



TITLE: BEAUTY SALON OCEAN

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LECTURER: MUSHFIQUR RAHMAN

Module number and name : BMSW 4006 – Managing enterprise in the 21st century

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives

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Introduction

Beauty salon ocean

Beauty salon ocean is a contemporary hair and beauty salon. We offer more than simply professional hair dressing service for ladies , gents and children. Our salon provides a wide range of classic and stylish hairstyling services together with beauty treatments and friendly service from our professional staff

Packages includes personalized service to your door and all treatments include quality product and exceptionally reliable and professional service for our very experienced beauty technicians and therapist



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Business Description and History

The name of this corporation is Beauty Salon Ocean and was opened in 2019 and the services provided at this beauty salon will be mainly related to hairstyling, for men, women, and kids. These will include:

- Hair Cutting
- Hair Coloring
- Hair Styling
- Massages and Shampoo
- Hair Consultation
- Makeup
- Manicure
- Pedicure

AIM AND OBJECTIVES

aims

To provide fast and quality service.

Affordable prices for all family needs

to reach to all small big needs of personal care

objectives

To reach maximum customers through our online presence

To be the no 1 in this region.

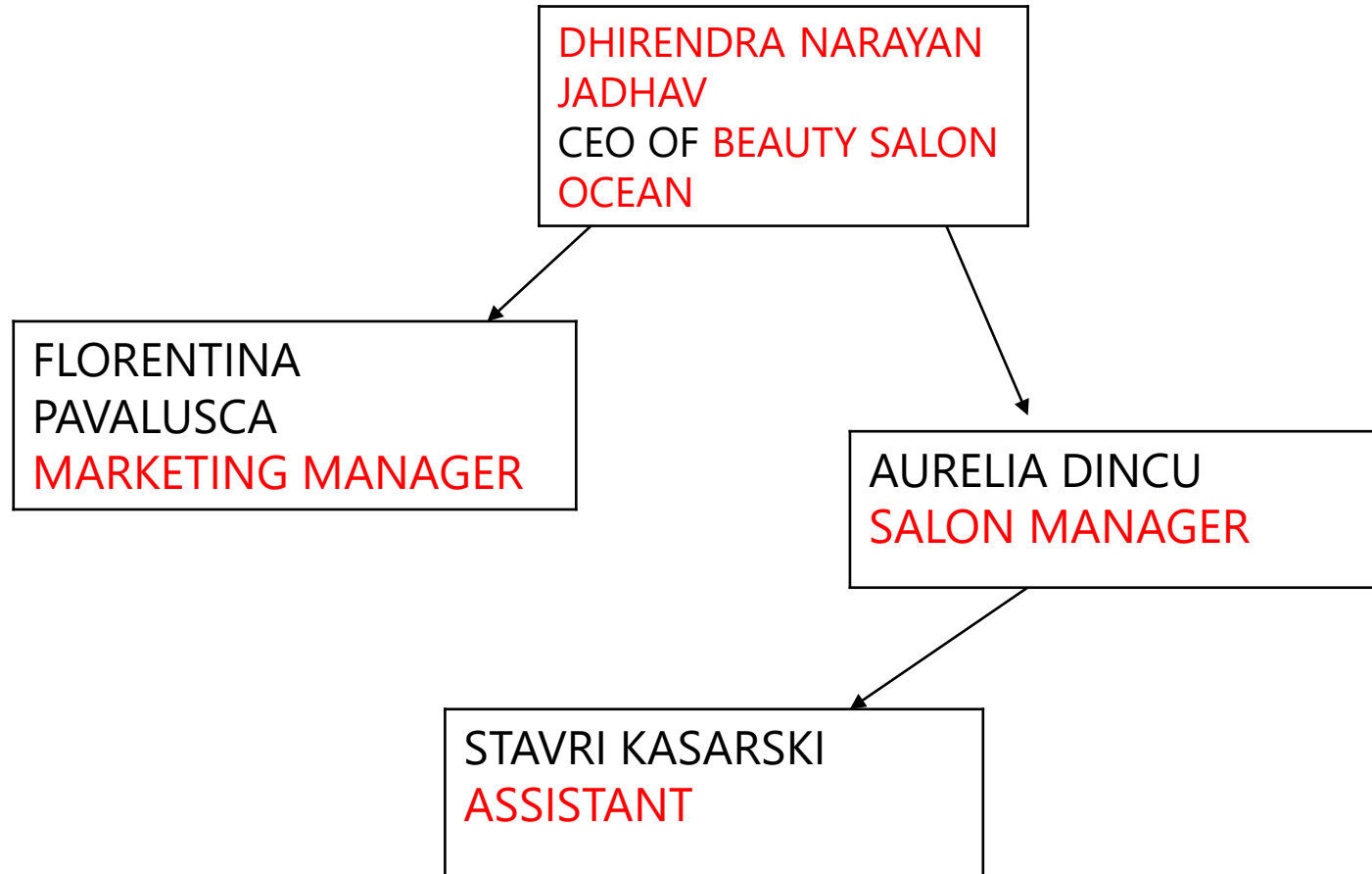
To meet customer satisfaction.

Achieve business targets.

Mission and Vision

- Our mission is to provide quality service at an affordable price to every person.
- Our vision is that we believe that everyone should be able to follow their own style and take inspiration from any global trend. We believe in following the highest international standards and we believe that these should be brought to you.

Business Structure



Product or Service Description

‘0 Skin Signature Facial’

- This advanced luxurious whitening and brightening facial treatment gives skin back its youthful glow.
- Highly effective , it immediately lifts dullness and the dark spots while immersing the skin in moisture.
- This treatment includes the microdermabrasion , extractions and facial and brow threading

Marketing Analysis and Trends

One of the most powerful 2021 marketing trends for beauty salons is live content! Features like Facebook live open a whole world of opportunities for engaging with your beauty salon's followers. Say you live stream a makeup treatment and explain the steps as you go to your followers.

