

Applied Leadership and Management in the Workplace

Module Assignment Submission

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Statement of Confirmation of Authenticity

By the act of making this submission, the student declares that this is the work of the student named above. The work has not, in whole or in part, been knowingly presented elsewhere for assessment, or where assessment has been built on a previous assessment, this has been identified. Where materials have been used from other sources it has been properly acknowledged. If this statement is untrue, the student acknowledges that an assessment offence has been committed.

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Executive Summary

My name is Katie Smith, and I am the sole trader of the business K. S Dance. The business stems from my absolute passion for dance. K.S Dance will be a dance school for 4 years and over. Teaching variety of different dance styles from hip-hop, jazz, and contemporary and to those all-important TikTok dances; which are the biggest trending dances at current times. My aim is to bring children happiness through dance a place where they can show their creativity and have safe place to do so. To help with confidence and grow their dance capabilities. Implementing structure and routine to not only help within the dance school but implanting it into their daily lives, for K.S Dance school not only be a business but provide a community for our children of the Llanelli area.

Introduction

The dance industry in the UK is worth an estimated 92 billion (UK Parliament 2018). Dance can cater to a range of individuals whether it be a profession or a hobby. K-S Dance school can have many functions and can offer a unique experience to students. My key selling point of this business is teaching and creating our own unique TikTok dances, with the hope of these dances going viral therefore adding to the business

success. I would give my students the freedom that they require which will lead them to be as creative and free as possible through the expression of dance. (Kennedy,2018) stated that children aged 4-15 years of age spend as much time on TikTok as they do watch YouTube and is the most popular app for children”. Therefore, my age group of students would love this, and the business would be more appealing to the younger generation, generating more members to my unique selling point which no other dance school in Llanelli at current times are doing.

The business K.S dance school I have thought about and pondered for many years. My strive for the business increased after my children showed interest in dance, with the happiness fun and laughter it brings to them. Through my childhood dance has always been a passion of mine, from winning many competitions as a child from street dance to contemporary, to choreographing shows to teaching a dance fit class for adults. My research while looking for dance schools in the Llanelli area shows me there is a high need for dance schools as there is only three in the area which has a waiting list for about 6 months. Therefore, my decision to set up K.S Dance seems like the perfect timing.

I am the Sole Trader of the business which will take place in my local community hall. The school will open on 1st of August 2024 Thursday and Friday evenings.

Age 4 – 7 class will start at 4pm till 5pm (Thursday) Style Street – Hip-hop- TikTok

Age 7 and over will start from 5pm till 6pm (Thursday) Style Street – Hip-hop - TikTok

Age 4- 7 class 4pm till 5pm (Friday) Style – Contemporary

Age 7 and over 5pm till 6pm (Friday) Style – Contemporary

Class structure will include warm up exercise into learning dance moves. Different movements learning choreography, working on flexibility and freestyle. Comfortable clothing to be worn e.g. Leggings joggers' shorts preferably black.

Parents will drop and pick up while dance classes are in progress, K.S Dance will go from term to term with payments made in blocks or pay as you go. Giving parents more options to pay. First session will be free to see the child enjoys then on a retainer fee will need to be paid for withdrawing their child place.

Annual show will be performed by the children at the end of the year to highlight all they have learnt. Bringing everyone together parents and children and raising money for the school. Uphold our values of the school being a community as well as a profitable business. Tickets will go on sale a month before the show is to take place.

Operations

The chosen location for my business is a community centre within the Llanelli area. The centre has a sound system for music, I also require a spacious hall that can fit up to 30 children in. Rent on the hall per hour is 15 pounds which makes the location even more inviting for me as a sole trader. Looking at other venues within town centre such as gyms or other halls to rent, they did not appeal to me as either the price to rent per hour was too expensive, or not enough room for the number of children I would like to cater for. Being a sole trader of K.S dance means I can be my own boss and have complete creative control which can be highly rewarding. This will be my first time setting up a business, so the simplicity of a sole trader is more appealing to my business, rather than a partnership, corporations, or investors. (Marcouse L. et al 2008) adheres to my view as he stated you have no administrative costs to pay and no formal rules when establishing your business.

Class will be Term to Term basis with the exemption of running through the school holidays. Parents will only be allowed to pick up and drop off not stay to watch, as I would not want the kids to feel pressured or distracted. Staffing will not be an issue as run by me. I will produce a WhatsApp group for the different age groups for parents and to give regular updates using this method of communication.

I require the children to bring a water bottle for the duration of class, if not K.S dance will provide water bottles, children should also wear comfortable clothing and trainers.

Please see below class Timetable

Thursday	Friday	Class	Dance styles
4pm-5pm	4pm-5pm	4- 7 age group	Hip-hop contemporary TikTok
5pm-6pm	5pm- 6pm	7 and overs	Hip-hop Contemporary TikTok

Payments will need to be paid for the term sessions by bank transfer or cash either PAYG or monthly is optional.

