



GLOW MOBILE HAIRDRESSING BUSINESS PLAN PRESENTATION

Programme: Certificate in Higher Education Business Skills for the Workplace

Module: Enterprise & Entrepreneurship

Module Code: LCLM4006

Assignment: Individual Business Plan Presentation

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Legal Format and Management Structure

Business Structure

Legal format:

Sole Trader

Reasons for choosing sole trader:

- Easy and inexpensive to establish
- Full control over decisions
- Suitable for a small startup business
- Less administration compared to a limited company

Management structure:

Owner/Manager (Hafsa Hussain)



Customer service

Appointment management

Finance administration

Marketing

Hairdressing services

Future growth:

Employ freelance hairstylists



Figure 2. Mobile hairdressing image (WallpaperCave, n.d.)

Three Important External Factors (PESTEL Analysis)

Key PESTEL Factors

1. Social Factors

- Customers increasingly value convenience and personalised services.
- Busy lifestyles create demand for home-based beauty services.

2. Technological Factors

- Instagram, TikTok and Facebook help promote hairstyles and attract customers.
- Online booking systems improve customer convenience.

3. Environmental Factors

- Customers are becoming more environmentally conscious.
- Business will use eco-friendly products and reduce waste.

Competition and Competitive Advantage

Competitor	Strength	Weakness
Traditional Salons	Established Reputation	Customers must travel
Freelance Hairstylist	Flexible Pricing	Limited branding
Mobile Beauty Businesses	Home convenience	May not focus on sustainability

Competitive Advantage:

Glow Mobile Hairdressing combines:

- ✓ Professional hair services
- ✓ Home convenience
- ✓ Eco-friendly products
- ✓ Personalised customer care

Marketing Strategy 1 – Social Media Marketing

Strategy 1: Instagram & TikTok

How it will be used:

- Share hairstyle transformations
- Post before-and-after pictures
- Show customer reviews
- Promote special offers

Why these platforms?

- Hairdressing is highly visual
- Helps reach local customers
- Low-cost marketing method

Example:

A customer transformation video can demonstrate the quality of my service and encourage new customers to book appointments.

Figure 3. Hairdresser photographing a client's hairstyle for social media (Eric Fisher Academy, 2023).

Marketing Strategy 2 – Local Marketing & Customer Loyalty

Strategy 2: Local Promotion

Methods:

- Facebook community groups
- Flyers in local areas
- Partnerships with bridal businesses
- Referral discounts
- Loyalty rewards

Purpose:

- Build local awareness
- Encourage repeat customers
- Create customer relationships

Funding Requirements and Allocation

Startup Funding Required: £2,000

Funding sources:

- Personal savings: £500
- Small business startup loan: £1,500

Allocation:

Expense	Amount
Equipment	£600
Vehicle cost	£120
Marketing	£50
Insurance	£25
Hair product/cost of sales	£150
Booking Software	£15
Uniform	£40
Other Expenses	£385
Total	£2,000

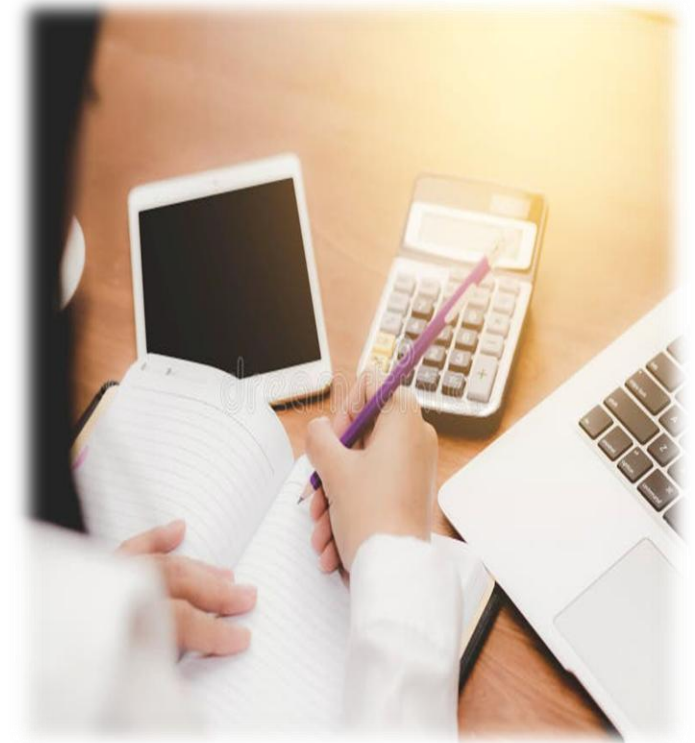


Figure 4. Business owner planning finances (Dreamstime, n.d.)

Conclusion

Why Glow Mobile Hairdressing Can Succeed

- ✓ Growing demand for convenient home services
- ✓ Low startup costs
- ✓ Strong target market
- ✓ Sustainable business approach
- ✓ Flexible growth opportunities

Thank you for listening. I am happy to answer any questions

References

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