

Module Title: ENTERPRISE AND
ENTREPRENEURSHIP

Module Code: LCLM4006

Student name: Maria Alexandra Ciotoi

Student ID: 2425301

Lecture's name: Ejike Udeogu

Table of contents:

Executive Summary	3
Legal Format of the Startup Company	3
Customer Profiling	4
Marketing Strategy	4
PESTEL Analysis	5
Funding	6
Funding Plan	6
References	8

Executive summary

In the future, I would like to open a small make-up salon called Glam Touch. It will be a friendly place where women can come to feel beautiful and confident for any occasion. I plan to offer services like make-up for weddings, parties, everyday make-up, and personal beauty consultations.

The focus will be on quality service, using good products that are safe for the skin [2]. I also want to create loyalty offers or small membership packages to keep clients coming back. Later, I might add things like self-make-up classes or sell beauty products in the salon.

It's a simple business idea, but one that I think has real potential to grow [3]

Legal Format of the Startup Company

Glam Touch will be registered as a Limited Liability Company (LLC), as this legal format provides flexibility, protects the owner's personal assets, and allows for easier financial management as the business grows [1]. The company will comply with all local regulations for beauty and cosmetic services, including health and safety standards, to ensure a trustworthy and professional environment for clients [4].

Customer profiling

Demographics:

Age: 25

Gender: Female

Location: Derby, UK

Occupation: Cashier

Income: £24.000/year

Psychographics:

Values: Looks good for special events, affordable beauty services, feeling confident

Lifestyle: Works full-time as a cashier, has a limited budget, goes out occasionally

Personality: Friendly, practical, likes to look good, follows makeup trends online

Buying Behaviour:

Looks for makeup artists on Instagram or Google

Subscribes to a few of make-up artists

She's passionate about all things makeup [2]

Marketing strategy

Instagram Campaign for Makeup Salon

I want more people to know about my makeup salon, so I will use Instagram to show my work and find new clients [5]. I want to reach people between 18 and 35 years old who love makeup, beauty, and use Instagram often. On my page, I will post before and after photos, short videos with easy makeup tips, and pictures of happy clients. To bring more people, I will offer special deals. First-time clients will get 20% off and free skin care advice. I will also do a giveaway — if someone tags friends, they can win a free makeup session. If a client brings a friend, both will get 15% off. With these ideas, I hope more people will see my work, trust me, and come to my salon.

Pestel Analysis

Political:

The UK is a safe and stable country to start a small business [1].

Small businesses in the UK can get support or advice from the government.

You need a license or permission to open a salon in Derby [4].

Economic:

You will need to pay taxes and maybe hire help later.

If the economy is bad, people may spend less on beauty services [3].

Some people have less money to spend because of high living costs in the UK.

Social:

Many women want to look and feel good for special events.

Young people (18–35) use make-up often and follow trends online [2].

Social media is very important to attract new clients [5].

Technological:

You can use social media to show your work.

People like to book appointments online or through social media.

Having a website or booking app is helpful.

Environmental:

Recycle used materials and keep the salon clean and green [4].

You can use cruelty-free or natural make-up brands.

Many people like eco-friendly packaging and products.

Legal:

You must follow health and safety rules in the salon: clean the brushes, tools, etc. [4].

You must register your business.

You may need insurance for your business.

Funding

To start Glam Touch, I will need about £5,000. This money will be used to buy furniture, mirrors, lights, make-up products, decoration, and to pay for marketing and other small costs in the first month. I will use my own savings to open the salon. I don't want to take out a loan or use investors, because I want to keep full control of my business and grow slowly and safely [1]. All the money I earn will be used again to make the salon better and to offer good services to clients.

Funding Plan

For Glam Touch, I have saved a total of £5,000. This money will be used like this: £2,000 for equipment and furniture (mirrors, chairs, lights), £1,000 for decoration and salon setup, £500 for marketing and advertising, £500 for make-up products and kits, and £1,000 for insurance, licenses, and small savings. This money will help my salon start in a good way and bring new clients through special offers and online posts.

CASH FLOW

	MONTH
Cash in	1
Loan- start up capital	£5.000
Sales (total sales of product and/or services)	£2.345
Other	£0
Total cash in-flows (A)	£7.345

	MONTH
Cash out-expenses	1
Rent or premises costs	£700
Business rates for your business premises	£100
Utilities (gas, electricity, water)	£150
Insurance	£50
Telephone and internet	£40
Marketing and advertising expenses	£100
Vehicle running costs	£0
Equipment purchase or leasing	£2.000
Postage, printing, stationery	£30
Transport and delivery	£20
Professional fees (legal, accounting etc.)	£70
Cost of sales (Cost of product)	£300
Wages your own	£800
Staff wages	£0
Any other	£40
Any other	£0
Total cash out-flows (B)	£4.400

Your net cash flow (A-B)	£2.945
--------------------------	--------

REFERENCES

1. Gov.uk. (2025). *Set up a business – Opening a beauty salon in the UK*. Retrieved from: <https://www.gov.uk/set-up-business>
2. British Beauty Council. (2024). *UK Beauty Industry Report 2024*. Retrieved from: <https://britishbeautycouncil.com/>
3. Statista. (2024). *Cosmetics and Beauty Industry in the United Kingdom – Statistics & Facts*. Retrieved from: <https://www.statista.com/topics/4940/beauty-industry-in-the-uk/>
4. HM Revenue & Customs. (2024). *Limited Liability Companies (LLC): structure and tax information*. Retrieved from: <https://www.gov.uk/business-legal-structures/limited-company>
5. Mintel. (2024). *UK Beauty and Personal Care Market Trends*. Retrieved from: <https://www.mintel.com/uk>
6. Health and Safety Executive (HSE). (2024). *Health and safety in hair, beauty, and spa industries*. Retrieved from: <https://www.hse.gov.uk/beauty/>
7. HubSpot. (2024). *How to Use Instagram for Small Business Marketing*. Retrieved from: <https://blog.hubspot.com/marketing/instagram-for-business>
8. Office for National Statistics (ONS). (2024). *Consumer Spending in the UK*. Retrieved from: <https://www.ons.gov.uk/>