SWOT Analysis

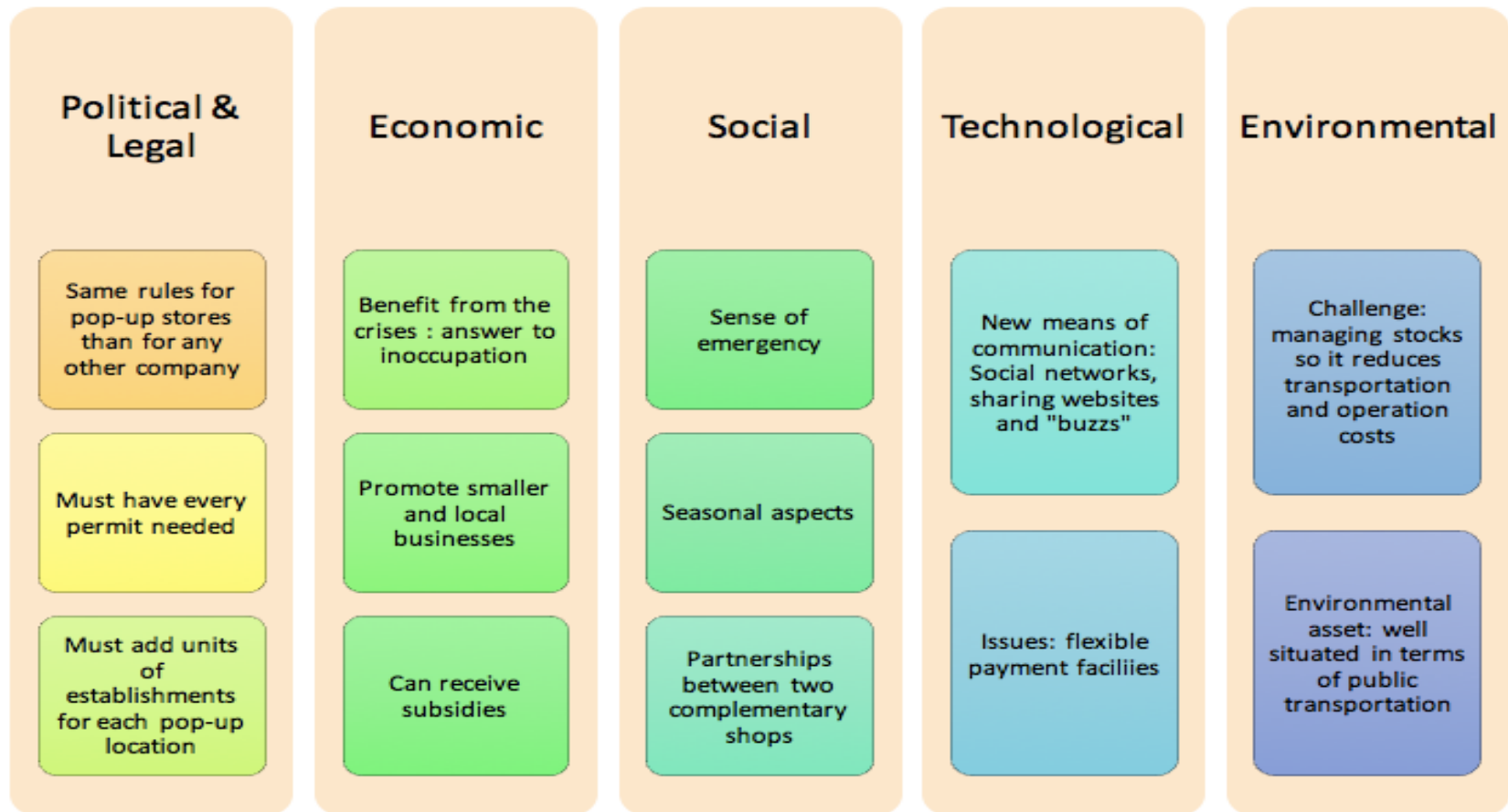
STRENGTHS:
HIGH QUALITY OF
PRODUCTS AND
SERVICE

WEAKNESS: DEPENDENT
ON RELATIONSHIPS
WITH SUPPLIERS

OPPORTUNITIES:
PRODUCT INNOVATION
AND NEW GROWTH
PLATFORMS

THREAT:
LARGE NUMBERS OF
COMPETITORS IN
BEAUTY SALON
BUSSINESS

PESTLE Analysis



Operations

Salon hours are:

Monday
Tuesday
Wednesday

Thursday
Friday
Saturday

Total productive hours

62 per week

With 16 stations =

992 revenue productive hours

X Aver. service \$28. per hour is

\$27,776.00

X .8 productivity

\$22,220.80 revenue producing \$

X 4 weeks (month)

