



Brazilian Barbershop Business Plan

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Course: CERTHE Business Skills

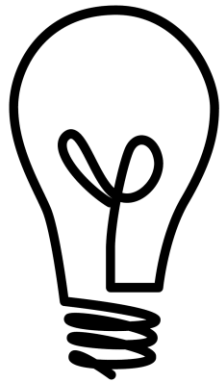
Module: Group 5 – Weekday LCLM 4006

Assignment: 3 - Business Plan

Lecturer: Shengfeng Mei

Business Idea

- Brazilian barbershop



My business idea is to open a Brazilian barbershop.

The business will focus on men's haircuts in Brazilian style.

The goal is not only to cut hair, but also to give a good experience to customers and spectacular quality.

I want customers to feel comfortable, relaxed, and satisfied with the service.

Market Opportunity



- Large Brazilian community
- No Brazilian barbers
- Strong demand

In Milton Keynes, there is a large Brazilian community. Brazilian people usually care a lot about their haircuts and style.

However, there are no Brazilian barbers in the city.

This creates a gap in the market. Because of this, I believe there is strong demand for this service.

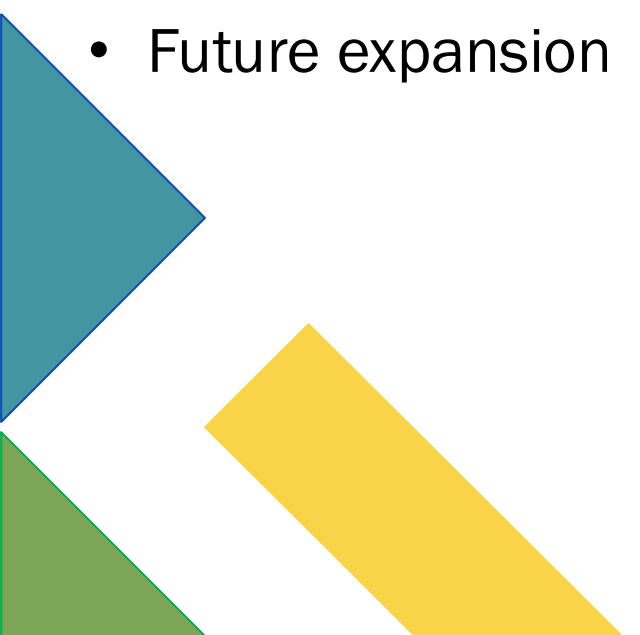
Examples

REALITY

EXPECTATION



Business Structure



- Sole trader
- Owner-managed
- Future expansion

The business will start as a sole trader.

This is a simple and low-cost structure.

At the beginning, I will manage all activities.

I plan to grow the business and hire more barbers.

The business will use a chair rental system. Barbers will be self-employed and pay to use a chair in my shop.

My long-term goal is to open a bigger barbershop.

Skills and Development



- Qualified hairdresser
- Need to improve skills
- Plan for training

I am a qualified hairdresser, and I already have some experience.

However, I want to improve my skills in men's haircuts.

Before starting the business, I plan to take more training and to offer specific training to other barbers.

This will help me feel more confident and offer better quality service.

PESTEL Analysis



- Political: stable laws
- Economic: regular demand
- Social: growing Brazilian community

The business is affected by external factors.

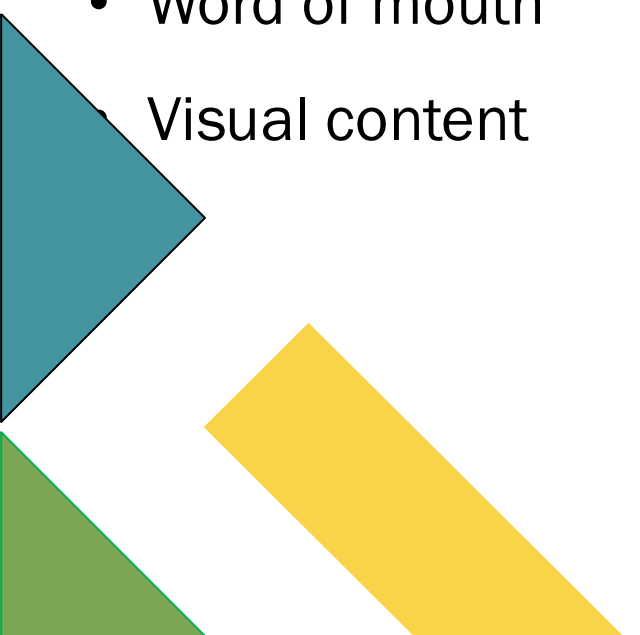
Political factors - are stable in the UK, which is good for business.

Economic factors - show that people still spend money on haircuts, even in difficult times.

