



BMSW4011 Managing Enterprise
Task 2 Individual Presentation
“Brow Bliss Studio”

Introduction

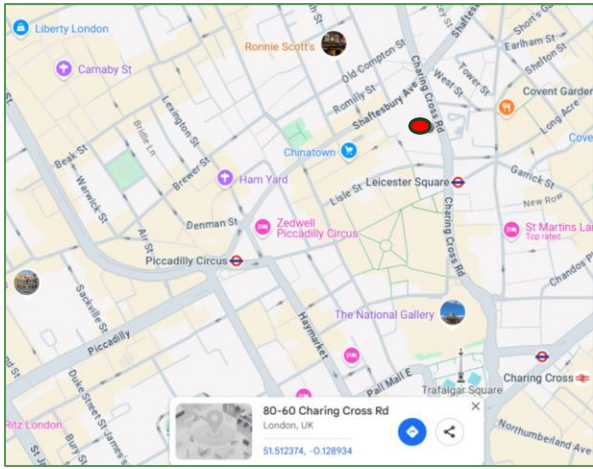
- In this presentation, a detailed discussion of the business idea of Brow Bliss Studio has been put forward.
- This presentation will highlight the business proposition of Brow Bliss Studio, its 12-month marketing strategy and branding, and the reasons behind investing in this business idea.



Business proposition “Brow Bliss Studio”



- **Service description:** Eyebrow shaping, eyebrow tinting, and consultation.
- **Mission statement:** “To deliver outstanding eyebrow tinting and shaping services beyond expectations of customers and developing a positive reputation for personalised care, quality as well as expertise”.
- **USP:** Professional eyebrow care in a professional and welcoming environment to satisfy the unique needs and preferences of customers.
- **Business aims:**
 - To develop a loyal customer base and boost business growth.
 - To offer elevated customer satisfaction through exceptional service.

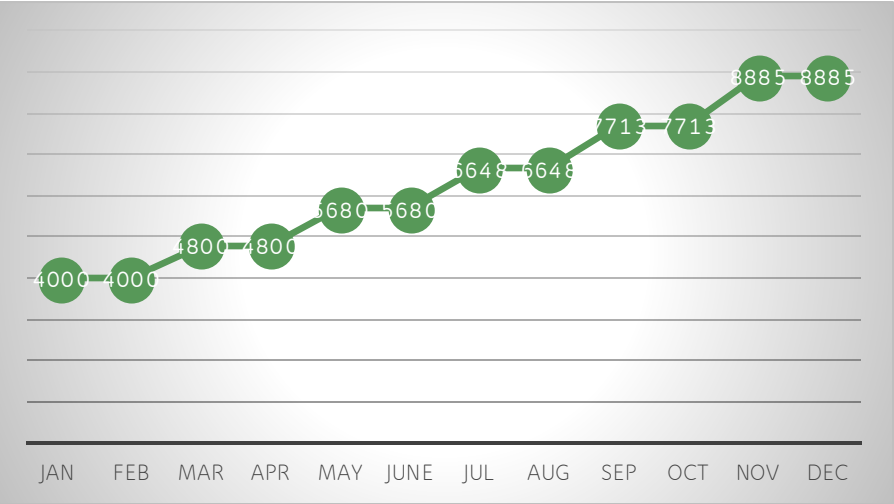


Source: (Google.com, 2025)



Business proposition “Brow Bliss Studio” (Contd.)

- **Proposed location:** Charing Cross Road, London, surrounded by popular landmarks including The National Gallery, Chinatown, Circus
- **Business objectives:**
 - To increase customer share by 25% in the 1st year of operations.
 - To become the go-to destination for eyebrow care in London.
- **HRM strategy:** Manager/Owner, eyebrow technicians (2 personnel), and receptionist in a horizontal hierarchy structure.(Gerstell et al., 2020).The horizontal organisational structure can enable efficient operations as well as explicit roles, leading to possibilities for expansion and growth for Brow Bliss Studio (Steyn, 2020).Leveraging these strategies can support Brow Bliss Studio to accomplish its business aims and objectives.



Business proposition “Brow Bliss Studio” (Contd.)



