

BUSINESS PLAN

EXECUTIVE SUMMARY

Beauty Slam will be established as a unisex beauty salon that will aim to offer various beauty and grooming services to their male and females customers along with various beauty products. The business will be operated under a partnership mode of business. The business owners are Laura Jones and Will Smith who have been into the beauty and service industry since a long time. During their work experience, they have realised that customers aim to access all the basic services professionally at one place rather than visiting a different salon for a different service. Hence Beauty Slam will aim to provide various beauty services along with some premium beauty products under a single roof. The focus of Beauty Slam will be to offer various beauty services at an affordable price in order to serve customers from middle class income groups unlike the luxury salons that charge high prices to target only a specific or higher income group of the society. The beauty salon will aim to provide a relaxing atmosphere to their customers in order to provide them mental relaxation and satisfaction from the various clients. The salon will have a soothing atmosphere with soft music to relax their customers.

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BUSINESS DESCRIPTION

Beauty Slam is a beauty salon that offers full beauty services to their clients. It is a Unisex salon that will aim to offer consistent higher satisfaction to their customers. Beauty Slam will facilitate high class service and best quality products along with a fully furnished warm and soothing atmosphere. The organisation will aim to provide best services and products at affordable prices. Beauty Slam will make immense efforts in order to enhance the physical experience along with providing mental relaxation to their customers (Cadena and et.al., 2020).

BUSINESS STRUCTURE

Beauty Slam will be a unisex salon that will operate under a partnership business structure. The partnership business will be formed and operated by Will Smith Jr. and Laura Jones. The partners have a good experience in the beauty industry of more than 10 years and as a result they have a huge customer base due to their hard work and capable skills. Beauty Slam will have a skilled team of beauticians that will help the business to be more successful. The organization has expected that the business will grow along with building its unique image in the market. The business will consist of 2 Stylists, 2 barbers, a receptionists and the owners in order to operate smoothly.

PRODUCT OR SERVICE DESCRIPTION

Beauty Slam will aim to provide a wide variety of beauty products and beauty services. The services of Beauty Slam include providing high quality hair, skin, make up and nail services as well as beauty products. The Beauty Slam will operate in order to compete in the beauty industry along with their commitment towards their work at an appropriate location. The salon business will provide various services such as designer haircuts, manicures, pedicures along with various grooming services at quite affordable prices to males as well as females (Gabler and et.al., 2017).

MARKET ANALYSIS

The **target market** of Beauty Slam will aim to target all the males and females that are skin and beauty conscious and also possess a consistent source of income. The target market has a huge share of female clients but the focus is also upon increasing the number of male clients in the business organisation. However, the target market will consist of mainly moms, working women along with females and males who are single.

The number of **competitors** in the business of beauty salons are very huge. The competition for the Beauty Slam is quite huge specially in the areas where the high income groups reside. The business will similarly aim to provide the luxury services to the various customers in the surroundings to attract the middle class income groups at affordable prices. Beauty Slam will not consider the expensive salons as their competitors as they have comparatively better and luxurious locations and interiors which will anyhow have an impact over the pricing strategies of Beauty Slam. The objective of the salon business is to attract and build loyal customers that are easy to work with (HAN and Kang, 2020).

Marketing plan

The beauty salon will work to have a constant presence over the social media platforms like Facebook, Instagram and twitter in order to engage more with their present and potential customers. The social media platforms will help Beauty Slam to have a wider reach and unique image in the surroundings as well as in the industry. The

beauty salon will launch various offers in order to attract more customers towards their business along with the revenue generation for the business. The business can opt for various referral discounts that will help in building a wider and loyal customer base for the beauty salon. The referral discounts will be offered to the existing customer as well as the new customer who would visit the salon for the services. The special offers will be launched on occasional basis during long weekends or festivals in order to grab the opportunities with high footfall. The more focus of the organization will be upon the word of mouth marketing strategy as it attracts more customers in comparison to other marketing techniques. The business will focus upon building a strong social media presence through platforms like Instagram, Facebook and twitter by sharing various tips and experiences of the clients (Ibidunni, Peter and Ogbari, 2017).

