

Task 1

Module Code: LCLM4006

Assignment Title: Individual Written Business Plan.

Lecturer's Name:

Student Name: Juana Virginia Batista Santana

Student Number: 2430780

OVERVIEW

1. *Business Idea*
2. *Environmental Analysis (PESTEL)*
3. *Marketing Strategies*
4. *Funding Required and First-Month Expenses*
5. *References*

1. Overview of the Business Idea

The startup idea is to create a new hair wax brand focused on quality, style, and modern grooming. The product will be a strong-hold hair wax made with high-quality ingredients. It will give a natural finish, long-lasting control, and easy washability. The goal of the business is to provide customers with a reliable styling product that feels premium but still affordable.

The brand will focus on young men and adults who care about their appearance and want a stylish look every day. In recent years, male grooming has grown quickly. Many consumers now buy products like hair wax regularly. This creates a good opportunity for a new brand with a clean design, a modern identity, and high-quality results.

- **Management Structure**

At the beginning, one person will manage the business — the founder. This makes the structure simple and low-cost. The founder will handle:

- Product development
- Contact with suppliers and manufacturers
- Branding and design direction
- Online marketing and sales
- Financial decisions

To reduce costs, some services will be external:

- A cosmetic manufacturer will produce the hair wax based on a chosen formula.
- A graphic designer will create the logo, label, and packaging design.
- A freelance photographer may be used for product photos.

- **Legal Format**

The business will start as a sole trader. This is the easiest legal format and does not require complex paperwork. It is flexible, and the owner keeps full control of the profits and decisions. As the business grows, it may later change to a limited company to protect the brand and increase investor confidence.

- **Product Offering**

The first product will be:

- A premium strong-hold hair wax
- Matte or natural finish
- Medium-sized container (100ml)
- Recyclable packaging
- Fresh, clean scent

Later, the brand can expand into:

- Hair clay
- Sea salt spray
- Beard oil
- Shampoo and conditioner

This long-term vision helps the brand grow into a complete grooming line.

2. Environmental Analysis (PESTEL)

A PESTEL analysis helps understand the external environment that can affect the business.

○ Political

The government has strict rules for cosmetic products. Every product must follow cosmetic safety regulations, including:

- Ingredient lists
- Safety assessments
- Correct labelling
- Manufacturing standards

As long as all requirements are followed, the business can operate safely. The political environment is stable, which means low risk.

○ Economic

The grooming industry keeps growing, even when the economy is weak or unstable. People still want to look good, and hair wax is cheap enough for most customers, so the demand stays strong. However, inflation can cause problems because the prices of raw materials, packaging, and shipping can all go up. These higher costs can make production more expensive. To manage the budget and reduce financial risk, the business will begin with a small production batch. This allows the company to control spending, test the market slowly, and avoid wasting money if adjustments are needed.

○ Social

Social trends strongly support this business idea because people today pay much more attention to their personal image and how they present themselves in everyday life. Men especially have become more interested in grooming routines, and they are now buying hair products more often than in the past. This change is linked to new lifestyles, higher awareness of self-care, and the desire to look confident in social and professional situations.

In addition, social media platforms such as TikTok, Instagram, and YouTube play a major role in shaping hairstyles, fashion choices, and beauty routines. Influencers and barbers share short videos, tutorials, and before-and-after transformations that reach millions of people every day. These videos inspire viewers to try new looks and encourage them to use styling products to achieve similar results. Because of this, consumers are more open to experimenting with different hair products, and they actively look for brands that can help them achieve modern, trendy styles.

A modern, visually attractive product can fit very well into this environment because people want items that not only work effectively but also look good in photos and videos. Clean packaging, bold design, and a strong brand identity

make the product more appealing to online audiences. When a product looks professional and stylish, customers are more likely to share it on their social platforms, which increases brand visibility. Overall, the current social climate creates a strong opportunity for launching a new hair wax brand with a modern image and high-quality results.

○ Technological

Technology helps the business in several ways:

- Social media advertising is low-cost and highly effective.
- E-commerce platforms make it easy to sell without a physical store.
- Modern cosmetic manufacturing allows improved formulas with natural ingredients.

