

CERTHE IN BUSINESS SKILLS IN THE WORKPLACE

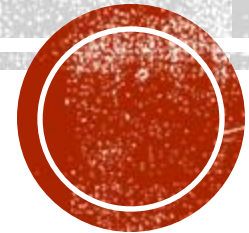
MODULE: ENTERPRISE AND ENTREPRENEURSHIP  
LCLM4006

ASSIGNMENT: BUSINESS PLAN

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# BUSINESS OVERVIEW

A modern, relaxing beauty salon offering high quality threading waxing and nail treatments with a focus on hygiene, precision and customized care.

## Services

- Threading: gentle, chemical – free hair removal
- Waxing: high quality, full body and specific – area waxing.
- Nails : a variety of manicure and pedicure treatments including classic, gel, and spa treatments.



# MANAGEMENT STRUCTURE

- **Manager** will be responsible for daily operations, marketing, finances, supervising staff and customer service.
- **Receptionist** will handles phone calls, booking appointments and client enquiries.
- **Beauty therapists** will provide all the treatments.
- **Additional staff** will be hired as the salon grows



# LEGAL STRUCTURE

The business will operate as a sole proprietorship.

- The owner holds complete authority and accountability.
- Must follow all the relevant health and safety rules, employment regulations and insurance policies.



# PESTEL ANALYSIS

- **Political** : rules relating to safety, hygiene, licencing, taxations and employability laws.
- **Economical**: cost of supplies, changes in customer spending habits, interest rates and access to financing.
- **Social**: increased demand for clean and eco friendly beauty options, increasing interest In beauty and self care.
- **Technological**: new beauty devices and sanitation equipment improve service quality, importance of social media marketing, online booking systems.



# PESTEL ANALYSIS

- **Environmental:** efficient water and energy use, rising demand for organic and cruelty free products and proper handling and disposal of salon waste materials.
- **Legal:** must follow regulations on safe cosmetic products, following employment legislation and HSE guidelines. Required to protect clients personal data under GDPR.



# MARKETING STRATEGY STP

## Segmentation

- **Demographic:** women aged 18 – 45
- **Geographic:** customers that live locally.
- **Psychographic:** customers who prioritise personal care and appearance.
- **Behavioural :** customers who visit regularly who prefer fast and efficient services.



# MARKETING STRATEGY (STP)

## Targeting

- **Primary groups:** women aged 18 – 45
- **Secondary group:** busy professionals needing faster services.
- **Occasional users:** clients needing treatments for special occasions.

## Positioning

- Presented as a trendy, affordable offering high quality treatments with skilled staff and easy to use booking system.



# PROMOTION STRATEGY

- Create a strong and consistent brand image through décor, colors and logo.
- Maintain active on social media platforms.
- Use marketing strategies such as first time buyer discounts, referral bonuses and customer loyalty schemes
- Partner with influencers and encourage clients to share their results on social media



# FUNDING

**Total funding needed: £40,000**

## **Funding sources**

- £10,000 from personal savings
- £20,000 obtained through a government – backed startup loan
- £10,000 via asset finance for salon equipment.

The salons location will be located outside London, helping reduce rental and operating costs



# FUNDING

## **Initial costs include:**

- Rent deposits and initial months rent.
- Salon refurbishment and.
- Fees for licences, insurance, and administrative costs
- Stock.
- First months wages.
- Website development and marketing.