Sales plan

The sales plan of Beauty Slam will be to generate higher revenues in the coming days within a time period of three years. This will be possible through building and developing the image of the business salon in the beauty industry. The image of the business can be developed through hard work and immense efforts of the stylists and the owners that will further help the salon to grab more and more customers towards their business. During the first six months of commencement of the business, the salon will focus upon to at least achieve the break even point through their business operations. The focus of Beauty Slam will be to achieve at least the average revenue per client in every month. Further, it is very important for the business to decide some policies beforehand in order to implement them so that the business can operate on track (Jukova And et.al., 2019).

OPERATIONS

The Beauty Slam will focus upon having smooth operations at the beauty salon through their affordable services to the customers. The salon will be located at 20, park street, London with utilising an area of approximately 1500 square feet. The salon will be situated in the locality with high residential population of middle class and rich households. This will help the business to have a good footfall at the business that will further help in higher revenue generation opportunities for the Beauty Slam salon. The location of the salon is more likely to have access of customers from the various parts of the cities.

The Beauty Slam will operate in order to compete in the beauty industry along with their commitment towards their work at an appropriate location. The salon business will provide various services such as designer haircuts, manicures, pedicures along with various grooming services at quite affordable prices to males as well as females (McKenzie, 2017).

TECHNOLOGY PLAN

There are various technologies that will help the organization in operating and executing their business smoothly. The technologies that can be used by Beauty Slam in order to have a smooth business operations are discussed below-

- **Salon Management-** Salon management will facilitate various web based and desktop programs for the business. This includes accounting, inventory control, payroll, customer relationship management and financial reporting. These will help the Beauty Slam to have a well organised set of information while saving the manual efforts.

- **Virtual imaging-** The virtual imaging technology will help Beauty Slam Salon to facilitate the client with an after style look before beginning with the work. This requires a camera and little efforts to portray the effects of various hues, colours and shades upon the use of make up tools, hair styles, etc.
- **Online payment portals-** The online payment modes will facilitate the customers to choose a variety of ways of making payment for the various services and products. The Beauty Slam Salon can focus upon cashless transactions such as cards or e-wallets in order to avoid personal contact.
- **Social media reach-** The salon business can expand its reach among the business in order to build its unique reputation in the market. The social media reach of Beauty Slam can be executed through various social media platforms like Twitter, Instagram and Facebook (Tipu, 2019).

MANAGEMENT AND ORGANISATION

The organisation will be managed and owned by its partners Will Smith and Laura Jones. Beauty Slam will have a skilled team of beauticians that will help the business to be more successful. The organization has expected that the business will grow along with building its unique image in the market. The business will consist of 2 Stylists, 2 barbers, a receptionists and the owners in order to operate and run smoothly.

The owners and the management of Beauty slam will aim to grab the opportunity of the location that proves to be easily accessible to its customers. Further, the business will aim to manage and provide an environment to provide relaxing and professional service with convenience. The business organisation will aim to build a unique and good reputation of the owners as well as the various beauticians (Tokarski, Tokarski and Wójcik, 2017).

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

The Beauty Slam will work upon reducing and preventing pollution as much as possible while maintaining with the environmental legislations. Further, Beauty slam will aim to align the strategies in order to have a social impact upon the society as well as the clients and suppliers. The business will aim to abide with the various health and safety, equal opportunities and charitable support policy. The business will aim to use properly sanitised equipments and tools along with clean towels and sheets. Further the business will aim to have a properly sanitised furniture and workplace to ensure safety of the customers. The business will follow all the COVID protocols such as wearing masks in the premises and sanitisation of hands.

The business will also work in order to provide employment opportunities to locals residing in the surroundings. Further the organisation will aim to give a specific percentage of their profits in to charity on quarterly basis. The business will aim to give equal opportunities to all there employees in the business operations at Beauty Slam Salon (Watson and McGowan, 2019).

