



**Prifysgol Cymru**  
Y Drindod Dewi Sant  
**University of Wales**  
Trinity Saint David

**Module Name:** Professional Career Development

**Module Code:** BMBS4005

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23.59PM

## AI Acknowledgement

*(This section is compulsory for all students.)*

I acknowledge the use of **[AI tool name]** (**[AI tool URL]**) on **[date]** to support **[state purpose – e.g. research / proofreading / none]**.

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Claire Jeremy 22/10/2026

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# Element 1: Career Sector Investigation

Target length: 500 words

Choose either a graduate career sector that interests you or a business area that you would like to establish.

## 1.1 My Chosen Sector or Business Area

*State clearly what sector or business area you have chosen and briefly explain why you selected it.*

My chosen sector is the hairdressing industry. It is something that i am really interested in, I have an NVQ level 3 in hairdressing and have worked in numerous salons.

## 1.2 Sector / Business Area Research

*Give an overview of the sector or business area. What does it involve? What types of organisations, jobs, customers or activities are common? Use credible evidence to support your points.*

Hairdressers provide services including Consultation, Cutting, Styling, Colouring, colour correction, Hair extensions and many other treatments. In hairdressing there are many Job roles from a junior stylist to management roles, The National Careers Service identifies progression from stylist to salon owner. (national careers service 2026). Or you can go on to have a career in TV/Film which hairdressers play an important part, they create hairstyles for different time periods, use wigs and extensions and makes sure an actors hair stays consistent. They work alongside costume designers, directors and makeup artists (Screenskills 2026). This shows hairdressing offers more opportunities than just salon work. There are many businesses within the hairdressing industry including independent salons, department stores, barbershops, mobile hairdressers, freelance stylists, training colleges, hair product suppliers or retailers. Hairdressing is an important part of the UK economy with around 50,400 registered hair and beauty and barbering business's and approximately 6.1 billion in turnover (NHBF, 2025). This shows hairdressing offers employment and small business opportunities. Hairdressing is experiencing pressure from rising costs according to (Hairco&Beauty,2026). High Street salons are under real pressure with Rising business rates, higher wages and increased national insurance costs.

## 1.3 Skills, Qualities and Attributes Valued by Employers

*Identify the main skills, qualities and attributes employers value in this sector. Explain why they are important. Where possible, support this with evidence from job descriptions, employer websites, professional bodies or research.*

Hairdressers need a mixture of practical skills, personal qualities and professional attributes, yes, you need to be able to be confident in all aspects of hairdressing but you need to be able to communicate well, Consultation and active listening are important as a hairdresser must understand what a client wants. Good communication skills are needed as you must be able to get along well with client's National career services states that's hairdressers need customer service skills, attention to detail, active listening verbal communication and the ability to be flexible and work independently. This shows that employers expect hairdressers to have both practical and interpersonal skills. Current Superdrug senior stylist recruitment in Merthyr asks for a minimum NVQ level 2 or equivalent and confidence in recommending products and upselling, passionate about all things hair and confidence in approaching customers (Superdrug,2026). These requirements show that alongside practical hairdressing skills, employers also value commercial awareness and the ability to build strong relationships with clients and staff

## 1.4 Current Trends Affecting the Sector

*Explore relevant current trends, for example artificial intelligence (AI), hybrid working, skills shortages or another trend that is important to your chosen sector. Explain how the trend is affecting the industry.*

One of the biggest issues is finding and retaining skilled hairdressers. The hairdressing industry relies on trained employees but rising employment costs are making it harder for smaller salons to employ and train new staff. The national hair and beauty federation (NHBF 2025). reported in its survey that 43%of respondents had reduced the number of apprentices they employed while only 4.6% said they were likely to take on new apprentices. This is going to make it harder to develop its future workforce. Another important trend is the growth of self-employed hairdressers The financial times reported in 2025 that the growth of rent a chair was putting a pressure on traditional employee-based salons and could also reduce opportunities for apprenticeships. Social media is very important trend for hairdressers they can advertise their work show before and after transformations, new styles and techniques and attract new clients. Social media increasingly influence how clients find and choose salons and many salons are using online booking systems websites and for reviews while salon marketing research highlights the growing role of AI assisted search (Salon Guru 2026)

## 1.5 Personal Career Fit

*Reflect on how this sector or business area connects with your own interests, current skills and future career aspirations. What attracts you to it, and what might you need to develop?*

I am really interested in hairdressing I am very creative. I love making a visible difference to my clients and making them feel good about themselves as I believe everyone should feel confident. My longer-term aim is to develop strong practical and business skills so I can potentially become a salon owner or hairdressing lecturer to help other people get into the hairdressing industry.

