

GLAM TOUCH

- Module Title: ENTERPRISE AND ENTREPRENEURSHIP
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Overview of the business idea

- Glam Touch is a small make up salon in Derry, UK.
- It offers make-up services for weddings, parties and daily looks.
- The goal is to make women feel confident and beautiful.
- The salon will use high-quality and skin-safe products.
- In the future, Glam Touch may offer self make-up lesson



Environmental Analysis (PESTEL)

- Political: The UK supports small businesses and provides guidance for start-ups.
- Economic: Rising living costs may affect spending on beauty services.
- Social: Many women want to look good for special occasions .
- Technological: Social media helps to promote services and book appointments.
- Environmental: Focus on clean, eco-friendly products.
- Legal: Follow the UK health and safety rules.



Marketing strategies

- Main platform: Instagram to promote the salon and attract clients.
 - Target audience: Women aged 18-35 interested in beauty and make-up.
 - Content: Before and after photos, short videos, happy clients.
 - Promotions: 20% off for the first time clients, free skin care advice.
 - Giveaway: Tag friends to win a make-up free.
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Funding required and allocation



Total start-up cost: £5000 (personal savings).



£2000- Furniture, mirrors, lighting.



£1000- Decoration and setup.



£500-Marketing and advertising.



£1000- Insurance, licenses and small reserves.

Conclusion



Glam Touch aims to provide high-quality make-up services in Derby.



With strong social media marketing and careful funding the business will grow steadily and attract loyal clients.

- Thank you for listening! :)