DEVELOPMENT, MILESTONES AND EXIT PLAN

Beauty Slam will focus upon building and developing the image of the business salon in the beauty industry. The image of the business can be developed through hard work and immense efforts of the stylists and the owners that will further help the salon to grab more and more customers towards their business. During the first six months of commencement of the business, the salon will focus upon to at least achieve the break even point through their business operations. Further the business will look for various opportunities in order to expand its business.

Milestones-

Milestone	Due date
Finance acquisitions	October 10, 2021
Hiring of employees	October 20, 2021
Marketing	October 30, 2021
Commencement	December 10, 2021
Review	December 30, 2021

Exit plan- Beauty Slam will focus upon merger and acquisition of a business organisation belonging to the same industry. This can be the easiest strategy for Beauty Slam to focus upon the business growth.

FINANCIAL DATA

The initial finances required in the starting of the business is expected to be £50000 along with £1000 for inventory as well as £2000 for current assets. These expenses will include marketing, legal as well as social media expenses along with the location. The business will require a cash cushion of £50000 before commencement. Hence the start up costs will add up to £103000.

The sourcing for funds will be done through the savings of the investor as well as a bank loan (Watson, McGowan and Cunningham, 2018).

Projected Profit and Loss statement

	FY2019	FY2020	FY2021
Revenue	£336,570	£427,600	£437,600
Direct Costs	£146,214	£200,400	£200,400
Gross Margin	£190,356	£227,200	£237,200
Gross Margin %	57.00%	53.00%	54.00%
Operating Expenses			
Salaries & Wages	£90,000	£106,500	£126,825
Employee Related Expenses	£13,500	£15,975	£19,024
Rent	£18,000	£30,000	£33,000
Marketing	£6,731	£8,552	£8,752
Amortization of Other Current Assets	£0	£0	£0
Total Operating Expenses	£128,231	£161,027	£187,601
Operating Income	£62,124	£66,173	£49,600
Interest Incurred	£1,832	£1,457	£1,065
Depreciation and Amortization	£10,000	£10,000	£10,000
Gain or Loss from Sale of Assets			
Income Taxes	£5,029	£5,472	£3,853
Total Expenses	£291,307	£378,355	£402,920
Net Profit	£45,263	£49,245	£34,680
Net Profit/Sales	13.00%	12.00%	8.00%

Project Balance sheet

	Starting Balances	FY2019	FY2020	FY2021
Cash	£50,000	£87,971	£107,163	£91,584
Accounts Receivable		£0	£0	£0
Inventory	£1,000	£1,000	£1,000	£1,000
Other Current Assets	£2,000	£2,000	£2,000	£2,000
Total Current Assets	£53,000	£90,971	£110,163	£94,584
Long-Term Assets	£50,000	£50,000	£50,000	£50,000
Accumulated Depreciation		(£10,000)	(£20,000)	(£30,000)
Total Long-Term Assets	£50,000	£40,000	£30,000	£20,000
Total Assets	£103,000	£130,971	£140,163	£114,584
Accounts Payable	£2,000	£1,395	£1,906	£2,040
Income Taxes Payable		£2,341	£1,372	£966
Sales Taxes Payable		£192	£192	£192
Short-Term Debt	£9,220	£9,595	£9,986	£10,393
Prepaid Revenue				
Total Current Liabilities	£11,220	£13,523	£13,457	£13,591
Long-Term Debt	£40,780	£31,185	£21,198	£10,805
Long-Term Liabilities	£40,780	£31,185	£21,198	£10,805
Total Liabilities	£52,000	£44,708	£34,655	£24,396
Paid-In Capital	£60,000	£60,000	£60,000	£60,000
Retained Earnings	(£9,000)	(£19,000)	(£3,737)	(£4,492)
Total Owner's Equity	£51,000	£86,263	£105,508	£90,188
Total Liabilities & Equity	£103,000	£130,971	£140,163	£114,584

