

Presentation

by Ecaterina Jelamschi

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PROGRAMME: BA BUSINESS MANAGEMENT

MODULE: ENTREPRENEURSHIP

MODULE CODE: LCBB5001

ASSIGNMENT COMPONENT 2: PERMANENT HAIR REMOVAL MK-PRESENTATION

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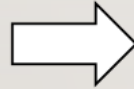
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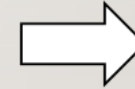
IF YOU DON'T WANT TO BE A MONKEY , COME TO PERMANENT
HAIR REMOVAL MK.



Zoo tycoon movie Wikia (no data)



(UK Health Centre 2023).



(UK Health Centre, 2023).

PERMANENT HAIR REMOVAL MK

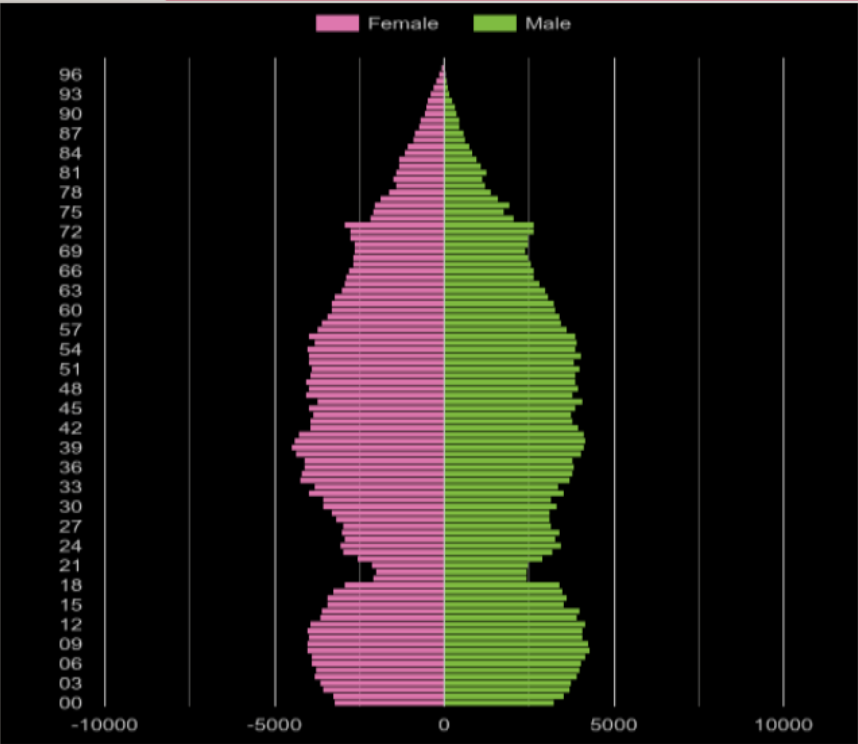
(Salon for permanent hair removal in Milton Keynes)



- The Diolaze™ laser is the fastest, most powerful, and biggest spot size laser available for hair removal, and it also has a cooling effect. The outer layer of skin is unharmed as the diode laser penetrates deep into the dermis to reach the hair follicles. Heating the hair follicle causes its destruction and stops it from producing new hair (NHS, 2022).