\$88,883.20 revenue producing monthly \$

X 12 months

1,066,598.40 revenue producing annual

Retail at 35% of service sales is

\$373,309.44 annually

+ 12 months

\$31,109.12

+ 4 weeks

\$7,777.28

+ 6 days

\$1,296.21 daily retail

Service annual dollars

\$1,066,598.40

Retail annual dollars

\$373,309.44

\$1,439,907.84 maximum productivity

Technology Plan

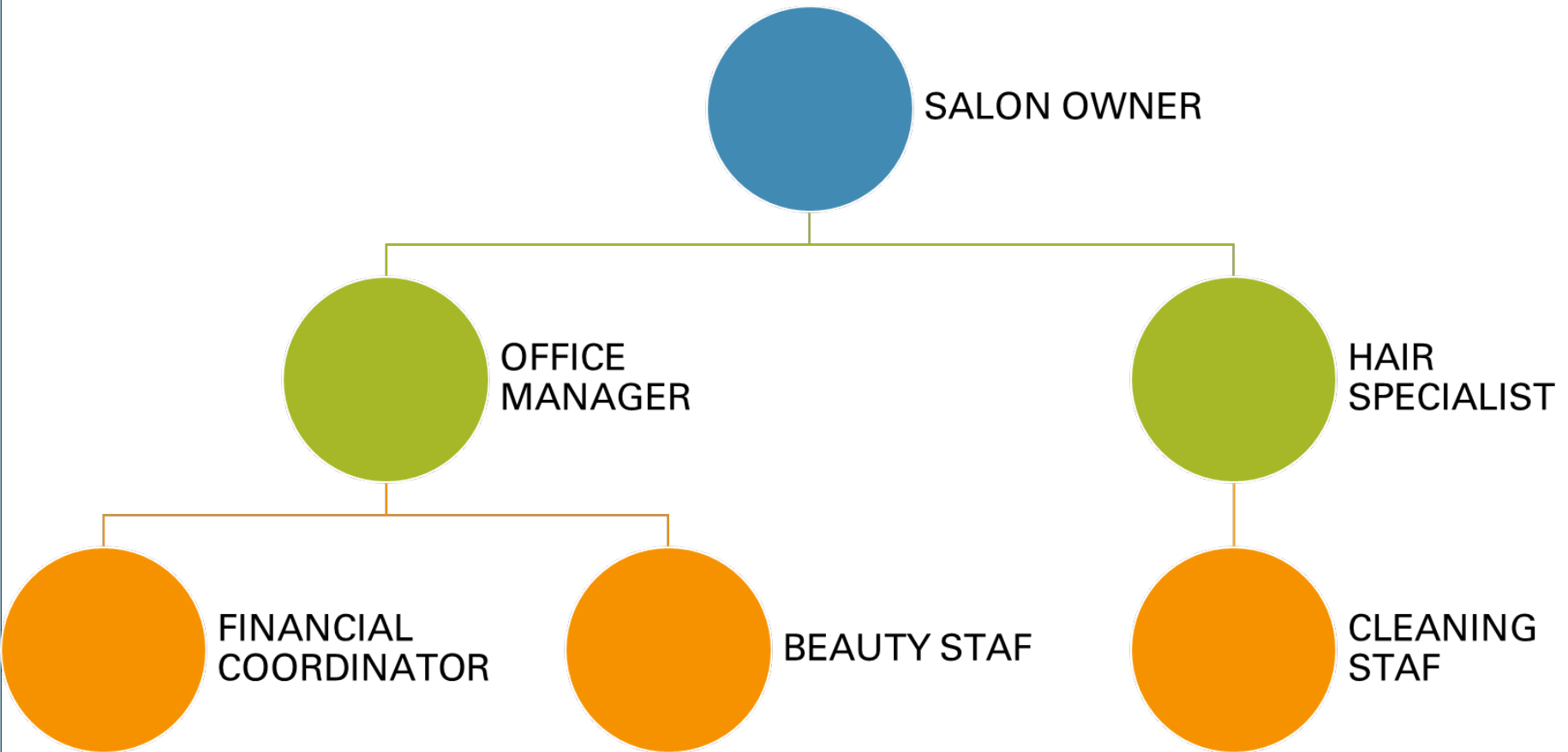
BRAND
COSTINCENCY

WEBSITE

SOCIAL
MEDIA

CUSTOMER
MARKETING

Management and Organization



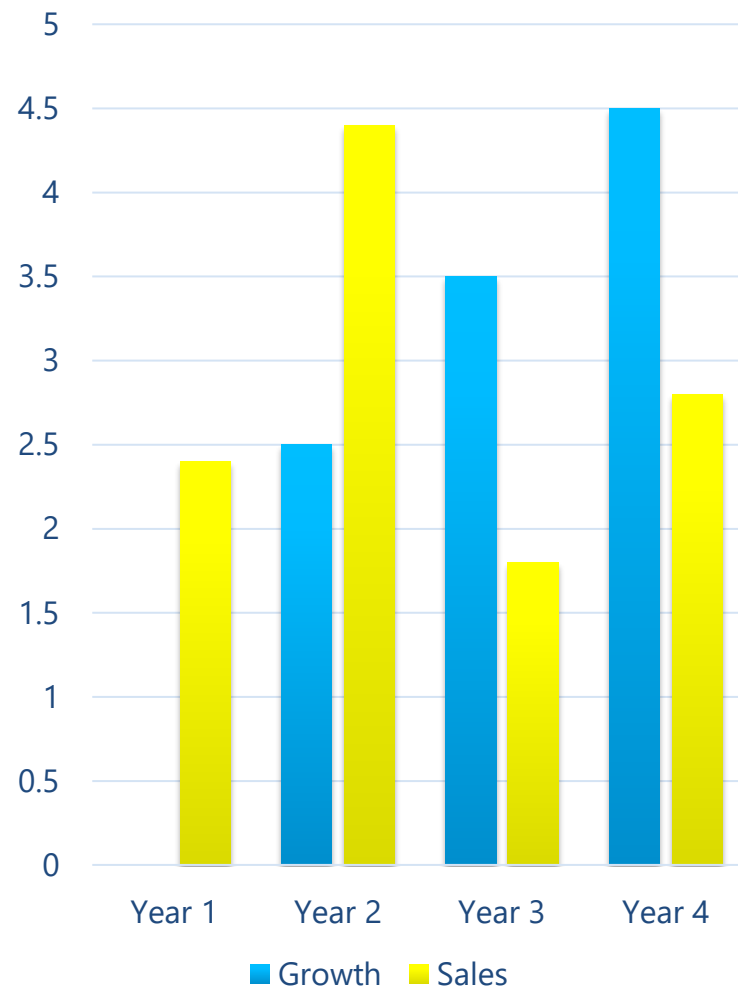
Development

Exit plan

Milestone {dev}	Sstrategy
To follow customers reviews to understand the salon we manage how it looks through the eyes of our customers. Keep eyes on the budget and focus on making target achievements.	• Tracking turnover • Monitoring costs • Analysing staff performance • Saving the profit • Offer referral Discounts
Make regular meeting with the staff to share vies and discuss new opportunities and making new decisions.	Using social media as a free platform to advertise products, and where the salon is located which will increase customers and reduce cost!
Creating future and investing a little amount of budget for new products for the salon	Provide feedback after each session to track customer satisfaction.

Financial Data

Beauty Salon, Inc			
Balance Sheet			
At December 31, 2015			
<u>Assets</u>		<u>Liabilities</u>	
<u>Current Assets</u>		<u>Current Liabilities</u>	
Cash	\$ 949.50	Accounts Payable	\$ 5,000.00
Accounts Receivable	\$ 11,948.00	Unearned Revenue	\$ 200.00
Supplies	\$ 20,500.00	Total Current Liabilities	\$ 5,200.00
Prepaid Rent	\$ 8,400.00		
Prepaid Insurance	\$ 6,000.00		
Total Current Assets	\$ 47,797.50	Note Payable	\$ 15,000.00
Equipment	\$ 25,000.00	Total Liabilities	\$ 20,200.00
Less: Accumulated Depreciation	\$ (5,000.00)	Stockholders' Equity	
Total Long-Term Assets	\$ 20,000.00	Common Stock	\$ 30,000.00
		Retained Earnings	\$ 17,597.50
Total Assets	\$ 67,797.50	Total Liabilities and Stockholders' Equity	\$ 67,797.50



Profit and Loss Account

Account name-	nov	dec	TOTAL		7750,00		
Rent - total	£150,00 £150,00	£500,00 £500,00	£650,00 £650,00				
- refund - repairs		£36,00 Click to add text	£36,00		£1.124,75+£750,00- £1.369,75=£505,00 – LOSS £400,00+£36,00= £ 436,00-PROFIT		
- labour	£400,00		£000,75				
-parking fee		£25,00 £ 63,75					
- apportion		£25,00					
on	 Prifysgol Cymru Trinity Dewi Sant University of Wales Trinity Saint David		Trawsnewid Addysg; Trawsnewid Transforming Education;				
05/12/2021							
-total	£750,00	£1.124,75	£1.369,75				

Cash Flow Statement

Cash sales	£190,000,00
LESS: cash expenses and payments of accrued exp.	£-80,000,00
LESS :taxes paid in the income statement	£-42,000,00
CASH flow from operations	£68,000,00
CASH flow of investment(+/_working capital ,equipment)	£-27,000,00
FREE cash flow	£41,000,00

Balance Sheet

Income statement for XYZ business for the period ending 31st of December 2010

	Budgeted \$	Actual \$
INCOME		
Services rendered	<u>100,000</u>	<u>94,600</u>
EXPENSES		
Salaries	25,000	25,000
Telephone & internet	6,500	6,500
Water & electricity	14,000	16,000
Property rates and taxes	1,000	1,000
Insurance	7,300	7,300
Advertising costs	1,000	1,000
Fuel	1,800	2,500
Stationery	500	412
Bank charges / interest paid	600	654
Tax expense	<u>3,000</u>	<u>3,414</u>
NET PROFIT	39,300	30,820

Conclusion

INTEGRATING EMAIL INTO YOUR SALON ADVERTISING PLAN INCREASE OVERALL SALES AS WELL AS ENHANCE CUSTOMERS, ENGAGEMENT AT LOW-COST, WITH A MINIMUM SPENDING ON TIME AND EFFORT.

Beautysalonocean@yahoo.com

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2. C. B. Stabell and Ø. D. Fjeldstad, "Configuring Value for Competitive Advantage: On Chains, Shops, and Networks," *Strategic Management Journal*, 19, 1998, pp. 413–437.
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6. T. Stuart, "Beatrice Companies—1985," in D. J. Collis and C. A. Montgomery, *Corporate S*

Thank you!



Any Question?

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Stavri Kasarski (2022849)

Business Plan

Hair and Beaty Salon

As member of the business in Hair and Beaty Salon, in this report I will be explaining my individual business plan, including my power point slides from our group presentation.

Why Business Plan is important?

The Business Plan is important because, it allows to see all moving sides which are been involved in the business into one portion! Also, the decisions can be managed more easily because, it shows what need more attention and action can be made and what could hold. Also, the business plan will help how to determine how to allocate the time, energy, and the resources the business has. Every business must have clear vision and realistic goals for the growth and progress of the business!

The business plan will make positive impact on all business because, it will give the opportunity to create clear vision, goals, and objectives for the future of the business. Also, by having a business plan as a guide, this will create automatic alert to focus the attention on both operational and financial objectives.

The business plan is highly important and tactical tool for businesses. A good business plan does not support only entrepreneurs to focus on certain ideas necessary for them to make business ideas and plans successful, but it also helps them to reach short -term and long-term aims.

Two Advantages to write a Business Plan

1. To help identify any potential weaknesses:

By having a business plan allows you to identify possible dangers in your idea. Also, the business plan can be shared with others who can give you're their opinions and advice to compare ideas. Analyse professionals and experts which can provide you invaluable support and share your plan with them.

2. To make sound decision:

Entrepreneur, having a business plan allows you express and zoom on your business plans, strategies and targets. The concentration is not only on financial matters, but also on management problems, human resources planning, technology and creating value for your customer.

Responsibilities

As an assistance in the business Hair and Beaty Salon for the best for the business, I will keep aye on the balance sheets regularly to keep the business updated with all expenses, salaries, equipment's and more expenses for the business. Also, my main aim is to analyse the profit and loss account to track where we are making more loss or profit. However, is very important to track the lost and the profit stage because this is the most important part for our business, and our main target is eventually to increased profit and decrease expenses!

Yearly I make all financial data the business when through the year by assessing all financial information the business has made and all flow of budget which is coming in and out of the business. I analysed all assets and liabilities through the year and coming with a bar chart for analysing how our salon is running by tracking our sales and growth during each year. By tracking the path of the business by using bar chart makes my job easier and more accurately by creating relevant information and keeping record for future comparing with previous year for finalizing our progression for each year. Also, I used the cash flow statement to track the cash which we have in the business and for what we use it.

Financial Data

The financial place of a business is vital to all conclusions that it takes. The financial information, a business must be able to recognize what opportunities it can allow when making decisions. The financial data can be used to estimate how decisions will impact on the business's cash flow and assess any further decisions for future.

