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HOME -BASED MANICURE , PEDICURE & NAIL TRAINING BUSINESS **BUSINESS PLAN & PRESENTATION**



STUDENT NAME: MARIANA SAVA
STUDENT NUMBER: 2510136
MODULE/ CODE: ENTERPRISE AND ENTREPRENEURSHIP (LCLM4006-LON)
LECTURER: SAID USMAN /UWTSD

PROFESSIONALISM – HYGIENE – ACCESSIBILITY - GROWTH

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Home-Based Manicure, Pedicure & Nail Training Business

SECTION 1

OVERVIEW OF THE BUSINESS IDEA

THE BUSINESS:

A SOLE- TRADER HOME SALON OFFERING PROFESIONAL MANICURE AND PEDICURE TREATMENTS FROM A DEDICATED TREATMENT ROOM.

FUTURE EDUCATION

After gaining recognised teaching qualifications , the business will deliver intensive 5-6 days nail courses in rented venues.

FUTURE PRODUCTS:

A branded range of nail-care products and manicure kits will create an additional income stream from Year 3.

MARKET NEED

Customers value convenient appointments, high hygiene standards , professional service and personalised aftercare. Learners also need accessible , practical training closer to home.

VALUE PROPOSITION

The business combines a convenient home salon with a future mobile training model – creating two complementary revenue streams while reducing travel for learners.

2 CORE INCOME STREAMS

**16+
TARGET CUSTOMER AGE**

**5-6 days
FUTURE COURSE FORMAT**

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SECTION 2

LEGAL FORMAT & MANAGEMENT STRUCTURE

Legal structure – Sole Trader

Chosen because it has low set-up complexity , direct control and suit a small owner-operated business. The owner is responsible for business decision, records, tax and compliance.

Management approach

The owner will personally manage customer service , appointments , treatment delivery , marketing, finances, stock and supplier relationship during the early stage.



GROWTH STRUCTURE

As training expands, qualified educators may be added and the business can evolve towards a dedicated nail academy.

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SECTION 3

PESTEL ANALYSIS

POLITICAL

Local authority requirements and small-business policy can affect how a home salon operates.

Strategy: *Check local requirements before launch; maintain records and insurance.*

SOCIAL

Demand for personal care, convenience, events and vocational skills supports the concept.

Strategy: *Offer personalised service, flexible appointments and accesible training.*

ENVIRONMENTAL

Waste, packaging and energy use matter in a home-based beauty business.

Strategy: *Use products efficiently, separate waste and consider lower-waste suppliers.*

ECONOMIC

Household spending, inflation and product costs can affect demand and margins.

Strategy ; Use competitive pricing, montly budgets and multiple income strteams.

TECHNOLOGICAL

Online booking, digital payments, social media and e-commerce can expand reach.

Strategy: *Invest in booking software, content marketing and later online sales.*

LEGAL

Insurance, consumer responsibilities, data protection and hygiene requirements must be managed.

Strategy : *Maintain policies, client records, safe working procedures and appropriate cover.*

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SECTION 4

MARKETING STRATEGIES – TARGET MARKET

LOCAL BEAUTY CLIENTS

Women and men aged 16+

Needs: Regular manicures/pedicures, convenience, hygiene

STUDENTS & PROFESSIONALS

Time-conscious customers

Needs: Flexible scheduling and accessible location

CUSTOMER PROFILE

Quality-conscious ; convenience-focused ; values hygiene; likely to respond to visual social- media content and recommendations.

OCCASION CLIENTS

Wedding, graduation and event customers

Needs: Reliable appointments, polished finish, aftercare

FUTURE LEARNERS

Aspiring nail technicians

Needs: Practical 5-6 days courses, venue included, reduced travel

UNIQUE SELLING POINTS (USPs)

Home-convenience+ personalised services+ strong hygiene+ future mobile training+ all-inclusive course venue cost.

SECTION 4

MARKETING MIX - 7PS

PRODUCT

Manicures, pedicures, nail training and later branded nail-care products.

PLACE

Dedicated home treatment room+ hired venues in different locations.

PEOPLE

Professional, welcoming, reliable and customer-focused service.

PHYSICAL EVIDENCE

Certificates, professional equipment, clean salon, branded materials and website.

PRICE

Quality-led and competitive; course price includes venue hire.

PROMOTION

Instagram, Facebook, TikTok, referrals, introductory offers and testimonials.

PROCESS

Consultation – booking – treatment – hygiene – aftercare – rebooking.

MARKETING OBJECTIVE

Turn first-time clients into repeat customers and advocates.

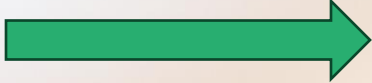
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OPERATIONS & CUSTOMER EXPERIENCE

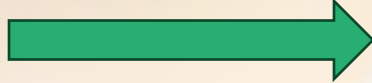
A SAFE AND CONSISTENT SERVICE PROCESS



1



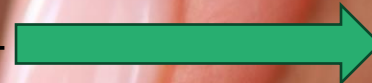
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3



4



5

Stock control

Monitor product levels weekly;
maintain reliable supplier
relationship and avoid
unnecessary overstocking

Training operations

Hire suitable venues, provide equipment and
include venue costs within the learner's course fee.

Quality assurance

Use documented procedures, client records,
aftercare guidance and continuous professional
development.