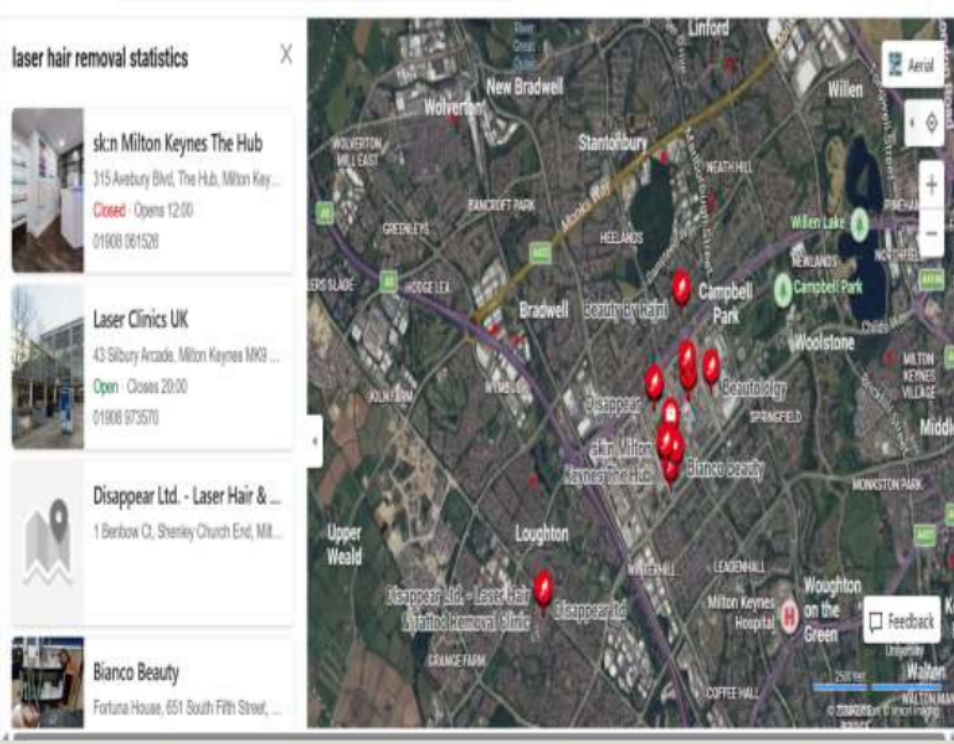
(UK Health Centre, 2023).

THE POPULATION IN MILTON KEYNES FOR 2023 IS 192 000
(CENSUS, 2021)



(Census, 2021)

10-49 years-50.9%
(Census,
2021)



(Microsoft Bing, 2023)

SOLE TRADER COMPANY

Ecaterina Jelamschi

1. Have a good experience in work with people ;
2. She complete the degree in Business management;
3. She already has the Diploma in Permanent hair Removal with Laser;
4. She have the good feedback about the hair removal services;
5. She is doing the procedures for customers.

LEGAL FORMAT

Those who offer laser hair removal services out of their homes or places of business must have the appropriate licencing to do so:

- Office of the Professional
- Health Documents
- Needs of Practitioners
- Insurance coverage (UK Health Centre, 2023).



(Personal source, 2023).

MANAGEMENT OF “PERMANENT HAIR REMOVAL MK”

- Ecaterina Jelamschi
- Victor Carp- salon manager
- The accountant
- The specialist in permanent hair removal with laser

USP OF THE BUSINESS “BE DIFFERENT OR DIE”

◆ U	Ultimate Advantage
◆ S	Sensational Offer
◆ P	Powerful Promise

(Salon Plaza, 2023).

- What service or product do you provide that no one else offers, at least not in your immediate area?



Laser Hair Removal Diode –the most performer Laser; High quality; High Hygiene.

- Be sure to provide them with an irresistible offer. Why should they come in your salon for the first time, and what can you provide them?



The first 10 customers will have some offers; Once per month will be some gifts(free session, holiday, or gift cards)

- Find a shocking idea to grab people's attention. (Salon Plaza, 2023).



Nice atmosphere, music, tea , coffee, relax room.

REASON OF THE BUSINESS

The purpose of Permanent Hair Removal MK is to give the general people with access to licenced specialists and retailing beauty items.

Reasons :

1. Money
2. work from anywhere
3. it's in your blood
4. experience freedom
5. create jobs
6. quit a job you hate
7. travel when and where you want.

INVESTMENT REQUIRED

The sources: Own finance and Family.

Nr.	Description of costs	Price (£)
1	Cost of Laser(equipment)	8,000.00
2	Cost of Licesing	285.00
3	Cost of renting	800.00
4	Cost of the suppliers	1,700.00
5	Total	10,785.00

COMPETITORS

- LasaDerm, The Hub (MK9 2GA);
- Feather Skin Clinic (MK12 5LJ);
- Gallery Aesthetics Medispa Clinic (MK12 5LJ);
- Love My Skin Clinic (MK5 7FJ);
- Beauty by Rajni (MK14 7DH)
- Permanent Hair Removal MK - MK14 7QL

Other competitors:

1. Creams
2. Tweezing
3. Waxing
4. Shaving

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