Technology reduces barriers and helps the brand grow faster.

○ Environmental

Consumers now prefer brands with sustainable values. Using recyclable packaging and promoting eco-friendly practices will make the product more attractive. The brand can also explore natural ingredients and low-waste production in the future.

○ Legal

Cosmetic products must follow regulations such as:

- Product Safety Reports
- Ingredient transparency
- Proper packaging labels
- Compliance with cosmetic legislation

It may also be necessary to register the brand name and logo to protect the business legally.

3. Marketing Strategies

The marketing strategy will focus mainly on online promotion because it is affordable and effective for a new brand.

- **Brand Identity**

The brand will have a modern, clean, and masculine design. This includes:

- Minimalist packaging
- Strong logo
- Neutral colours
- A premium but affordable look

A strong brand identity helps attract customers and makes the product recognizable on social media.

- **Digital Marketing (Social Media)**

Platforms like Instagram and TikTok are essential. The business will:

- Post short videos showing how the wax works
- Show hairstyle transformations
- Share product photos and customer results
- Use trending audio and hashtags
- Run low-cost ads to reach young audiences

Short video content is the most powerful tool to show results instantly.

- **Influencer and Barber Partnerships**

The brand will collaborate with:

- Small influencers
- Barbers and barbershops
- TikTok creators
- Hair stylists

They can receive a free product in exchange for honest content. This builds trust and reaches a large audience.

- **Website and Online Store**

The product will be sold on:

- A brand website
- Amazon Marketplace
- Etsy (optional)

A clean website with clear photos, a simple description, and fast checkout will increase sales.

- **Customer Engagement**

To build loyalty, the brand will:

- Encourage customers to leave reviews
- Offer small discounts for referrals
- Send emails with new product updates
- Create hairstyle guides or tutorials

Happy customers often bring new customers.

- **Promotions**

During the launch, the brand will offer:

- 10–20% discount
- Free shipping for the first week
- “Buy 2 for a lower price”

This helps attract the first group of customers.

4. Funding Required and First-Month Expenses

To start the business, some initial investment is required. The estimated funding needed is between £1,500 and £3,000, depending on batch size and marketing goals.

- **Funding Sources**

Possible sources include:

- Personal savings
- A small loan
- Support from family
- Small business grants or microloans

Using savings is recommended to reduce financial risk.

Expected First-Month Expenses

1. Product Manufacturing

- First batch (100–300 units): £800 – £1,500

2. Packaging and Labels

- Jars, lids, labels: £200 – £400

3. Branding and Design

- Logo + packaging design: £100 – £250

4. Website Creation

- Domain, hosting, and design: £50 – £150

5. Marketing and Advertising

- Social media ads: £150 – £300
- Content creation: £50 (optional)

6. Legal and Administrative Costs

- Brand registration and safety documents: £100 – £200

Total Estimated Cost:

£1,450 – £2,800

This is a realistic and manageable amount for a new startup.

5. References

Osterwalder, A. & Pigneur, Y. (2010) *Business Model Generation*. Wiley.

Barringer, B. & Ireland, R. (2019) *Entrepreneurship: Successfully Launching New Ventures*. 6th edn. Pearson.

Johnson, G., Whittington, R. & Scholes, K. (2020) *Exploring Strategy*. 12th edn. Pearson.

Yüksel, I. (2012) 'Developing a Multi-Criteria Decision Making Model for PESTEL Analysis', *International Journal of Business and Management*, 7(24), pp. 52–66.

Kotler, P., Kartajaya, H. & Setiawan, I. (2021) *Marketing 5.0: Technology for Humanity*. Wiley.

Chaffey, D. & Ellis-Chadwick, F. (2019) *Digital Marketing*. 7th edn. Pearson.

Ries, E. (2011) *The Lean Startup*. Crown Publishing.

Scarborough, N. (2018) *Essentials of Entrepreneurship and Small Business Management*. 9th edn. Pearson.