## Element 2: Skills Audit and Professional Development Plan

Target length: 500 words

Complete a structured reflection on your current professional strengths, areas for development, emotional intelligence and professional behaviour. Support your reflection with at least two theories or models studied on the module.

### 2.1 Personal SWOT Analysis

|                                                                                                                                                                                    |                                                                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>STRENGTHS</b> <ul style="list-style-type: none"><li>• Good communication skills</li><li>• Time keeping</li><li>• Creative</li></ul>                                             | <b>WEAKNESSES / AREAS FOR DEVELOPMENT</b> <ul style="list-style-type: none"><li>• Digital skills</li><li>• organisation</li><li>• upselling products</li></ul>                                                         |
| <b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>• salon management</li><li>• own my own salon</li><li>• building a digital portfolio and professional network</li></ul> | <b>THREATS / CHALLENGES</b> <ul style="list-style-type: none"><li>• Rising salon and employment costs</li><li>• strong competition</li><li>• need to be up to date with new techniques and digital marketing</li></ul> |

*Use your SWOT to identify the most important strengths and development needs. Explain why these matter for your career.*

My strengths are good communication skills, time keeping and creativity. These are important to hairdressing because they help me understand clients' needs manage appointments and create different hairstyles. My biggest weakness is digital skills. I need to improve this to be able to improve my digital portfolio, this will help me gain new clients and be able to show off my creativity skills. Another weakness is upselling products; This is an important factor in the hairdressing industry as Hairdressing products help increase a salons overall income. The UK haircare market generated approximately 2.2 billion in sales during 2025 (Mintel 2025). My opportunities include progressing into a salon management and owning my own salon however, threats such as rising salon costs and strong competition could make it difficult to run a successful business, I will keep developing my skills and keeping up to date with new techniques to achieve my career goals.

## 2.2 Emotional Intelligence and Professional Behaviour

*Reflect on how you manage your emotions, communicate with others and behave professionally. Consider examples from work, university, volunteering, group activities or other relevant experiences.*

Emotional intelligence is important in hairdressing because you need to work with different colleagues and clients and be able to manage busy periods. For example, if a client was stressed and unhappy with a hair style, I had created I would stay calm, listen to their point of view and try to fix the problem this shows emotional intelligence because I can manage my emotions and understand others.

## 2.3 Applying Theories or Models

*Use at least two theories or models studied during the module to support your reflection. Examples in the assessment brief include Gibbs' Reflective Cycle, the Johari Window and Maslow's Hierarchy of Needs. Explain the model briefly and apply it to your own development rather than only describing it.*

Gibbs reflective cycle helps me look back at experiences and think what i can do better next time (Gibbs, 1988) In hairdressing, I could use it if i struggled with a styling technique. I could think about what i did well, what i found difficult and how i could improve. I could also ask another hairdresser for advice and practice the technique to build my confidence and improve my skills.

The Johari Window helps people understand their strengths and weaknesses through self-awareness and feedback from others (Luft and Ingham, 1955). In hairdressing, feedback from colleagues and clients can help me improve my communication skills for example i could learn to ask clients more questions to make sure i understand the style they want, this would help me be more confident in my role.

## 2.4 SMART Development Goal

|                   |                                                                                                                                      |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Specific</b>   | What exactly do I want to improve or achieve?<br>I want to improve my digital skills                                                 |
| <b>Measurable</b> | How will I know I have made progress or achieved it?<br>When i can use apps independently                                            |
| <b>Achievable</b> | What actions and resources will make this realistic?<br>I will practice regularly, use online tutorials and ask for help when needed |

|                   |                                                                                                                                   |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Relevant</b>   | Why is this important to my career or professional development?<br>Its important to attract new clients and everything is digital |
| <b>Time-bound</b> | When will I complete or review this goal?<br>I will keep learning for the foreseeable                                             |

## Element 3: Recruitment Application Pack

Assessment brief: equivalent to 1,000 words

Apply for a real vacancy or a role provided by your tutor. Your application pack must contain all four items below.

