

ECO GLOW BEAUTY STUDIO

Individual Written Business Plan

Enterprise and Entrepreneurship LCLM4006

Certificate in Higher Education Business Skills for the Workplace

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Executive Summary

Eco Glow Beauty Studio will be an environmentally responsible hair and beauty salon based in London. It will provide braiding, loc care, natural hair styling, wig installation, makeup and selected hair treatments. The main customers will be women aged 18–40, students, working professionals and clients with textured hair who want reliable services in a welcoming setting. The studio will stand out through inclusive skills, easy online booking, honest pricing and lower-waste choices such as refillable products, recycling and digital receipts. It will also run low-cost introductory workshops for local young people. Eco Glow will begin as a private limited company managed by its founder, supported by one part-time assistant. The business requires £15,000: £5,000 from the founder and a £10,000 government backed Start Up Loan. Careful appointment planning, social-media marketing and controlled costs should allow the studio to build repeat custom and move towards profitability during its first year.

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1. Overview of the Business Idea

Eco Glow Beauty Studio is a fictional start-up hair and beauty business planned for London. Its purpose is to help clients feel confident while receiving safe, professional and inclusive services. The studio will specialise in textured and natural hair, an area where customers may struggle to find one provider who understands protective styling, loc maintenance and healthy-hair care. Core services will include braids, cornrows, loc retwists and styling, wig installation, basic treatments and occasion makeup. Prices will sit in the affordable-to-mid-range market, with services expected to begin at £35 and increase according to time, product use and complexity.

The customer experience will be designed around convenience. Clients will view services, prices, policies and available appointments through an online booking page. Deposits will reduce last-minute cancellations, while consultations will help the stylist understand hair condition, desired results and possible allergies. The studio will use client records securely and request consent before posting photographs online. Its value proposition is therefore more than the finished hairstyle: customers receive specialist knowledge, clear communication, a calm environment and dependable appointment times.

Sustainability and community value

Sustainability will be included in everyday operations rather than treated only as an advertising message. Eco Glow will buy larger refill sizes where suitable, separate recyclable waste, use washable towels and capes, provide digital receipts and choose recyclable or reduced-plastic packaging. Product waste will be controlled by measuring the amount used for each service. This is commercially useful because research suggests that eco-friendly packaging can positively influence consumer attitudes in cosmetics (Del Greco et al., 2024). However, the business will avoid making environmental claims that it cannot prove.

Community support will be provided through one low-cost beginner workshop each quarter for local people aged 16–24. Sessions will introduce safe sectioning, basic braiding, hygiene and how to price a small service. This supports employability and gives the business a genuine local purpose. It may also create future apprentices, assistants or loyal customers.

Management and legal format

Eco Glow will register as a private company limited by shares. The founder will be the director and will control service quality, finance, purchasing and marketing. A limited company gives the business a separate legal identity and supports a professional image, although the director must maintain company records and meet tax obligations. During the first year, one part-time salon assistant will help with reception, cleaning and content. Any chair renters or freelancers added later will

have written agreements, because HMRC (2025) explains that actual working arrangements determine whether a person is employed or self-employed.

2. Market Research

The UK beauty market offers opportunity but is highly competitive. Government evidence states that the cosmetic and personal-care sector contributed £24.5 billion to UK GDP in 2022 and mainly consisted of small and medium-sized businesses, with women forming most business owners (Department of Health and Social Care, 2023). More recent ONS data provide counts, employment and turnover for VAT/PAYE-registered hairdressing and beauty salons across UK areas (ONS, 2025). These sources show an established market, but they do not guarantee success for a new salon. Eco Glow must earn trust locally and encourage repeat bookings.

Target market and competition

The primary target market is women aged 18–40 living in London. This group includes students, employees, mothers and content creators who use Instagram or TikTok to discover styles and compare results. A secondary market includes men needing cornrows or loc services and clients booking makeup for birthdays, graduation or other occasions. Before launch, the founder will use a short online survey and ten informal interviews to test preferred services, acceptable prices and booking times. After launch, booking data and reviews will show which services deserve more promotion.

Direct competitors include local braiders, independent loctician's, makeup artists, home-based stylists and established salons. Indirect competitors include do-it-yourself styling and travelling to London for specialist services. Some competitors may charge less because they have lower overheads, while established salons may have stronger reviews. Eco Glow will compete through consistent presentation, transparent policies, textured-hair knowledge, eco-conscious practice and the convenience of receiving several services from one business. Competing only on price would weaken profit and may suggest lower quality, so the studio will focus on value and trust.

