



Presentation of Ladies Choice Beauty Salon

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Executive Summary

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This business plan outlines my idea for a boutique hair beauty salon, which I have been developing for over two years.

The plan covers the business concept, management structure, legal format, market analysis using PESTEL, marketing strategy, and financial projections.

Business Idea Overview

Ladies' Choice Beauty Salon will be a **boutique hair wellness studio** specialising in natural and science-backed hair care.

Our key services will include:

- Personalised scalp analysis
- Custom-blended hair treatments
- Natural and gentle hair styling

We will also sell **premium organic hair products**, ensuring they are ethically sourced and affordable while maintaining high quality.



Management Structure

The salon will adopt a **flat organisational structure**, meaning:

- The owner will directly manage the business
- There will be minimal hierarchy
- Freelance specialists will be hired when needed

This allows for **quick decision-making** and better communication among team members.

Legal Format

The business will start as a **sole proprietorship**, which means:

- It is owned and managed by one person
- It is easy to set up
- It offers flexibility

As the business grows, the legal structure may change.

Market Research and Analysis (PESTEL)

- **Political:** UK government support for small businesses
- **Economic:** Strong spending on beauty and self-care despite inflation
- **Social:** Increasing demand from young women visiting salons regularly
- **Technological:** Social media driving the “clean beauty” trend
- **Environmental:** Demand for sustainable and ethical products
- **Legal:** Importance of proper business registration.

The UK beauty industry is growing rapidly, but competition is also increasing.

Marketing and Communication Strategy

our strategy focuses on **building trust and educating customers.**

Key methods include:

- Social media marketing (Instagram & Pinterest)
- A professional website
- Blogs and educational videos
- Partnerships with wellness centres and gyms
- Loyalty programs and referral incentives

Social media will play a major role in attracting and retaining customers.

Financial Projections and Funding

The business requires **£50,000** to start.

This will cover:

- Rent and utilities
- Equipment
- Staff
- Marketing

In the first year:

- Cash outflow: £52,850
- Cash inflow: £47,620
- Net loss: £5,230

However, the business is expected to break even in the second year and become profitable.



Conclusion

Ladies' Choice Beauty Salon is a business idea I am passionate about.

Despite challenges, the rapid growth of the UK beauty industry gives me confidence that this business will succeed.