### 3.1 Selected Job Role

|                                    |                                                                                               |
|------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Job Title</b>                   | Senior stylist                                                                                |
| <b>Organisation</b>                | Superdrug                                                                                     |
| <b>Location</b>                    | Merthyr Retail park                                                                           |
| <b>Where the vacancy was found</b> | Superdrug jobs                                                                                |
| <b>Job Role URL</b>                | <a href="https://www.superdrug.jobs/job/75716740">https://www.superdrug.jobs/job/75716740</a> |

## 3.2 Tailored Curriculum Vitae (CV)

*Insert your tailored CV on the following page(s). Make sure it is relevant to the selected role and highlights the skills, experience, education and achievements that best match the job description/person specification.*

# CLAIRE MARIE JEREMY

Cardiff Wales – [Clairejeremy@hotmail.co.uk](mailto:Clairejeremy@hotmail.co.uk) - 07741274625

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## PROFESSIONAL PROFILE

I am an experienced and passionate hairdresser with more than 20 years of experience in the hairdressing industry. I have excellent customer service skills and I'm confident doing Consultations I like my client to feel valued. I am very creative with a keen eye to detail like to keep up with the latest trends and techniques. I work well both individually and part of a team and take pride in delivering high-quality services while maintaining a professional and welcoming environment

## KEY SKILLS

- Cutting, styling, and finishing
- Colouring, highlights, and chemical treatments
- Hair extension
- Hair up
- Appointment scheduling
- Customer service
- Product sales
- Marketing, social media and stock management

## Education & Training

- Completed secondary education achieving 14 GCSES
- NVQ level 2, Barry Collage
- NVQ level 3, Ken Picton Salon
- Hair extension training, 2024
- Hair up specialist, 2025
- CertHe Business 2026-present

## **EMPLOYMENT HISTORY**

2016- Present Self-employed hairdresser

2012- 2016 Ps I Love you

2009-2012 Vanilla Rooms

2004-2009 Ken Picton Salon

2001-2004 Haircare Salon

References can be given upon request

### 3.3 Cover Letter

*Insert your cover letter here. Address the selected role and organisation directly. Explain why you are interested in the role, how your skills and experience match the requirements, and what you could contribute.*

Claire Marie Jeremy

20 Cortis Road Ely  
Cardiff, UK  
[clairejeremy@hotmail.co.uk](mailto:clairejeremy@hotmail.co.uk)

07741274625

19<sup>th</sup> October 2026

Hiring Manager  
Superdrug Beauty Studio  
Merthyr Retail Park

Dear Hiring Manager,

Re: Senior Stylist, St David's Cardiff

I am writing regarding the senior stylist opportunity at Superdrug in Merthyr Retail Park. I am very interested in the role and have over 20 years' experience, I have an NVQ level 3 and a genuine passion for helping clients look and feel their best and I believe I would be a valuable addition to your team, because of its combination of technical hairdressing, excellent customer service. I also value Superdrug's emphasis on helping clients feel cared for and confident.

I am a very confident person with an I enjoy meeting new people and work well individually and in a team. I would bring a professional attitude and a willingness to learn. I love keeping up to date with hair trends and techniques. During my hairdressing career i have developed a wide range of technical skills, customer service experience and the confident to work independently. I also became self-employed, which strengthened my business awareness, organisation and the ability to build and maintain a loyal client base. I am also studying Business at saint Davids Trinity of Wales University which is making me conscious of the importance of customer experience and client retention.

One of the most important aspects of hairdressing to me is building positive relationships with clients. I believe that listening carefully to their needs, offering professional advice and creating a friendly welcoming environment helps clients feel comfortable and valued

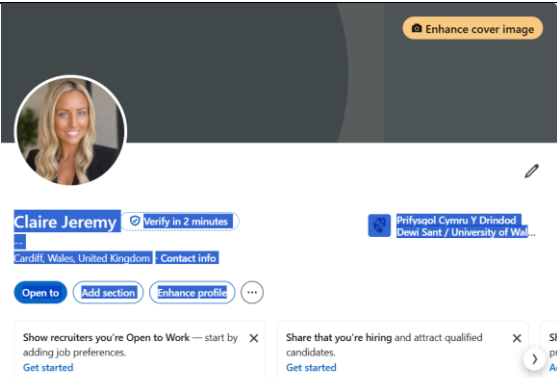
Thank you for considering my application. I would welcome the opportunity to discuss how my qualifications and experience could contribute to the Merthyr team.