Bank details

Miss K SMITH

Account: 10322650

Sort code: 82-19-66

Once completed parents will need to send a message regarding payment completed, I will use a diary and online system on excel for my members payments so that I have a digital and written copy for myself and the parents. I have decided to do this as research

suggests online diaries and booking systems all have a monthly fee. To keep my costs of outgoings down it will be more advantage for the business to increase profit as I can do these things myself.

Legal requirements regarding K.S Dance school in Wales firstly require a Disclosure and Barring service (DBS,2002) which requires checking your criminal record as working with children.

Comply with the (Copyright Designs and Patents Act 1988) This will protect my choreography within the dance school, so other schools and I must ensure that you do not intentionally or unintentionally sample, copy or use another person's dance without seeking permission.

Comply with the General Data Protection Regulations (GDPR, 2016 and the Data Protection Act DPA,1988). This will involve storing and sharing personal information regarding my students e.g. banking details, contact details, consent forms.

Comply with (Health and Safety at work Act 1974) ensuring the health and safety and welfare of everyone in my business, the person responsible for protecting the health and safety of students and visitors. To prepare a health and safety policy this will involve fire safety assessment and first aider which also will be me. Although renting the premises of the community hall has the fire safety procedure in place following the act of Reform (Fire Safety order 2005). The premises also will comply and have in place already a policy on (Electricity at work Regulations act 1989) as the sound system is already at the premises and has been PAT tested along with all the other electrical equipment, Lighting.

Comply with the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR, 2013) if an accident were to occur it would need to be documented such as an accident book whether that be involving me, students, and visitors.

Professional Liability insurance will be taking out quoted with a company called Hiscox for premium of annual of 200 pounds. This will protect K.S Dance and my students from professional mistakes, negligence, and breaches of confidentiality. (Employers Liability Act 1969).

Child performance License is needed to design and protect children from them being exploited (Welsh Government 2015).

Marketing

K.S Dance will use online platforms to market business by using Instagram and our very own TikTok account, this will give us access to wide range of students, while having

advertising for free by constantly engaging with the audience, to uploading dance videos of myself that will showcase my talent and what I can teach the children; also little teaser videos in regarding what the school has to offer. The business USP will be regarding TikTok and creating new TikTok dances with students in the hope of trending and gaining publicity for the business which will lead us to eventually expand to another premises. Looking at my competitors in Llanelli no one has offered this service within their dance schools, therefore would make K.S dance unique to any other school in the area. (R.O.L dance academy 2020) (Allstarz-Llanelli dance school, 2020) (Dance Kingdom,2021). I have completed a SWOT analysis to help me identify issues that could potentially impact K.S Dance and competitors.

SWOT ANALYSIS

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
Many years' experiences as a dancer.	Limited experience with marketing and sales.	Advance my skills by going on a dance course.	More experienced dance schools that offer the same variety of dances.
Social media aware on how to use platform.	No degree level in performing Arts.	Do a qualification in preforming Arts.	More established dance schools with a good reputation.
Knowledge on what younger generation likes regarding music As having children in the age groups of the dance classes.	Structure when instructing such young children. Not an established business	Talking to parents and children in my children's school about K.S dance having opinions. Promote business with local schools	Limited number of children aloud in the dance class, because of space issues.
Competiton's won as a child hip-hop, disco	No knowledge on who runs hip-hop competitions in Carmarthenshire region.	Entering my students into Hip-hop competitions.	Cyber-attacks regarding social media.

Marketing process begins with segmenting the market into more manageable divisions. Looking at secondary data I have input a PESTLE analysis regarding K.S Dance, and how external factors can affect the business in both positive and negative ways.

P	E	S	T	L	E
Government not supporting	Changes in the economic environment still	Promote sense of belonging for children. TikTok is the	Social media platforms to help grow	Child performance license needed	No adequate dance spaces.

preforming Arts Lack of importance. Public prejudice against dance. Not seen as a vocational subject.	recovering from the pandemic in 2020. Parents do not have enough disposable income for their children's hobbies.	newest trend since 2020. Improveme nt children's social skills through expression of dance. Providing a community for children. Promote healthy lifestyle to get children to become more active.	the business Young audiences understand net of technology.	Copyright conflict with other dance schools. GDPR issues.	Noise exposure Not enough locations with mirrors for an ideal dance school in Llanelli Area.
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My findings suggest there are many pros and cons which can influence my business. The advantages out way the disadvantages. More supporting evidence by (Public Health Wales, 2022) stated that there was a 17.6 percent increase in obesity in children from 2021 to 2022. My business will help children be active and healthy hopefully contributing to future decrease in numbers in obesity in children in Wales. This is my reasons to why my target market will be children ages 4-15 years old.



Looking at the marketing mix to help determine my business market and differentiate itself from the competitors by breaking down the 7ps.

- Price – Classes will cost £5.00 per session x2 per week, this can be paid monhtly or PAYG.
- Product – I offer a range of several types of dances which include Hip-Hop TikTok and contemporary dances with students.

