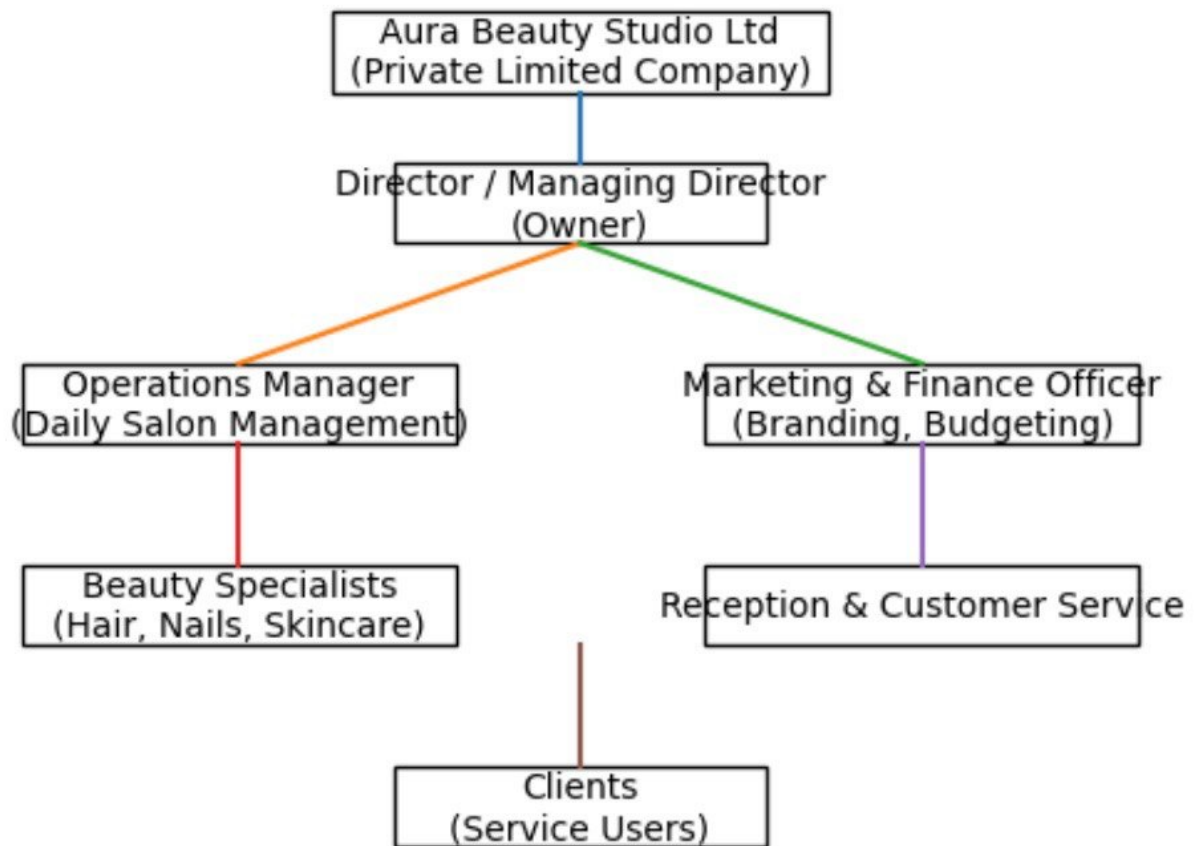


BUSINESS PLAN

Organisational Structure of Aura Beauty Studio Ltd



Business Structure: Private Limited
Company (Ltd)

Business Concept: Premium Beauty Studio

For my start-up, I would establish a Private Limited Company (Ltd) for a modern beauty salon called "Aura Beauty Studio". The concept of the salon is to combine high-quality beauty treatments with a relaxing, luxurious atmosphere and personalised customer experience.

A Private Limited Company is the most suitable legal structure for this business due to several strategic and financial considerations.

Firstly, the beauty industry involves operational and financial risks, including equipment costs, staff employment, and potential liability related to cosmetic treatments. By choosing an Ltd structure, I would benefit from limited liability protection, meaning my personal assets would be protected in case of legal claims or financial difficulties.

This is particularly important in a service-based business where customer safety and satisfaction are critical.

Secondly, an Ltd is a separate legal entity, which strengthens the professionalism of the salon. The company would be able to enter into contracts with product suppliers, rent commercial premises, hire employees, and purchase professional equipment in its own name. This structure also ensures business continuity if additional investors or partners join in the future.

Another important advantage is access to funding and scalability. The beauty sector is highly competitive, and differentiation requires investment in branding, interior design, high-quality products, marketing, and staff training. As a Private Limited Company, the salon could attract investors or issue shares to raise capital for expansion, such as opening additional branches or launching a cosmetic product line. Furthermore, operating as an Ltd enhances brand credibility and customer trust. Clients are more likely to feel confident booking advanced treatments (such as skincare procedures or aesthetic services) when the business operates under a formally registered and regulated structure. This professional image supports the positioning of the salon as a premium and reliable brand. Although a limited company requires compliance with legal and reporting obligations, these administrative responsibilities are justified by the long-term strategic benefits. The structure supports growth, protects the owner, and

aligns with the vision of building a strong, recognisable beauty brand.

Conclusion

In conclusion, establishing my beauty salon as a Private Limited Company (Ltd) provides legal protection, financial flexibility, enhanced credibility, and strong potential for expansion. This structure best supports my goal of developing a sustainable, scalable, and reputable beauty business in the long term.