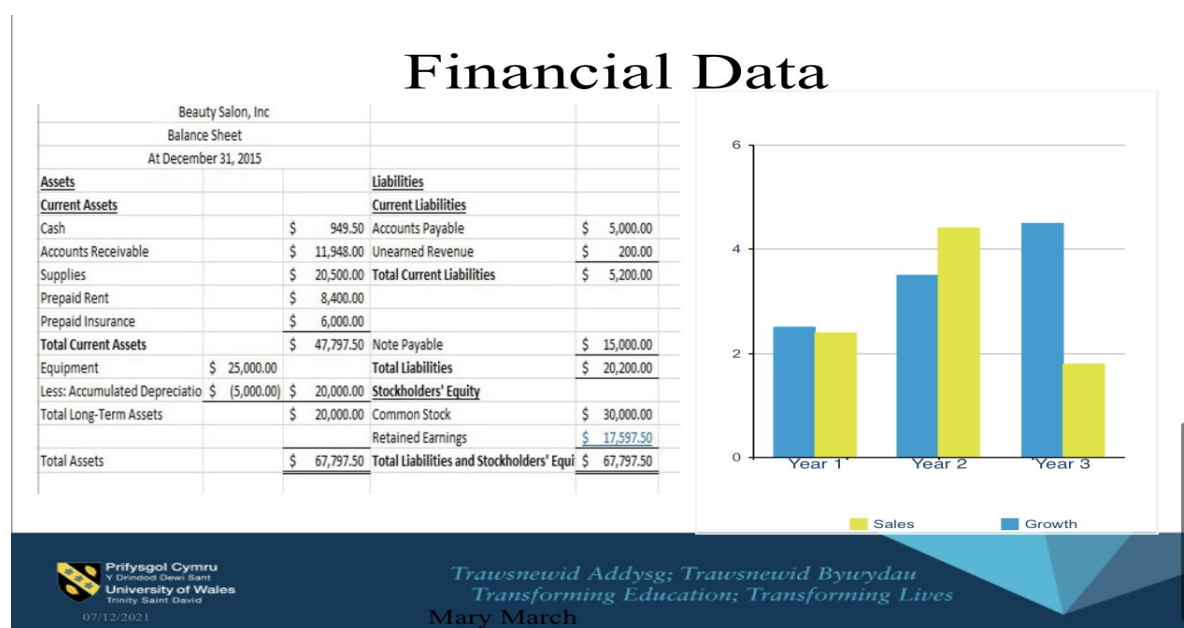
By using if financial data frequently involves the use of percentages and percentage variation calculations over time. This allows a business to see movements and make assessments, which can be supportive when making decisions.

The financial data helps our business to clime better because, this helps to improve and understand business processes so we can minimize wasted money and time which is very important! However, this allows to follow each liability and assets, and this keep us always updated.

I've used the financial data to create information about the assets and the liabilities the Beaty salon has. Also, I create a chart to follow the salon's growth through the years by targeting the sales and the growth of the business!

As a part of the business, I have the responsibilities to keep eye on the progression and I analysed that our business has positive impact because we increased our sales each year and our growth as a business.

The Financial data provides a clear information for the financial situation of the business and can help to prevent loss of profit and spending for something which will not lead the business into successful.



Profit and loss Account

The profit and loss statement states to a financial statement and show a clear vision on the revenues, costs, and expenses experienced through a certain period, usually a quarter of a financial year. These financial reports provide information for the business ability or incapability to create profit by increasing revenue, reducing costs, or both. Those financial statements are often presented on a cash or accrual basis.

The picture below shows important information for the expenses and profit the business has. A very important element is to track profit and loss account because it helps to analyze the performance of the Salon.

The profit and loss account gives information for the enterprise income and expenses! This results in net profit and net loss. However, as assistance in the Hair and Beauty Salon this helps me to evaluate the performance of an enterprise and to provide a basis for the forecasting future routine. Also, the profit and loss account presents different activities such as revenues and expenses which are, particularly helpful in assessing the risk of not achieving the exact income level in the future. Additionally, the profit and loss account delivers information which is required to determine tax obligation. The profit and loss account provides the right information about net profit or net loss of the business for an accounting period. So, it is very useful to know the financial condition of the business. One of the most important benefits of creating a profit and loss account is to follow business performance in terms of actual profit or loss. Net profit or net loss for a specific period can be analyzed by the help of a profit and loss account. The profit and loss statement is a financial statement which illustrates the costs, revenues, and expenses incurred through a definite period. However, the profit and loss statement is one of three financial statements each public business prepares periodically and yearly, along with the balance sheet and cash flow statement. If used together, a profit and loss account statement, balance sheet, and cash flow statement provides an in-depth look at a business's financial performance all together.

Profit and Loss Account

Account name-	nov	dec	TOTAL	7750,00
Rent	£150,00	£500,00	£650,00	
- total	£150,00	£500,00	£650,00	
-refund		£36,00	£36,00	£1.124,75+£750,00-
- repairs			Click to add text	£1.369,75=£505,00 -LOSS
-labour	£400,00		£000,75	£400,00+£36,00=
-parking fee		£25,00	£ 63,75	£ 436,00-PROFIT
-		£25,00		
-total	£750,00	£1.124,75	£1.369,75	

Cash Flow Statement

The cash flow statement represents information for sales, cash flow from operations, taxes and more. I've generated that statement to track more easily the wave of the business and to track its cash flow for more prospective decisions and ideas.

The cash flow statement is very important part of successful business because it measures our cash inflows or cash outflows during the given period. Also, the cash flow statement is very important because there are different payments which Hair and Beauty Salon makes and are not reflected in the profit and loss statement of the business, whereas the same is present in the cash flow statement. The cash flow statement is very vital tool management because all the cash which the business is spending can be clearly investigate and determinate by its information and can be easily analysed.

The cash flow statement shows the cash situation of a business at the time of making payments it straight helps to verify the fluidness position, the identical is applicable for profitability. The cash flow statement is one of the most useful financial statements! The cash flow statement allows business to keep eye on their cash balance which gives them more accurate information and shows the stability and what opportunity's the business will have in the future and in what can invest to increase sales. However, every business should have their cash flow statements as a recommended idea because gives positive impact on the business.

Cash Flow Statement

Cash sales	£190,000,00
LESS: cash expenses and payments of accrued exp.	£-80,000,00
LESS :taxes paid in the income statement	£-42,000,00
CASH flow from operations	£68,000,00
CASH flow of investment(+/_working capital ,equipment)	£-27,000,00
FREE cash flow	£41,000,00

Balance Sheet

Balance sheet is the financial statement of the business! The balance sheet includes liabilities, assets, equity capital, total debt, etc.

Balance sheet is very important for our business because, it keeps us informed about the business financial standing. However, a balance sheet can give a huge opportunity if the business is not running very well, and we are out of budget. Balance sheet documents let the banks know if our business qualifies for an additional loan or credit which can help the business. A balance sheet allows us to understand better where funding will go and what we can expect to receive in the future and to understand quickly how our business is worth. The balance sheet helps to analyze the financial position of the business by discovering the information about assets, capital and liabilities. The financial situation of the business can be gained with the help of data and information for the current assets and liabilities by creating a balance sheet.

The balance sheets and data are very important to calculate different financial information, and current ratio. The financial information helps to identify and measure the sustainability, profitability, and liquidity of the business. The balance sheet helps to compare the current financial situation of the business with the financial data of the period. Also, the main progress can be defined, future and decisions can be made accurately.

A business makes its stability sheet in the account form, it means that the assets are shown present on the left side or debit side. However, the liabilities and owner's equivalence are shown on the right side or credit side.

Our balance sheet allows us to organize the view of our current liabilities and including the short-term debt in the payable form of the accounts. This is a service or an inventory which has been purchased from different businesses, and our grown expenses. These are items, for example, employees, wages or taxes, that will eventually become due.

The balance sheet outlines also the long-term debt, for example, loan. For a business owner, those accounts and figures could be compared for the assets which have been owned. However, they often include land, cash, prepaid accounts, equipment, inventory, and accounts receivable, which are the services or goods which have been provided to the customers that still need to be paid for it.

Zooming at the items can help the business owner to determine which liabilities are a priority which are being taken care of and which assets are being adjusted or collected to help the business's cash flow.

We know how big the business world is and there are many helpful ratios which people use to determine a business's long-term profit and short-term financial outlook. Those numbers are mainly of interest to the concerned for the credit or stability of the business and those who are considering purchasing the business or the shares of it. Those ratios have an impact which includes the current ratio and the liquidity and acid test that financial information can be calculated and analyzed from the company's and business's balance sheets. However, this brings a positive impact on the business by using the balance sheet for accurate data analysis.