Projected cash flow statement

	FY2019	FY2020	FY2021
Net Cash Flow from Operations			
Net Profit	£45263	£49,245	£34,680
Depreciation & Amortization	£10,000	£10,000	£10,000
Change in Accounts Receivable	£0	£0	£0
Change in Inventory	£0	£0	£0
Change in Accounts Payable	(£605)	£511	£133
Change in Income Tax Payable	£2,341	(£969)	(£406)
Change in Sales Tax Payable	£192	£0	£0
Change in Prepaid Revenue			
Net Cash Flow from Operations	£57,191	£58,787	£44,408
Investing & Financing Assets Purchased or Sold			
Net Cash from Investing Investments Received			
Dividends & Distributions	(£10,000)	(£30,000)	(£50,000)
Change in Short-Term Debt	£376	£391	£407
Change in Long-Term Debt	(£9,595)	(£9,986)	(£10,393)
Net Cash from Financing	(£19,220)	(£39,595)	(£59,986)
Cash at Beginning of Period	£50,000	£87,971	£107,163
Net Change in Cash	£37,971	£19,191	(£15,578)
Cash at End of Period	£87,971	£107,163	£91,584

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BUSINESS PLAN

BEAUTY SLAM SALON



EXECUTIVE SUMMARY

Beauty Slam will be established as a unisex beauty salon that will aim to offer various beauty and grooming services to their male and females customers along with various beauty products. The business will be operated under a partnership mode of business. The business owners are Laura Jones and Will Smith who have been into the beauty and service industry since a long time. During their work experience, they have realised that customers aim to access all the basic services professionally at one place rather than visiting a different salon for a different service. Hence Beauty Slam will aim to provide various beauty services along with some premium beauty products under a single roof. The focus of Beauty Slam will be to offer various beauty services at an affordable price in order to serve customers from middle class income groups unlike the luxury salons that charge high prices to target only a specific or higher income group of the society. The beauty salon will aim to provide a relaxing atmosphere to their customers in order to provide them mental relaxation and satisfaction from the various clients. The salon will have a soothing atmosphere with soft music to relax their customers.

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- Market analysis
- Operations
- Technology plan
- Management and Organisation
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- Development, milestones and exit plan
- Financial requirement

Business Description

Beauty Slam is a beauty salon that offers full beauty services to their clients. It is a Unisex salon that will aim to offer consistent higher satisfaction to their customers. Beauty Slam will facilitate high class service and best quality products along with a fully furnished warm and soothing atmosphere. The organisation will aim to provide best services and products at affordable prices. Beauty Slam will make immense efforts in order to enhance the physical experience along with providing mental relaxation to their customers (Cadena and et.al., 2020).

Business structure

Beauty Slam will be a unisex salon that will operate under a partnership business structure. The partnership business will be formed and operated by Will Smith Jr. and Laura Jones. The partners have a good experience in the beauty industry of more than 10 years and as a result they have a huge customer base due to their hard work and capable skills. Beauty Slam will have a skilled team of beauticians that will help the business to be more successful. The organization has expected that the business will grow along with building its unique image in the market. The business will consist of 2 Stylists, 2 barbers, a receptionists and the owners in order to operate smoothly.

Product and service description

Beauty Slam will aim to provide a wide variety of beauty products and beauty services. The services of Beauty Slam include providing high quality hair, skin, make up and nail services as well as beauty products. The Beauty Slam will operate in order to compete in the beauty industry along with their commitment towards their work at an appropriate location. The salon business will provide various services such as designer haircuts, manicures, pedicures along with various grooming services at quite affordable prices to males as well as females (Gabler and et.al., 2017).



Market analysis

The **target market** of Beauty Slam will aim to target all the males and females that are skin and beauty conscious and also possess a consistent source of income. The target market has a huge share of female clients but the focus is also upon increasing the number of male clients in the business organisation. However, the target market will consist of mainly moms, working women along with females and males who are single.