Yours faithfully

Claire Marie Jeremy

### 3.4 LinkedIn Profile

*Provide evidence of your LinkedIn profile. This could include the profile URL and/or screenshots, as directed by your tutor. Check that your headline, summary/about section, experience, education and skills present a professional identity.*

|                              |                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>LinkedIn Profile URL</b>  | (16) Claire Jeremy   LinkedIn                                                                                                                                                                                                                                                                                                                                                |
| <b>Professional Headline</b> | <div><b>Claire Jeremy</b><br/>Verify in 2 minutes</div> <div>--</div> <div>Cardiff, Wales, United Kingdom</div> <div>Contact info</div> <div></div> <div>Prifysgol Cymru Y Drindod Dewi Sant /<br/>University of Wales Trinity Saint David</div> <div>Add section<br/>Enhance profile</div> |
| <b>Evidence / Screenshot</b> |                                                                                                                                                                                                                                                                                          |

### 3.5 Application Rationale

Target length: 300 words

*Explain how you tailored your application to the selected role. Refer directly to the job description/person specification. Identify the requirements you prioritised and explain how these influenced your CV, cover letter and LinkedIn profile.*

I selected the Superdrug senior stylist role in Merthyr Tydfil because it matches my qualifications, experience and interest in the hairdressing industry. The advertised role is permanent, 39 hours a week and lists a salary of £30,400 per annum. It requires a minimum NVQ level 2 in Hairdressing or equivalent and emphasises cutting, styling,

colouring, men's hair, a desire to exceed customers' expectations, must be passionate about all things hair and confident in approaching customers and upselling services and products. (Superdrug 2026).

I have tailored my CV around my abilities that connect most strongly with these requirements: Communication, Customer service, and Creativity. I have an NVQ level 3 which exceeds the minimum qualification, so I made sure I included that, I have done extra courses which include Hair up credited courses and I am fully trained in hair extensions which shows my willingness to learn and Passion for hair.

In my cover letter I explained my interest in working for Superdrug and how my qualifications, experience and enthusiasm will allow me to contribute to their salon. I would also emphasise the importance of building positive relationship with clients this will demonstrate my understanding that hairdressing involves both technical ability and excellent customer service.

I will tailor my LinkedIn profile to show a professional image and my qualifications.

Overall tailoring my application helps me show the manager that i understand what is expected off me as a senior stylist.

## Reference List

List every source that you have cited in your portfolio using the required referencing style. Check that every in-text citation has a matching reference-list entry.

Financial Times (2025) Rent-a-chair "*salons create crisis for hairdressing bosses*". Financial Times. Available at: <https://www.ft.com/content/2a5c5bc5-5b5a-4ae7-a967-4d162f7a8492> (Accessed:18 October 2026).

Gibbs, G. (1988) *Learning by doing: A guide to teaching and learning Methods*. Oxford: Further education unit, Oxford Polytechnic.

Hairco & Beauty (2026) *Rising Costs Are squeezing UK Salons*: How to protect yours 16 June. Available at: <https://haircoandbeauty.co.uk> (Accessed; 19 October 2026).

Luft, J. and Ingham, H. (1955) *The Johari Window: A Graphic Model of interpersonal Awareness*. Proceedings of the western Training Laboratory in Group development. Los Angeles: University of California, Los Angeles.

Mintel (2026) *UK Haircare Market Report 2026* Available at: <https://store.mintel.com/report/uk-haircare-market-report> (accessed: 20 October 2026)

National Careers Service (2006) “*Hairdresser*”. Explore careers. Available at: <https://nationalcareers.service.gov.uk/job-profiles/hairdresser> (Accessed 18 October 2026).

National Hair & Beauty Federation (NHBF) (2025) *NHBF Industry Statistics 2025*. Available at: <https://www.nhbf.co.uk/about-the-nhbf/campaigning-for-you/industry-research-reports-and-statistics/nhbf-industry-statistics/> (Accessed: 18 October 2026).

Salon Guru (2026) *Get your salon seen by google & AI search*. Available at: <https://salonguru.net/digital-marketing-trends-for-hair-salons-2026/> (Accessed: 19 October 2026).

Screenskills(2026) Hair and makeup designer in the film and TV drama industry. Available at <https://www.screenskills.com/job-profiles/browse/film-and-tv-drama/craft/hair-and-make-up-designer-film-and-tv-drama/> (Accessed: 20 October 2026)

Superdrug (2026) Senior Stylist Vacancy, Merthyr Tydfil. Advertised on Superdrug.jobs. Available at: <https://www.superdrug.jobs/job/75716740> (Accessed; 16 October 2026).