- **Financial overview:** With monthly revenue at £1,23,452 and operational costs of £48,000, it is expected that the business can generate more money from its operations with £27,452 cash flow monthly (Refer to the figure).
- **Target market:** Women aged 25-40 years consider eyebrow shaping and tinting as part of their beauty routine and intend to pay high prices for outstanding services (Alevizou, 2021).
- **SWOT analysis:**

Strengths: Tailored services. Highly skilled brow professionals. A professional and welcoming environment to satisfy the unique needs and preferences of customers.	Weaknesses: Intense competition. Increased requirement for continuous development of skills.
Opportunities: Partnerships with local influencers. Leverage social media channels to increase reach. Use innovative techniques for customer satisfaction (Omran et al., 2022).	Threats: New entrants. Economic downturns. Changing trends in the beauty industry (Silverman and Smith, 2024).

12-month marketing strategy and branding

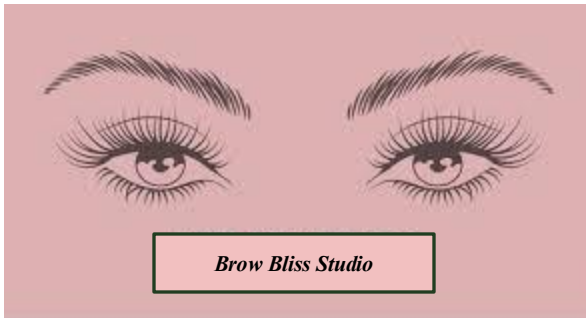
Months/ Activities			Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec
Awareness and Branding						
Lead Generatio n						
Customer Retention						
Growth and expansion						

In the awareness and branding phase, brand identity and logo would be followed along with the launch of targeted online ads on social media platforms, engaging content in social media as well as design of business cards and flyers (Szalaty and Derda, 2020).

Activities		Budget
Online advertising		30%
Training of staff and loyalty programs		10%
Social media content retention		20%
Partnerships and events		15%
Print materials		15%

New marketing channels will be explored along with the scope for further expansion and growth (Wright, 2022).

12-month marketing strategy and branding (Contd.)



Business Card



- Facebook and Instagram Posts: “Ready for improving your brows! Introducing Brow Bliss Studio, your go-to stop for personalised eyebrow tinting and shaping services!” #BrowGoals #EyebrowCare #EyebrowTinting #BrowLove #EyebrowShaping
- TikTok Adverts: “Alert! Brow Transformation. Get your dream brows with Brow Bliss Studio” #BrowExpert #EyebrowTinting
- Special offers in adverts, flyers, and posts: Offer for a limited time! Get 15% off on your brow appointment now! #Discount #BrowOffer



Flyers

Reasons behind investing in “Brow Bliss Studio”



Hello, I believe that I have the needed expertise, skills, knowledge, and passion to deliver premium-quality customer experiences which is highly important in the beauty industry (Brown-NewMan, 2021).

Key Strengths of Brow Bliss Studio:

- Increasing demand for eyebrow services.
- Scalability.
- Unique selling point.

Ideas to grow the business with the money



To develop and grow the business, I would use the investment for the following (De Regt, Montecchi and lord Ferguson,2020):

- **Studio expansion**
- **Marketing and advertising**
- **Equipment and suppliers**
- **Training and staffing**



Conclusion

- In conclusion, it can be stated that the business of Brow Bliss Studio is highly feasible and viable as it has the potential to grow and expand in the forthcoming years.

References

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Speaker notes for slides:

Slide2

- In this presentation, a detailed discussion of the business idea of Brow Bliss Studio has been put forward.
- This presentation will highlight the business proposition of Brow Bliss Studio, its 12-month marketing strategy and branding, and the reasons behind investing in this business idea.

Speaker notes: This presentation intends to discuss about feasibility and viability of the business idea of Brow Bliss Studio in a detailed manner that can guarantee the Angel Investor a significant return on investment along with potential growth prospects of the business.

Slide3

- Service description: Eyebrow shaping, eyebrow tinting, and consultation.
- Mission statement: “To deliver outstanding eyebrow tinting and shaping services beyond expectations of customers and developing a positive reputation for personalised care, quality as well as expertise”.
- USP: Professional eyebrow care in a professional and welcoming environment to satisfy the unique needs and preferences of customers.
- Business aims:
 - To develop a loyal customer base and boost business growth.
 - To offer elevated customer satisfaction through exceptional service.

Speaker notes: While guaranteeing perfectly tinted and shaped eyebrows on each customer visit, Brow Bliss Studio intends to develop a positive reputation for personalised care beyond the expectations of customers. In addition, the business intends to build a loyal customer base through professional and personalised care services that can ensure the significant accomplishment of business aims.