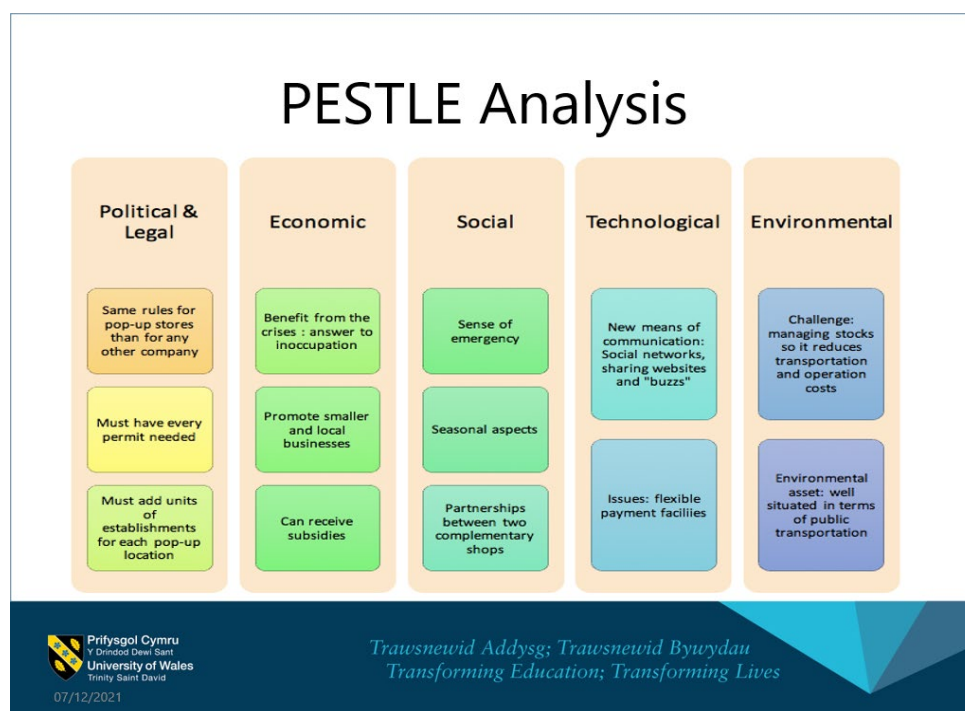
Example of profits on the Balance Sheet

Assume that you own and activate a sole proprietary. You afford a service to a client and earned profits of 900 pounds and have no expenses. The one of the business assets goes up and the responsibilities did not change. In result, the owner's equity increases. Accountants do make an income statement or Profit and loss account to report the incomes and expenses.

Balance Sheet

Income statement for XYZ business for the period ending 31 st of December 2010		
	Budgeted \$	Actual \$
INCOME		
Services rendered	<u>100,000</u>	<u>94,600</u>
EXPENSES		
Salaries	25,000	25,000
Telephone & internet	6,500	6,500
Water & electricity	14,000	16,000
Property rates and taxes	1,000	1,000
Insurance	7,300	7,300
Advertising costs	1,000	1,000
Fuel	1,800	2,500
Stationery	500	412
Bank charges / interest paid	600	654
Tax expense	<u>3,000</u>	<u>3,414</u>
NET PROFIT	39,300	30,820

Name and student number: Dharendra Narayan Jadhav



The beauty industry is diverse, comprising more than just makeup and skin care products. You can't forget about the small stuff, toothpaste and deodorant. But even though the products in this industry are endless, they all focus on selling one specific idea: *a better you*.

Beauty brands supply the tools to improve your appearance and, by proxy, your feelings about yourself. Toothpaste makes your breath smell better. Deodorant stops body odor. Makeup makes lips bigger and erases dark circles.

Beauty brands know people need products for certain occasions too, like when job hunting or when meeting up for a spicy date at that New Mexican restaurant around the corner. But what this really means is that everyone wants to impress someone – even if it's only themselves.

But it's not all fun and games. Every company selling beauty products are liable to follow strict regulations and [this PESTLE analysis](#) of the beauty industry confirms dives deeper into these facts.

Political Factors: Strict guidelines

Product safety is a hot topic in the United States. It's more openly discussed in the cosmetic segment of the beauty industry since these products are designed for skin-to-skin contact. A bill called the Personal Care Product Safety Act allows the FDA to have a more "hands-on" approach to ensuring product safety. Companies will need to report ingredient statements, recalls, and register manufacturers.

Additionally, many brands in this industry either import ingredients from other countries or sell directly on foreign land. They're required to follow all political and legal requirements in whichever country they're in, and it can be tricky. For example, Europe and Canada have harsher ingredient requirements. Out of 1328 cosmetic ingredients, they've banned over 500. If the product contains any of these ingredients, they won't be allowed across the border. The FDA has a big job to ensure the safety of all ingredients.

Economic factors: A recession-resistant industry

Unlike many others, the beauty industry is quite resistant to economic recessions. It even survived the Great Recession of 2008. Sure, customers became more price conscious, deciding to buy only what they need for survival, but that's the thing. Beauty products have become a necessity like eating or having a roof over their head. People will always feel the need to have shampoo and soap in their bathroom.

But in 2015, The United State's beauty industry generated over \$56 billion dollars, with hair care leading the way. Skincare was a close second and now expects to reach over \$11 billion this year. It's not just women; men are spending more of their paychecks on products to clear their acne and get rid of scars. [Forums and subreddits are popping up over the internet](#), discussing the best routines for flawless skin.

Social-

Sense of urgency- time treatment

Seasonal aspect-keeping with the new and seasonal trend .

Wise waste disposal. Free charity hair cuts for seniour citizens

Technological factors: 24-hour access

[The internet really did revolutionize the beauty industry](#). You can buy almost any product and get it delivered to your home in a day or two. That's good and bad for big name [brands like L'Oreal](#) and Dove. I say these two, because they've been in the beauty game for decades. And once upon a time, they were only fighting amongst similar brands to keep their products on the shelves.

But now?

[Any new beauty brand can sell their products through Amazon](#) or set up a shop on Etsy. Many sell directly through their site (e-commerce) with no plans to ever put their products in stores (it's both expensive and extremely difficult to get shelf room in retail stores). Sure, the big brands are well-known with a higher chance of keeping their customer base, thanks to brand loyalty. But these new shops offer exactly that: *something new, shiny and often – niche*.

Legal factors: Two major acts to follow

Ingredients in the beauty industry are tricky. They can be FDA-regulated without also being FDA-approved. [The Federal Food, Drug and Cosmetic Act \(FD&C Act\) and the Fair Packaging and Labeling Act \(FPLA\)](#) are the leading laws in which the beauty and cosmetic industry must follow.

The FD&C monitors ingredients based on their use while the FD&C ensures there's misinformation branded on the products. If there are issues, the product may not reach shelves. They may even require a recall.

environmentle

The beauty industry is focusing more than ever to try and go "green." Their packaging is becoming increasingly eco-friendly for less stress on the environment. But there's still a growing issue with heavy plastic usage within the cosmetic and skin care segments.

In skin care, an ingredient called "microbeads" were sweeping headlines for a while. These beads exfoliated dead skin cells from the face. But, they're made of plastic and horrid for the environment.

Outside of skin care, the type of ingredients used in everything from shampoo to spray deodorants can have a nasty effect on the environment. Even though brands are taking steps

operations

As a salon business we must operate the shop very moderately according to the needs and timings of customers, with keeping our shop floor flawlessly running with maximum minimum staff. Evry time.

The timings will be from early morning to late evenings to cover maximum service time to gain more customers and offer our services.

2 staff will start the morning opening and then 2 more staff will joint in some time Then afternoon session will be busier so will have maximum capacity for fast and quality service as promised

The opening timings are Monday to Sunday 8 to 8

Then each person takes day off on rota basis.

Will offer all services everyday depending upon the booking diary

Technology in salon services

This includes, but doesn't just mean using a salon information system. In reality, technology can help you run most every aspect of your business. Information systems, virtual imaging and physical technologies used to protect, texturize and style your client's hair are just some examples.

Webcams-

Webcams are another neat invention. A web camera is basically a window into the world of the hair stylist, giving clients a new perspective of the world that they have. Some use web cameras to show people how they work their magic in the hair salon.

Hair colour management

Technology is even finding its way into the color room.