- Promotion – social media will be the platform where I will promote K.S dance along with annual show and entering the students into competitions. The TikTok platform via social media will engage a wide range of audience not just locally.
- Place – The location of the dance school will be based in local community hall in LLwnhendy with easy access for parking as well as walking distance between local schools for the children of Llanelli.
- People – Target audience will be children ages 4-15 and parents of the children. I am approachable person who very understanding and has a lot of patience when instructing children. I have a passion for dance and would like to portray this to the parents of the children, along with getting the best out of students. Making the classes fun while helping them progress and advance their skills in several types of dances. Children of the ages 4-15 are seen to love TikTok dances, I know this as having two girls who are constantly learning new TikTok dance routines.
- Process – The process of the Dance school is to build a safe environment for the children a place of creativity allowing these attributes to increase good reputation for the business for it to be successful. Weekly classes will mean structure for the students and maintaining good memory in learning new choreography; the goal is to put on our own show as a dance school.
- Physical evidence – This will show throughout the coming weeks in the increase fitness levels of the children by attending weekly classes as consistence is key. Working on their flexibility and stamina will increase help towards children development to progress their dance abilities.

Revenue and pricing Strategy

The business initially will be supported by my savings of £500 to give me a baseline, this will come from another part time job in the week, I will not be taking a wage out of my business for the first year but will in future. K.S dance will take place in the nights which will not affect my other income, although it does mean I will be working more hours. Rent for the premises will be £15 per hour and with my pricing coming in at £5.00 per child that means I will only need 3 children in each class to break even. Any extra children are a bonus and profit for the business. Looking at the current climate and my competitors I have come in with the pricing at £5.00 due to cost living since the pandemic; competitors are charging £1.00 more than me. The price point at £5.00 seems more appealing and advertising to parents and lower than other dance schools in the area. Affordability and a two-way system pay scheme seems to be more

advertising than just a monthly payment which some competitors are offering as the only option. Penetrating pricing is the better option for my business to start with and will be reviewed annually depending on the sustainability of the business in a years' time.

Revenue from the business based on max of 20 children per session if full attendance were to occur would leave me with income of £400 pounds a week, multiply this by a monthly income of 1,600 for 4 weeks other terms will be five weeks so will be estimated costs of 1800 up to per term. These are the figures solely on the income; see below under financial information more in-depth breakdown of profit and loss K.S dance school will occur.

Financial information

Table 1 shows an overview of the monthly flow of income and outgoings. Every month most outgoings are a fixed cost therefore I was able to anticipate what I would need to earn to make a profit or breakeven. For example, rent, insurance, tax, and phone was a fixed cost whereas advertising only applied at the beginning to increase and promote the business it was then re-introduced as a cost 6 months into the year. The first two months of income are expected to be lower due to the need for increased popularity. Income was higher in the last two months because capacity rose as the business grew.

https://docs.google.com/spreadsheets/d/1-aBWJ7x9AOWoAeJpNySJ5qM_ATVHvX_s/edit?usp=sharing&ouid=100061579812057982141&rtpof=true&sd=true

Table 2 shows the annual profit and loss K.S dance made within that year, it shows the business is sustainable and that it has potential for growth.

https://docs.google.com/spreadsheets/d/1-RQ7PH3v24s6XRlvDo6Tc2H6_XOFappD/edit?usp=sharing&ouid=100061579812057982141&rtpof=true&sd=true

References

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Kennedy M – 2020 – European journal of cultural studies 23(6) 1069-1076
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Marcouse .L - 2008 business studies 3rd edition London Hodder education
scholar.google.co.uk

Public health Wales 2022 – <https://phw.nhs.wales-childmeasurementprogramme>

RIDDOR – 2013 – Legislation.gov.uk

R.O.L Dance academy Llanelli 2020 – online Facebook page ROL.DA@outlook.com

UK Parliament - 2018 Ballet volume 638 House of commons Hansard.[parliament.uk](http://hansard.parliament.uk)

Appendix 1

K.S Dance show will take place in Stebonheath football club which is based in Llanelli. The show tickets are £10 per person excluding children, costumes will be ordered by the parents off Amazon a link will be sent out via WhatsApp in what costumes K.S dance school require. Show starts at 7pm till 8pm after the show has finished parents and children will be welcomed to enjoy food provided by K.S dance school and Stebonheath football club. Dj will be provided by K.S dance school for everyone to enjoy the success of the school and the children's achievements throughout the year, it will be a night of celebration. Children will be rewarded with their on personalized trophies

at the end of the night it will be a night to remember and hopefully a continuation of shows to come for the future of K.S dance school.

Finance in regarding the event total cost will be £500 - see below for a breakdown of expenses.

Expenses	Cost
Room hires	£50
Food	£100
Dj	£200
Tickets	£50
Trophies	£100

The £500 will be taken out of the business at the end of the year, but this is only temporary as after the event by selling tickets at £10 per person and 20 tables of 10 which will mean a profit for the school which comes in at 2,000 pounds deduct the £500 which means a profit of 1,500 to be made the night of the event. So not only a profit to be made but a night where the community will come together and enjoy both students and parents.

Appendix 2

https://docs.google.com/document/d/1o86d3Go6-6a_pCwHUSMPi9h2qL3OdgSozqRg0aP6pGY/edit?usp=sharing