Slide 4

- Proposed location: Charing Cross Road, London
- Business objectives:
 - To increase customer share by 25% in the 1st year of operations.
 - To become the go-to destination for eyebrow care in London.
- HRM strategy: Manager/Owner, eyebrow technicians (2 personnel), and receptionist in a horizontal hierarchy structure.

Speaker notes: The location Charing Cross Road, London has been selected for the business as it is surrounded by popular landmarks including The National Gallery, Chinatown, Circus, Megastore, and others which can increase reach and visibility to a wider audience. In addition, the HRM strategy is based on recruiting eyebrow technicians (2 personnel) and a receptionist by the manager/owner using local beauty industry networking, job advertisements, as well as referrals for high-quality sourcing (Gerstell *et al.*, 2020). The horizontal organisational structure can enable efficient operations as well as explicit roles, leading to possibilities for expansion and growth for Brow Bliss Studio (Steyn, 2020). Leveraging these strategies can support Brow Bliss Studio to accomplish its business aims and objectives.

Slide5

Brow Bliss Studio intends to target women aged 25-40 years as they represent the major market segment who consider eyebrow shaping and tinting as part of their beauty routine and intend to pay high prices for outstanding services (Alevizou, 2021). It is assumed that the average monthly revenue is £8,000 with an annual growth rate of 10%. Monthly, the operational costs for the business are £4,000 and yearly, it is £4,8000 covering expenses including rent, loan, utilities, staffing, equipment, and supplies (rent) as well as marketing strategies. With £75,452 net cash flow in terms of £48,000 operational costs and £8,1,23,452 revenue, Brow Bliss Studio can experience profitable growth within its 1st year of operations. On the other hand, it is expected that one of the major weaknesses/threats of the business is high competition but by developing unique services that can create differentiation as well as investment in advertising can increase brand awareness, it can be addressed strategically. In addition, the strengths of the business along with the adoption of digital marketing tactics can support to negate threats while increasing customer satisfaction and compliance with market trends, leading to significant growth and success.

Slide6

In the awareness and branding phase, brand identity and logo would be followed along with the launch of targeted online ads on social media platforms, engaging content in social media as well as design of business cards and flyers (Szalaty and Derda, 2020). In the lead generation phase, discounts and promotional offers will be offered to attract new clients. For instance, social media contests on Facebook, TikTok, and Instagram will be hosted such as “Share Your Brow Selfie” to attract a wider market share. In addition, partnerships with influencers and local businesses will be carried out for cross-promotions. In the customer retention phase, a loyalty program will be implemented, regular newsletters will be sent through email with exclusive offers as well as customer referrals as well as reviews will be encouraged. In the growth and expansion stage, the results of the marketing strategies will be assessed using KPIs such as revenue growth, website traffic, and engagement, customer acquisition rates as well as social media engagement. In addition, new marketing channels will be explored along with the scope for further expansion and growth (Wright, 2022). In addition, the marketing expense is projected to be £300 monthly and the budget can cater to the activities.

Slide 7

The above highlights significant and actual marketing examples that have been considered in developing business cards, flyers, posts, TikTok adverts, Facebook, and Instagram posts for Brow Bliss Studio. It is expected that these marketing tactics can increase reach and market share for the business, leading to the accomplishment of business aims and objectives.

Slide 8

I am highly excited to present my business idea Brow Bliss Studio as it is an exclusive business offering specialising in eyebrow tinting and shaping services. I believe that with your investment, we can collaboratively leverage the rising demand for beauty services in the marketplace while capitalise on my expertise, skills, knowledge, and passion to deliver premium-quality customer experiences (Brown-NewMan, 2021). In terms of increasing demand, I can grow our business with the market trend where eyebrow services are becoming extremely popular. In addition, I will select expert professionals who can offer top-quality and personalised services which would be our USP, leading to customer loyalty and satisfaction. Based on scalability, my knowledge and expertise can guide this business toward expansion and increased revenue in the forthcoming years.

Slide 9

I will invest this money in developing targeted campaigns for increasing brand awareness while investing in top-quality equipment to guarantee excellence as well as consistency in our services (De Regt, Montecchi and Lord Ferguson, 2020). In addition, I intend to hire and train more technicians to satisfy the rising demand while maintaining the standards of the business. Lastly, as I intend to expand the space of Brow Bliss Studio, this money can be of great value for the Studio for accommodating the increased traffic of customers as well as in terms of expanding service offerings.

Slide 10

As the business is scalable and has growth prospects in the current marketplace of London, UK, it is expected that any investment in the prospective venture can offer growth and significant return on investment for the investors.