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SECTION 6

SWOT & RISK MANAGEMENT

STRENGTHS

Personalised service
Flexible scheduling
Low overheads
Future education

WEAKNESSES

Limited treatment space
One-owner capacity
Time constraints

OPPORTUNITIES

Nail education demand
Social media
Supplier partnership
Branded products

THREATS

Competition
Lower consumer spending
Product cost increases
Supplier delays

Key risks & mitigation

Illness – appropriate insurance + emergency procedures
Lower demand – social media promotion + referrals+ flexible offerts
Supplier delays – maintain backup suppliers + stock monitoring
Competition – focus on quality, hygiene, service and education
Rising costs – monthly budgeting + review prices and suppliers

Risk principle

Protect cash flow, maintain professional standards and reduce dependence on any single customer or income source.

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SECTION 5

FUNDING REQUIREMENTS & ALLOCATION

Category	Allocation
Treatment furniture & equipment	£2,100
Pedicure station/treatment setup	£1,100
Sterilisation & hygiene equipment	£450
Initial products & consumables	£900
Room setup/decor/lighting	£500
Insurance, training & compliance allowance	£350
Launch marketing & branding	£500
Working – capital reserve	£1,600
Contingency	£500
TOTAL	£8,000

£8,000 total funding sought

Funding purpose : *create a professional treatment room, purchase equipment and stock, launch the brand and retain working capital for the early months.*

Funding principle: *Keep fixed overheads low while investing in the equipment and customer experience that directly support revenue. Startup costs: equipment, treatment setup, hygiene supplies, initial stock and room preparation.*

Fixed costs: *recurring overheads such as insurance, utilities, software, phone/internet, accounting and marketing.*

Variable costs: *Products and consumables increase as appointment volume grows.*

SECTION 5

SIX-MONTH FINANCIAL FORECAST

£	Jan	Feb	Mar	Apr	May	Jun
Fixed costs	650	650	650	650	650	650
Variable costs	300	350	400	450	500	550
Total costs	950	1,000	1,050	1,100	1,150	1,200
revenue	1,500	1,900	2,300	2,700	3,100	3,500
Profit/(loss)	550	900	1,250	1,600	1,950	2,300

Interpretation: the forecast assumes the business remains home-based and owner-operated. Training income is excluded from months 1- 6 and would provide additional upside after teaching qualifications and achieved.

Forecast assumption: revenue rises as bookings, repeat customers and referrals increase.

*£15,000
6-months operating profit*

Important: these are planning assumptions, not guaranteed results.

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SECTION 5
BREAK-EVEN ANALYSIS

When monthly sales cover the ongoing operating costs.

£650 Fixed monthly costs	£3,500 Illustrative month 6 revenue	£550 Month 6 variable costs	~ £771 Monthly break-even sales
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Break – even

£771	Month 6 planning level: £3,500
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Interpretation: *Once monthly sales exceed approximately £771 under these assumptions , the business begins contributing to profit. Monitoring actual costs and booking will refine this estimate.*

SECTION 7

GROWTH STRATEGY & 5- YEAR TIMELINE

HOME SALON

Build loyal client base
Repeat booking
Stable monthly income



EDUCATION

Gain teaching qualification
Launch 5-6 day courses
Hire venues in different locations



Products

Launch branded nail-care range
Manicure kits, oils, aftercare
Increase online sales



SCALE

More training locations
Advanced courses
Website+e-commerce
Consider additional educators

Year 1

Year 2

Year 3

Years 4-5

Long term – vision: *multiple income streams: salon services + professional training + branded retail products + sustainable growth and a potential dedicated nail academy.*

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FUTURE COMPETITIVE STRATEGY

How the business will build a defensible brand

Brand trust

Professional standards, certificates, consistent service and visible hygiene practices.

Accessibility

Take training to different towns and cities so learners travel less.

Customer lifetime value

Treatments – aftercare – products – referrals – training opportunities.

Digital development

Professional website; online booking; social media content; e-commerce; email/customer reminders.

Partnership development

Beauty suppliers; local businesses; venue providers; referral partners; potential future educators.

Strategic outcome

A recognisable beauty and education brand that is less dependent on treatment appointments alone.

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CONCLUSION

A PRACTICAL , SCALABLE BUSINESS MODEL

Start lean as a sole trader with a professional home-based treatment room. • Build the local client base through quality, hygiene, convenience and customer care. • Use social media, referrals and repeat bookings to strengthen demand. • Develop recognised teaching qualifications and take practical training to learners. • Introduce branded products to create a third income stream. • Scale through additional locations, advanced courses, digital booking/e-commerce and future educators.

Core proposition :*Accessible beauty services + accessible professional education.*

Main advantage :*Low initial overheads with several future routes for growth.*

Long-term goal :*Develop into a recognised nail training academy and beauty brand.*

A close-up, soft-focus photograph of a person's hands with light pink manicured nails. The hands are positioned diagonally across the frame, with fingers slightly curled. The background is a warm, out-of-focus light beige color.

REFERENCES

KEY SOURCES USED IN THE BUSINESS PLAN

- *BRITISH BEAUTY COUNCIL (2024) INDUSTRY INSIGHTS.*
- *BURNS, P. (2022) ENTREPRENEURSHIP AND SMALL BUSINESS.*
- *KOTLER, P. ET AL. (2022) MARKETING MANAGEMENT.*
- *MINTEL (2024) BEAUTY AND PERSONAL CARE MARKET.*
- *OFFICE FOR NATIONAL STATISTICS (2024) UK BUSINESS STATISTICS.*
- *BUSINESS PLAN AND FINANCIAL ASSUMPTIONS DEVELOPED FOR THIS ASSESSMENT.*

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