A short SWOT review gives a balanced picture. The main strengths are the founder's specialist skills, the range of services and a clear sustainable identity. Weaknesses include a new brand, limited starting capital and reliance on the founder for most appointments. Opportunities include partnerships, demand for textured-hair care, beauty content on social media and future training workshops. Threats include price competition, changing trends, negative online reviews and higher product or energy costs. Eco Glow will respond by collecting feedback, keeping an emergency reserve, updating skills and maintaining clear quality standards. This shows investors that the idea has potential but also recognises the practical risks of entering a crowded market.

PESTEL analysis

Factor	Effect on Eco Glow
Political	Government support for small firms may help funding, while changes in local business support can affect growth.
Economic	Inflation may raise rent, utilities and product prices. Customers may reduce non-essential spending, so tiered services and careful purchasing are needed.
Social	Social media, self-care and demand for inclusive textured-hair services can increase bookings. Trends change quickly, so skills must be updated.
Technological	Online booking, contactless payment and social content improve convenience. The business must protect client information and keep backup records.
Environmental	Clients may expect lower-waste products and packaging. Refill buying, recycling and measured product use can reduce waste and some costs.
Legal	The studio must follow health and safety, consumer, employment, data-protection and equality requirements, maintain insurance and check local licensing rules.

3. Marketing Communications

Marketing will follow the idea that a business should understand customer needs and create value rather than simply advertise services (Kotler and Armstrong, 2020). Eco Glow will use Instagram and TikTok as its main awareness channels because hairstyles and makeup are visual. Content will include before-and-after results, short process videos, client reactions, aftercare advice and clear appointment availability. Every post will use the same cream-and-green visual identity, so customers recognise the brand. Permission will always be obtained before client content is shared.

A simple website and Google Business Profile will support customers who search locally. Service descriptions will state what is included, duration, starting price and preparation requirements. Opening offers will include a limited model rate rather than large permanent discounts. A referral scheme could give an existing client £5 credit after a new customer completes an appointment. Email or text reminders will reduce

missed bookings, while follow-up messages will request reviews and explain aftercare.

Promotion will be measured monthly using enquiries, booking conversion, repeat-booking rate, cancellation rate, average transaction value and social-media saves rather than followers alone. If videos attract views but not appointments, the call to action or target audience will be changed. Partnerships with local photographers, clothing businesses and student groups can expand reach without a large advertising budget. These communications combine digital promotion, word of mouth and community involvement, giving Eco Glow several routes to reach customers.

4. Financial Plan

Eco Glow requires £15,000 to open at a controlled scale. The founder will contribute £5,000 in personal savings and apply for a £10,000 Start Up Loan. The British Business Bank (2026) states that eligible applicants may borrow between £500 and £25,000 over one to five years at a fixed annual interest rate of 7.5%, with mentoring available. The loan is a personal liability, so the founder must test demand and maintain a cash reserve rather than spending the full amount immediately.

Start-up costs

Start-up item	Estimated cost
Deposit and first month of salon rent	£3,000
Decoration, lighting and signage	£2,200
Chairs, mirrors and storage	£2,000
Hair and makeup equipment	£1,500
Opening product stock and sustainable supplies	£1,600
Website, booking system and card reader	£600
Insurance, registration and professional fees	£600
Launch marketing and photography	£700
Working-capital reserve	£2,800
Total	£15,000

Expected monthly operating costs are approximately £3,650, including £1,200 rent, £350 utilities and internet, £600 products, £900 part-time support, £250 marketing, £150 software/insurance and £200 cleaning and miscellaneous costs. If the average

customer spends £75, the studio needs about 49 appointments per month to cover these operating costs before loan repayments and tax. A first-month target of 35 appointments is realistic while awareness develops, rising to around 65 by month six. At 65 appointments, monthly sales would be about £4,875. Actual performance may be lower, so bookings, cash flow and product costs will be reviewed every week. The founder will separate personal and business money, record every transaction and keep at least two months of essential costs as the longer-term reserve target. Growth will be gradual: additional staff or a larger premises will be considered only after demand is consistent. This approach protects service quality and reduces the risk of expanding before the business has stable income.

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