Social factors - are very important because the Brazilian community is growing.

This increases demand for my service.

Marketing Strategies



- Social media (Instagram, WhatsApp)
- Word of mouth
- Visual content

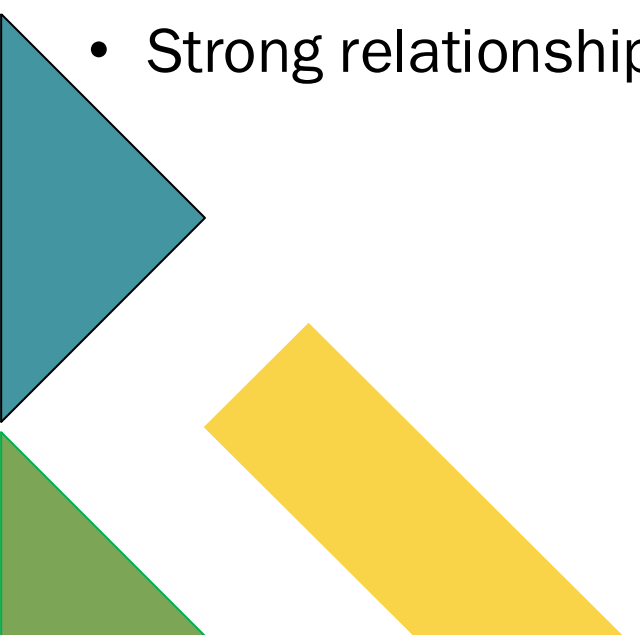
My marketing will focus on social media.

I will use Instagram and WhatsApp to promote my services.

I will post photos and videos of haircuts, especially before and after results.

Word of mouth is also very important, happy customers will recommend my business to others.

Customer Retention



- Discounts for new customers
- Loyalty cards
- Strong relationships

To keep customers, I will use different strategies.

For example: I can offer discounts for new customers.

I will also use loyalty cards, where customers can get a free haircut after some visits.

Building a good relationship with customers is very important.

This helps create repeat business.

Funding and Costs



- Self-employed barbers
- Chair rental system
- Training provided
- Attract barbers from London

My business will use a chair rental system.

This means barbers will be self-employed and pay to use a chair in the shop.

Because there are no Brazilian-style barbers in Milton Keynes, I will offer training to help them learn this style.

I also plan to attract barbers from other cities, such as London, where the cost of living is higher.

At the beginning, I will also work in the shop to maintain quality and build the business.

Financial Plan



- £20 per haircut
- 300 haircuts/month (including rented chairs)
- Chair rental income
- Break-even and profit growth

The financial plan includes two sources of income.

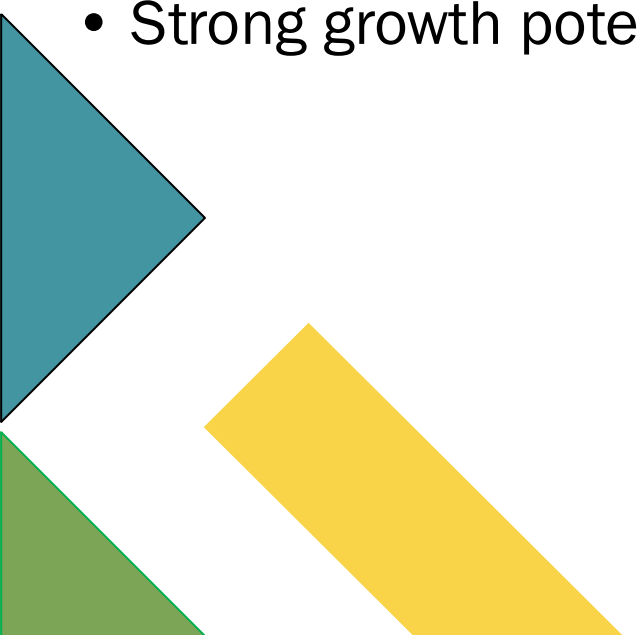
I plan to charge around twenty pounds per haircut.

With a total of three hundred haircuts per month, including services done by rented chairs, the business can generate strong revenue.

In addition, I will earn money by renting chairs to other barbers, who will pay a fixed weekly or monthly fee.

This combination increases total income, helps reach the break-even point faster, and supports business growth

Conclusion



- Clear market opportunity
- Scalable business model
- Multiple income streams
- Strong growth potential

In conclusion, this business has strong potential and a clear market opportunity.

The barbershop offers not only a service, but also a unique Brazilian experience.

With a scalable business model, including chair rental and multiple barbers, the business can grow beyond just one person working.

The combination of haircut services and chair rental creates multiple sources of income. This makes the business more stable and profitable in the long term.



Thank You

Lorraine Ignacio