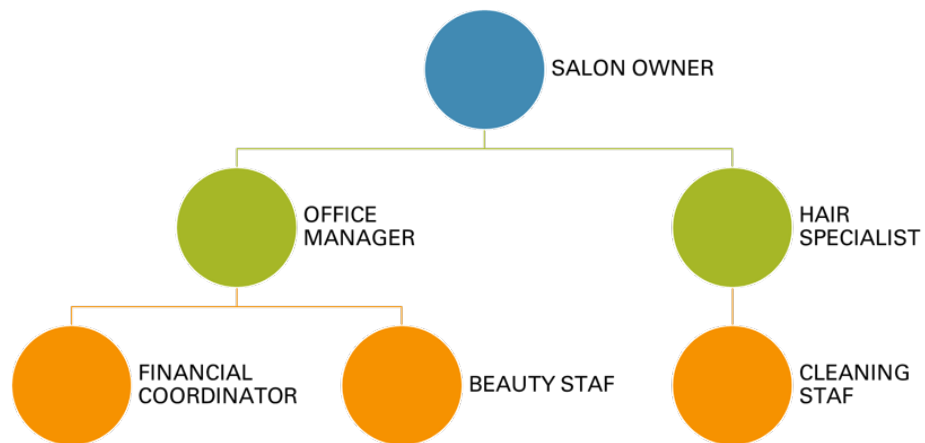
Recently, a team that supplies 60 percent of the color formulation for the paint and ink industry got to thinking: why can't the same technology be applied to ensure error-free, waste-free hair color dispensing at the salon? The result of that conversation is SureTint, which early independent testing shows is up to seven times more accurate than conventional mixing. Providing guidelines for new colorists while giving experienced colorists freedom to create new formulas, the SureTint system also captures important data.

Or codes loyalty cards these are some options

Management and organisation

This is the hierarchy of salon 1 – md

Then all no of staff 7 total makes 8 the run all day 24/7 operation to gain profit and achieve goals



Development and exit strategy

Make Your Salon Recognizable With Efficient Branding

Make Your Salon Accessible Choosing the Good Location

Choose The Right Focus

Hire the Right Salon Staff

Do Not Neglect Online Presence

Developing a business strategy for your salon is the process that's full of ups and downs. A successful strategy is always a combination of intuition, market research methodologies, luck, modern software, and god knows what else. The best possible advice is not to rely on a single approach and try to combine them differently to find your recipe for success. Just remember to keep abreast of life to ensure that you follow the latest trends and your business strategy corresponds to the best modern practices.

Exit strategy

- Prepare your finances. The first step to develop an exit plan is to prepare an accurate account of your finances, both personally and professionally.
- Consider your options. Once you have a complete picture of your finances, consider several different exit strategies to determine your best option.
- Speak with your investors. Approach your investors and stakeholders to share your intent to exit the business. Create a strategy that advises the investors on how they will be repaid.
- Choose new leadership. Once you've decided to exit your business, start transferring some of your responsibilities to new leadership while you finalize your plans.
- Tell your employees. When your succession plans are in place, share the news with your employees and be prepared to answer their questions.

Name and student number: Florentina Pavalusca (2028438)

Lecturer : Mushfiqur Rahman

CertHE Skills for the Workplace

Managing Enterprise in the 21st Century

Module code: BMSW4006

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Task 1: Business Plan

Introduction

The purpose of the report is to establish the business plan for the Beauty Saloon Ocean. This is referring to contemporary hair and also the beauty salon. There will be the professional service of the hair dressing for the ladies, children and gents. The company is ensuring that there will be the facility of the stylish and classic hairstyling service along with the beauty treatments as well as the friendly service that will come from the professional staff. The packages are included with the personalized service to the door and all of the treatments are included with the quality products as well as the exceptional professional and reliable service for the experienced therapists and beauty technicians.

Business Description and History

The beauty salon was started in 2019 and the service that will be provided for the company will be included with hairstyling for women, men as well as kids. Different types of the services are included with Hair Coloring, Hair styling, Hair Cutting, Shampoo and Massage, Makeup, Hair Consultation, Pedicure, Manicure.

Aim and Objectives

The main goal for the company is to attract 10 to 15 clients every week. The consumers who will come for the first time in the company will be attracted to the service and they can come again to take the services.

The company will have a professional hair stylist that can make the styles of the hair as per the requirement of the consumers. However, the company has the aim to satisfy the consumers in a proper way.

Beauty Saloon wants to increase the money by allowing the celebrities to come on a monthly basis and the aim is to increase the money by 10% every year.

As the aim, the company will also include the celebrities on the monthly basis that will be helpful for increasing the profit for the company.

Mission and Vision

Mission - Provide quality service at an affordable price for everyone.

Vision - Believe that everyone has to be able to follow their own style and also take inspiration from the global trend.

Through the mission and vision, the company wants to maintain the highest standard in the international market and this is making the organization a valuable organization in the market.

Business Structure

The CEO of the beauty salon is Dhirendra Narayan Jadhav. The marketing manager for the company is Florentina Pavalusca. As the salon manager, there will be Aurela Dincu and as the assistant there will be Stavri Kasarski.

Product or Service Description

There will be the specialty of the “0 Skin signature facial”. This is the advanced as well as luxurious brightening and whitening treatment for the facial that can give the youthful glow. This will be highly effective. Through this facility, the dullness as well as the dark spots of the skin will be removed and the skin will be moisturized properly. This is referring to the treatment that is included with brow and facial threading, extractions and also microdermabrasion.

Market Analysis and Trends

It has been found that one of the powerful trends of the market for the beauty salon is referring to the live content. There is Facebook and its live option that is making the opportunities to engage with the followers of the beauty salon. With this facility, the company can also provide the makeup treatment as well as the company can explain the different steps of the treatment through this.

SWOT Analysis

Strengths - High quality of the products and services is the major strength for the company. The services of the beauty Saloon can be included with wax, make-up and treatment of the anti-age. In these categories, the operations are included with the removal of the face hair, brows good grooming hair, removal of the anti-aging facial, french instant radiance facial and eye contour as well as the anti-aging treatment for the eyes.

Weakness - Dependency on the suppliers is making a major weakness for the company because if the supplier cannot provide it in the proper time, this is leading to the disruption of the service for the company.

Opportunities - Using the products with the proper innovation of the services is making the major opportunities for the growth of the business.

Threats - There are large numbers of competitors in this industry. So, this is making conditions very difficult for the company. There are almost 41,000 beauty and hair businesses all over the

UK. So, it makes clear how much competition is there in the market of the UK (National Hair & Beauty Federation, 2017)

PESTLE Analysis

Political - Tax is charged for the total income and this is impactful for the Beauty Salon. The law of the environment is also applicable for the beauty salon. The control of the population will have to be followed by the company that was established in 1974. The act of the environmental protection in the UK is allowing the control for the waste management for the organization (Field | Working towards a cleaner and healthier environment, 2021).

Economical - The economical area is involved with the inflation as well as the interest rates. It has been seen that the overall rate of the inflation has dropped and this has fallen by 0.4% in 2020. On the other hand, the prices for hairdressing have increased. So, this is reflecting on the difficulties for the process of Beauty Salon because the company wants to deliver the service affordable (O'Brien, 2020).

Social - The people with the young age like to do different types of the styles in hair and the young ages. So, this is very beneficial for the company to target the consumers with the young ages. Women also like to do different types of wax in the UK. So, this will also be beneficial for the company to target the consumers. The company will face the difficulties for the social isolation as well as maintaining the social distance in the UK that is a very concerning factor in the UK.

Technological - In this area, the automation as well as the change rate is important. This is playing a vital role in making the company successful. There are different types of the technology supporting activity and these are very beneficial for the company in making the business. This will allow the company to use different types of the technologies for hair cutting, spa and the other types of the beauties (iSalon Software, 2021).

Legal - Under the consumers law of the UK, the company should protect the consumers during the taking of the services from the organization. The company is supporting the consumers protection properly that is very important for the organization. This is the law that is helpful for the consumers to avoid the risks (GOV, 2021). The law of the discrimination in the UK has to followed by the company that is important for the protection of the staff ion the organization. This is also helpful for the employees in the time of the work in the workplace (GOV, 2021).

Environmental - There are the major concerns regarding the recycling of the waste products and there is also the concern regarding the pollution. So, the company should use the products that can

be recycled and the company should use the products that cannot reduce the pollution around the locality. So, this will also be a beneficial approach for the company and this will also be helpful in making the proper business in the organization.

Technology Plan

Brand Consistency - The company will have the focus on the consistency of the products as well as the services. So, this will maintain the consistency of the brand also. The proper advertising through the different types of the channels will ensure the consistency as well as popularity of the brand.

