, health & safety, and ongoing professional development.

Professional Qualifications

- **NVQ Level 3 in Hairdressing** – City & Guilds, 2002
- **Certified Hair Extension Specialist** – Great Lengths UK, 2015
- **Advanced Bridal Hair & Styling** – ~~Habla~~ **Habla** Training, 2018
- **Autism Awareness in the Workplace** – CPD Certified, 2023
- **Health & Safety in Hair & Beauty** – Highfield Qualifications, 2024

Key Skills

- Creative hair styling and colouring techniques
- Sensory-friendly client care for neurodiverse children
- Bridal and special occasion hair styling
- Excellent knowledge of salon hygiene and compliance
- Appointment scheduling and client management
- Social media and local marketing strategies

Professional Experience

Freelance Mobile Hairdresser (Self-Employed)

Swansea & South Wales | 2014–2024

- Delivered high-quality services to regular and new clients in home settings
- Built strong client loyalty through personalisation and flexibility
- Created bridal packages and worked with wedding venues

Senior Stylist – Luxe Hair & Beauty Salon

Swansea City Centre | 2005–2014

- Led a small team of junior stylists and apprentices
- Trained new staff and mentored NVQ trainees
- Maintained high standards in colour treatments and styling

Stylist – Hair Haven

Cardiff | 2000–2005

- Specialised in cutting and styling across a diverse clientele
- Managed product ordering and reception duties
- Attended regular L'Oréal colour training and workshops

Professional Development

- L'Oréal Professional Colour Training – 2006–2012
- Monthly industry webinars on salon management and inclusivity
- Attendee at Salon International (London) – Annual

References

Available upon request.

Appendix F – PDP

Personal Development Plan (PDP)

Rebecca – Owner of Haus of Hair

Development Area	Objective	Actions	Resources Needed	Timescale	Success Criteria
Business Management	Improve knowledge in small business finance and operations	business management course in the local college.	Enrolment in training, time to study	3 – 6 months	Completion of course, improved budgeting and planning skills
Marketing and Branding	Strengthen online presence and client engagement	Strengthen online presence and client engagement	Access to training platforms including Google Digital Garage	2-3 months	Increased followers and bookings through social media
Inclusive Service Delivery	Enhance support for neurodiverse children through better understanding	Enhance support for neurodiverse children through better understanding	Contact with autism support groups or training organisations	3 months	Positive client feedback; increased Sensory Sunday bookings
Health and Safety Compliance	Maintain up-to-date knowledge of industry regulations	Maintain up to date knowledge of industry regulations	CPD provider, time course	Yearly	Successful compliance and inspection reports
Hairdressing Trends	Stay current with evolving techniques in styling and colouring	Attend hair and beauty trade shows; subscribe to professional journals	Trade show tickets, online memberships	Ongoing	Application of new trends and techniques in salon offerings