

BUSINESS PLAN



Brazilian Barbershop

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Executive Summary

This business plan is about opening a Brazilian barbershop in Milton Keynes.

I live in this city and I have noticed that there are many Brazilian people, but there are no Brazilian barbers at the moment.

This business will focus on men's haircuts in Brazilian style. The idea is to offer a good quality service and make customers feel comfortable.

The goal of this business is to meet the needs of the Brazilian community and also attract other customers in the area.

Overview of the Business Idea

I live in Milton Keynes, where there is a large Brazilian community. Brazilians usually care a lot about their haircuts, and I noticed that there are no Brazilian barbers in the city.

There are many barbershops, but none of them offer the same style that Brazilian customers are used to. Also, there was one barber who used to provide home services, but he moved away.

I am a qualified hairdresser, and I learned some basic skills in men's haircuts during my training. However, I feel that I need to improve my skills before starting my own business.

Because of this, I plan to take more training to improve my knowledge and confidence.

At the beginning, I will work alone and manage the business myself. In the future, I would like to grow the business and possibly hire more barbers.

I will start the business as a sole trader because it is simple and requires less cost.

In the future, I would also like to expand the business by offering additional services such as beard grooming and hair treatments.

I believe this will help attract more customers and increase the business income.

My long-term goal is to open a larger barbershop and build a strong reputation in the local area.

Market Research

PESTEL

Analysis

Overall, the market for barbershops in Milton Keynes is competitive, but there is still na opportunity for niche services.

Customers are looking not only for a haircut but also for a good experience and a place where they feel comfortable.

This is especially important for people from different cultural backgrounds.

Political: The UK has stable laws for businesses.

Economic: Even with changes in the economy, people still spend money on haircuts.

Social: The Brazilian community is growing in Milton Keynes, which increases demand.

Technological: Social media can help promote the business and attract customers.

Environmental: The business can try to use environmentally friendly products.

Legal: The business must follow health and safety rules in the UK.

Competition

There are many barbershops in Milton Keynes. However, none of them are Brazilian.

This creates a good opportunity because Brazilian customers may prefer a barber who understands their style and culture.

Direct competitors are local barbershops that offer similar services.

Indirect competitors include mobile barbers or people who cut hair at home.

There is a gap in the market because there are no Brazilian barbers available in the city.

This creates an opportunity to attract a specific group of customers.

Many existing barbershops already have regular customers, which can make it more difficult for a new business to enter the market.

However, by offering a different style and better customer experience, it is possible to attract new clients.

Another advantage is understanding the needs of Brazilian customers, which can help build trust and loyalty.

Marketing Communications

The main target customers are Brazilian men living in Milton Keynes. However, the business will also be open to other customers.

Word of mouth will also be very important, especially in the Brazilian community.

The business will focus on offering good service, friendly communication, and high-quality haircuts.

The business will promote services in Brazilian WhatsApp groups and local community pages, social media like Instagram and WhatsApp to promote services.

This is important because many Brazilian customers rely on recommendations.

Good service will encourage customers to recommend the business to friends and family.

This is one of the most powerful marketing methods.

The business will also use before and after photos of haircuts to show the quality of the service.

Posting videos of the work on social media can help attract more attention and increase engagement.

Special promotions may also be offered, such as discounts for first-time customers or loyalty cards.

For example, after a certain number of visits, the customer can receive a free haircut.

The business will focus on building a strong relationship with customers.

Good communication and friendly service are very important for customer satisfaction.

This will help create long-term customers and repeat business.

Financials

To start the business, I will need around £6000. This money will come from my personal savings.

The main startup costs will include equipment, barber chair, mirror, rent deposit, and products.

Monthly costs will include rent, electricity, products, and basic marketing.

For example, if each haircut costs £20 and the monthly costs are around £2000, I will need about 100 customers per month to break even.

It is important to plan the finances carefully to avoid problems in the future.

The business must make sure that income is higher than expenses in the long term.

At the beginning, it may take some time to reach a stable number of customers.

The business will try to reduce costs where possible, for example by buying equipment at a reasonable price and managing expenses carefully.

Keeping track of income and expenses will help make better financial decisions.

CONCLUSION

In conclusion, this business idea has strong potential because there is a clear gap in the market.

The growing Brazilian community and lack of Brazilian barbers create a good opportunity.

With the right skills, good service, and effective marketing, this business can become successful.

Additional Considerations

In addition to the current plan, the business will focus on delivering an excellent overall customer experience. This includes maintaining a clean, modern, and welcoming environment where customers feel comfortable and relaxed. The atmosphere of the barbershop will reflect Brazilian culture through music, communication style, and attention to detail, helping customers feel more connected and at home.

Another important aspect is building strong relationships with customers. By providing friendly service, remembering customer preferences, and ensuring consistent quality, the business can encourage repeat visits and long-term loyalty. Satisfied customers are also

more likely to recommend the service to friends and family, which is essential for business growth.

The business will also continue to invest in professional development. Improving haircut techniques and staying updated with new trends will be important to remain competitive in the market. This will help ensure that the business can offer modern and high-quality styles that meet customer expectations.

In terms of growth, there is potential to expand the business in the future by hiring additional barbers and increasing service capacity. This would allow the business to serve more customers and reduce waiting times. There is also the possibility of introducing new services, such as beard grooming and premium treatments, which can increase revenue and attract a wider range of clients.

Overall, by focusing on quality, customer satisfaction, and continuous improvement, the business can build a strong reputation in the local area and achieve long-term success.

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