Website - Through the website, the company will provide the plan for the treatment packages. The customers can communicate through the website with the company that will make the satisfaction among the consumers.

Social Media - Social media will have the major role in the plan of the marketing of the new types of the services. Through Facebook the company will provide a short clip regarding the process of the services. The company will provide their different types of services through Facebook also. The discounts and the other types of the offers regarding the saloon services will be provided for the consumers.

Customer Marketing - It will be very important for the business. The company will target the consumers and they will maintain the emotional relationship with them. There will be the facility of direct marketing. When the consumers make positive feedback about the service from the company, the other client can be attracted to the company.

Management and Organization

The management team of the company is involved with the salon manager, office manager, hair specialist, financial coordinator, beauty staff as well as the cleaning staff. The management team will be responsible for the proper balance work in the organization.

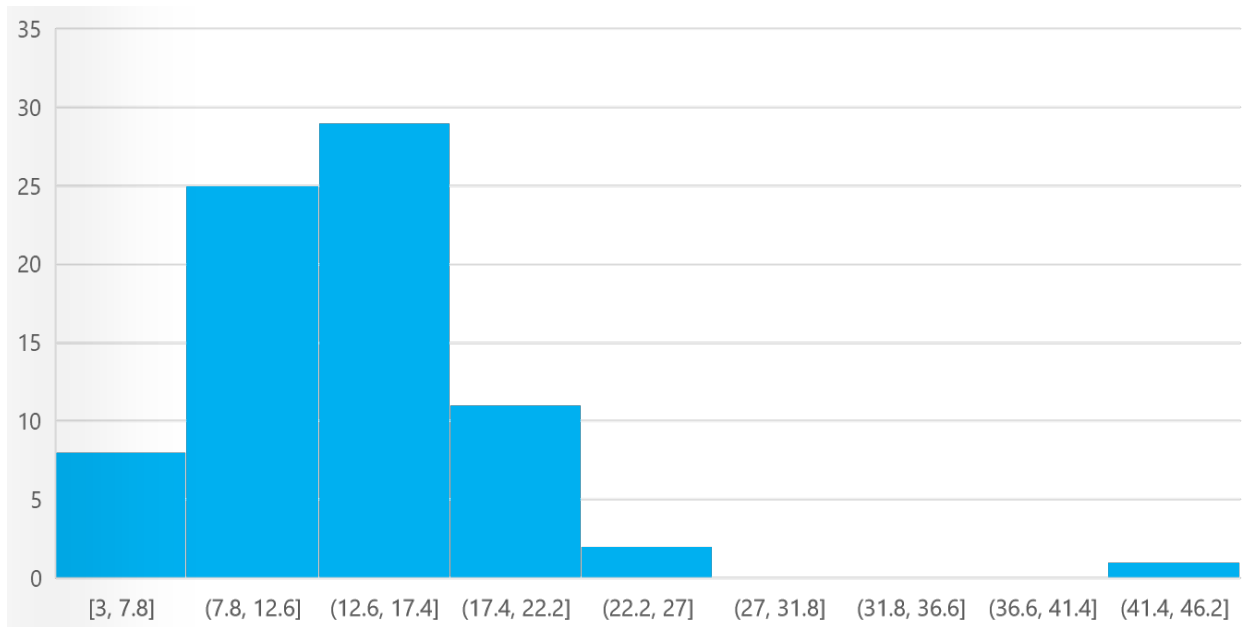
Social Responsibility and Sustainability

There are the different types of responsibilities for the company that are included with the company that will give the clients the pedicures as well as the manicures. The company is ensured that the personal workstation will be sanitary and clients. The tools will be sanitized properly for ensuring the safety of the clients. Ensuring the safety services will reduce the health risk for the consumers. Through social responsibility, the company is making sustainability and this will also work for the future.

The company will have the plan to focus on their milestone with their different types of the sustainable strategies. They are following the review of the consumers and through this they can understand how to manage the business properly. They will always keep the eyes on the budget and this will help for the better management of the business. They have the plan to introduce the meeting ion a regular basis that will be helpful for connecting with the staff properly and this will reflecting on the proper service of the organization.

Financial Data

The planning for the finance is helpful in determining the idea that can be sustainable and this will be helpful for the beauty salon for keeping in track of the financial health as the business is going for the maturity stage. This is included with the statement of the cash flow, income statement as well as the balance sheet (Молчанова, 2020).



1 year= investing 7%	2year= investing 25%	3year= investing=28%	4 year= investing=12%
Lost money= 3,78%	Lost money= 7.8,12.6	Lost money= 12.6	Lost money=22,2
Benefit=25%	Benefit=25%	Benefit= 29%	Benefit=12%

Profit and Loss Account

Account name-	nov	dec	Total
Rent - total	£150,00 £150,00	£500,00 £500,00	£650,00 £650,00
-refund -repairs		£36,00	£36,00
-labor	£400,00		£000,75
-parking fee		£25,00 £63,75	
-application		£25,00	
-total	£750,00	£1.124,75	£1.369.75

Cash Flow Statement

Cash sales	£190,000,00
LESS: cash expenses and payments of accrued exp.	£-80,000,00
LESS :taxes paid in the income statement	£-42,000,00
CASH flow from operations	£68,000,00
CASH flow of investment(+/_working capital ,equipment)	£-27,000,00
FREE cash flow	£41,000,00

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Balance Sheet

Income statement for XYZ business for the period ending 31 st of December 2010		
	Budgeted \$	Actual \$
INCOME		
Services rendered	<u>100,000</u>	<u>94,600</u>
EXPENSES		
Salaries	25,000	25,000
Telephone & internet	6,500	6,500
Water & electricity	14,000	16,000
Property rates and taxes	1,000	1,000
Insurance	7,300	7,300
Advertising costs	1,000	1,000
Fuel	1,800	2,500
Stationery	500	412
Bank charges / interest paid	600	654
Tax expense	<u>3,000</u>	<u>3,414</u>
NET PROFIT	39,300	30,820

Conclusion

This has been established in the report regarding the plan for the business that will be applied for the new services from the beauty salon. There are different types of perspectives that have to be considered by the company. The company is integrating the email into the salon advertising plan to increase the sales for the company and the company will have the plan to maintain the affordable pricing strategy that will be helpful for the better engagement to the consumers.

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NAME :DICU AURELIA ELENA
,STUDENT ID 2027950

MANAGING ENTRPRISE IN THE 21ST CEN-
TURY MODULE (BM SW4006_20N)
GROUP REPORT:BUSINESS PLAN

MANAGING ENTERPRISE IN THE 21ST
CENTURY MODULE (BM SW4006_20N)

GROUP REPORT: BUSINESS PLAN name:
AURELIA ELENA DICU, ID: 2027950.

(SLIDES DUET_1) introduction, 2) business
description, 3) aim and objectives, 4)
mission and vision, 5) business structure.

1)INTRODUCTION-BEAUTY SALON OCEAN

Beauty salon Ocean is a contemporary hair and beauty dressing service for ladies ,gents, and children, our salon provide a range of classic and hair styling services toughener whit beauty treatment and friendly services from Ur staff and in affordable prices with Ur time availability four your conveniences .In our company you can have access directly to as without appointment previously ,this is because our professional employees is open to accept you as quickly as possible without ,,today we don t have more place,, That way we are first in London ,four our services and our ability to hear from you as soon is possible .Just try whit as and you got repeat ,next time a promotional price 50%.In our salon we provide services for all ,we men four you and all your family . All our prices are conveniently, and we ensure exceptional services like

- **court hair, wax whit cream, change you colour hair, extensions hair etc. Just ask four your service. We have the address near a central location with all possible transports nearby. Normally we are preoccupied four our clients, sow here you will feel like VIP. Just call and give your time relax:07666668843_Reception Ocean Beauty Salon.**

To start a business always have to keep an account year what you want for your future. A open a business must be based on a strong financial capital, because you cannot know how it will work and you will need money to be able to cope with expenses, after we have to have a well-founded plan, verified by a professional to know whether or not it is worth to invest money that year business.

So it is important to carefully review the content of the plan and its structure, here you can help a safer professional, why is it so important? logical when you want to open a haircut for example, it's normal that you would like to know what are the gains , expenses, structure and many other things to revise. All these to happen if you are a calculated person, serious and in the mood to advance a future .I mint open a business just to have a lot of money and do not know what to do with them. So, pay attention.

SO, WHAT SHOULD BE TAKEN INTO ACCOUNT FROM THE GOOD ANCESTRAL, IS WHAT YOU WANT TO FOCUS ON. For example with a salon only with hair clippers, you cannot have high expectations, year exchange if you fire on a beauty salon with parqueted included as: nails, hair, make up, extensions, etc. ,you can expect a successful business. Why? for example one day 10 clients want a dyed hair, in another day false nails and make up, they if we have only focused on trimming, we cannot have many claims year the financial part.an conclusion opening a universal beauty salon is a better option.

2)BUSINESS DESCRIPTION AND HISTORY- First, the key to success in business is customer satisfaction. Performing an excellent service at a reasonable price, paying special attention to the products used, such as that a happy customer is a satisfied customer. So, OCEAN Beauty Salon aims to offer a pleasant atmosphere to their customers, which comes out happy and you can bring many benefits, presenting your business to acquaintances,

Secondly, because OCEAN Beauty Salon offers nail care, hair and a wide range of services offered that are affordable brings many other benefits and financial weight loss. However, staff they are well trained and qualified to do the good things like: haircuts, perms and nail repairs you can expect the due to the qualification

at a quantity beneficial to the business. Thirdly, location is also the most important. The reason being the salon is found at a place easily accessible more for customers and cheaper for the business itself. That's more than just choosing a building. Perhaps opening a business in the big city. A client is considered as the big picture, is the main pillar of the business and his satisfaction matters a lot. The reason being, by the state, a salon in the city (rent and other costs, and regulations, etc.), as well as a part of the city, are all that the person who wants to open such a business should have in consideration, apart from tax, rent, etc. Finally, since OCEAN Beauty Salon is highly competitive, always try to keep up with the latest trends in hairstyling.

The team will either impress you or make you repeat, so OCEAN Beauty Salon hires the best of the best employees and takes the time to keep them, but in addition to their ability and talent, the Salon also considers their working attitude.

The beautiful atmosphere, everyone is friendly and listens to what they need. The staff is helpful and pleasant. The locations are easily accessible and much better and cheaper for you as a customer. Arguments such as, the salon was once called Beauty Shops, which is said to be a unit that deals with cosmetic treatments for both men and women. Thus, the salon is designed for us, the customers, to relax and relax, while focusing

on our appearance and mental well-being. The salon we went to is always a clean and sanitary place that always offers comfortable furniture for us, the customers, quality is what we, the customers, are looking for. ; one of our feedback.

Since the business is the control of the owner, it describes itself as a type of business entity that is operated by a person who has a legal distinction between the owner and the business, but different in certain ways.

In addition, the salon aims to achieve significant long-term growth, while providing a relaxing atmosphere for their indulgence, since our mission and responsibilities are to achieve customer satisfaction.

3) AIM AND OBJECTIVES

-AIM- So my main purpose as a owner is to advance and satisfy my client, in order to have the next year the business mea.ca and owner I must focus on purchasing quality products, they performance, affordable prices but also year salon comfort, all this for customers, and I to advance in the future and to give as much as possible on the market.

-Objectives-

Our objectively as a business are: to be able to offer satisfactory customer service .to be able to acquisition the best products for our salon, just so we can satisfy our customers, to get hold of as much customer service as possible to be able to last as long as possible, to advance to get among the best on the market.

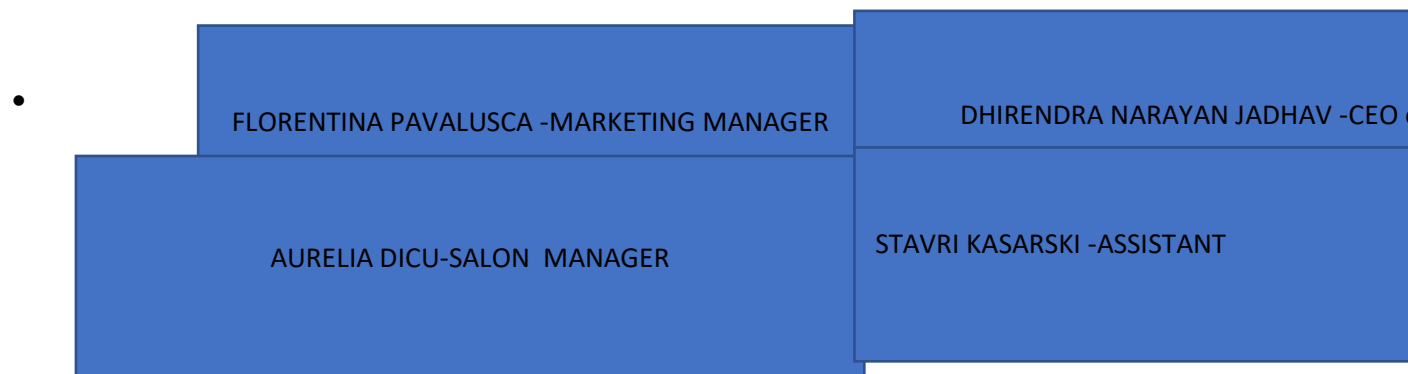
MISSION AND VISION: MISSION: As a recently opened business we must focus on customer satisfaction, this being the

key to success. Wanting to have as clients as possible we must make sure that we hire only personal qualified, with talents, with a super kind character and all this to satisfy the key factor in the business: the customer.

Our mission is that we believe each guest visiting our salon is a compliment we truly appreciate. We believe in the power our industry must transform a guest self-confidence, and to always be leaders in our salon industry with integrity and respect. same mission, we can all .

2)VISION: Our vision is to always be an inspiration to our guest benefit financially, as well as emotionally. With this I would like to say if we will offer our own style of work ,and the customer once tests our service or product and is satisfied, so he will return whenever he needs. Why for you to feel lonely and comfortable to use our products. So the main vision is to inspire the client to come back with ancredere.an plus can go from the person an person and so out of print that we do through newspaper, networks on line , we have another benefit: personal publicity of the customer. So the most important vision is to last as long as possible, to have every week a certain number of clients plus year, to have a major benefit to expenses, but not least the professional staff satisfied with the fact that they work with us. All would depend on our effort and interest as leaders genul.de the time offered, the seriousness and ambition to climb as high as possible.

5)BUSINESS STRUCTURE:



CEO:DHIRENDRA- THE LORD is our boss ,the leader of the company .he is a superb person with a super work capacity ,has a seriousness and responsibility exemplar. occupation is what to close and open contracts, that I agree chances

people who have a very good talent, give our company a very good publicity .Then he assigned us products of another satisfactory range to our customer, so he's always concerned about offering us the best utensils, his equipment products, which helps a lot our salon .I mentioned that it is a superb person ,very calm and understood with him staff .So when we come to work we come with love an safety and work with harmony ,which matters a lot to a job. I would say that we are lucky to have such a good associate and with whom he can count at any time.It is a key piece for our company, a piece that we can rely on and with which you can discuss any problem you have, we are always asking and is always willing to listen to us.

FLORENTINA :It is our manager an marketing ,the same a responsible person and with common sense of humour . Her work daily are: the fact that she handles everything that means the financial part, she is a and an excellent mathematician ,she's dealing with the invoices of the company and employees ,of statement's ,our payments and invoices ,so a super qualified person for the business, we are lucky and we are satisfied with it. Just like the CEO is an important piece of our company because it handles a super important part. financial, here is the nave of a well-qualified person, with well-established knowledge of this field. So, we took ample because after all we are 3 associates at this salon for her to take care of this part, due to her professionalism and qualifications.

AURELIA:I mean I, am the managerial salon ,and my daily work is the main year of making sure that everything goes super, year connecting with clients, with workers salonului.cu the quality of services offered and with etc .So, a normal day to me would start with 6 am when I open the salon ,waiting for the staff, open the house, I make sure that all the programs are well scheduled, the work I make sure that the client is satisfied with both the our services

and the atmosphere of the salon, I make sure of the new workers that are qualified and offer and respect the rules of our house, they take the right break and there are no conflicts between hems .To the close make the cash register and close the business.

STAVRI: It is our high-performance assistant, with a very good qualification. He was hired because of the father who demonstrated a week year of practice, we can say that I laughed deeply satisfied because of his character and professionalism.

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