The number of **competitors** in the business of beauty salons are very huge. The competition for the Beauty Slam is quite huge specially in the areas where the high income groups reside. The business will similarly aim to provide the luxury services to the various customers in the surroundings to attract the middle class income groups at affordable prices. Beauty Slam will not consider the expensive salons as their competitors as they have comparatively better and luxurious locations and interiors which will anyhow have an impact over the pricing strategies of Beauty Slam. The objective of the salon business is to attract and build loyal customers that are easy to work with (HAN and Kang, 2020).

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The Beauty Slam will focus upon having smooth operations at the beauty salon through their affordable services to the customers. The salon will be located at 20, park street, London with utilising an area of approximately 1500 square feet. The salon will be situated in the locality with high residential population of middle class and rich households. This will help the business to have a good footfall at the business that will further help in higher revenue generation opportunities for the Beauty Slam salon. The location of the salon is more likely to have access of customers from the various parts of the cities.

Technology plan

There are various technologies that will help the organization in operating and executing their business smoothly. The technologies that can be used by Beauty Slam in order to have a smooth business operations are discussed below-

- Salon management
- Virtual imaging
- Online payment portals
- Social media reach

MANAGEMENT AND ORGANIZATION

The organisation will be managed and owned by its partners Will Smith and Laura Jones. Beauty Slam will have a skilled team of beauticians that will help the business to be more successful. The organization has expected that the business will grow along with building its unique image in the market. The business will consist of 2 Stylists, 2 barbers, a receptionists and the owners in order to operate and run smoothly. .

SOCIAL RESPONSIBILITY AND SUSTAINABILITY

The Beauty Slam will work upon reducing and preventing population as much as possible while maintaining with the environmental legislations. Further, Beauty slam will aim to align the strategies in order to have a social impact upon the society as well as the clients and suppliers. The business will aim to abide with the various health and safety, equal opportunities and charitable support policy. The business will aim to use properly sanitised equipments and tools along with clean towels and sheets. Further the business will aim to have a properly sanitised furniture and workplace to ensure safety of the customers. The business will follow all the COVID protocols such as wearing masks in the premises and sanitisation of hands.

DEVELOPMENT MILESTONE AND EXIT PLAN

Beauty Slam will focus upon building and developing the image of the business salon in the beauty industry. The image of the business can be developed through hard work and immense efforts of the stylists and the owners that will further help the salon to grab more and more customers towards their business. During the first six months of commencement of the business, the salon will focus upon to at least achieve the break even point through their business operations. Further the business will look for various opportunities in order to expand its business.

Milestones-

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Review	December 30, 2021

Exit plan- Beauty Slam will focus upon merger and acquisition of a business organisation belonging to the same industry. This can be the easiest strategy for Beauty Slam to focus upon the business growth.

PROJECTED PROFIT AND LOSS

	FY2019	FY2020
Revenue	£336,570	£427,600
Direct Costs	£146,214	£200,400
Gross Margin	£190,356	£227,200
Gross Margin %	57.00%	53.00%
Operating Expenses		
Salaries & Wages	£90,000	£106,500
Employee Related Expenses	£13,500	£15,975
Rent	£18,000	£30,000
Marketing	£6,731	£8,552
Amortization of Other Current Assets	£0	£0
Total Operating Expenses	£128,231	£161,027
Operating Income	£62,124	£66,173
Interest Incurred	£1,832	£1,457
Depreciation and Amortization	£10,000	£10,000
Gain or Loss from Sale of Assets		
Income Taxes	£5,029	£5,472
Total Expenses	£291,307	£378,355
Net Profit	£45,263	£49,245
Net Profit/Sales	13.00%	12.00%

PROJECTED BALANCE SHEET

	Starting Balances	FY2019
Cash	£50,000	£87,971
Accounts Receivable		£0
Inventory	£1,000	£1,000
Other Current Assets	£2,000	£2,000
Total Current Assets	£53,000	£90,971
Long-Term Assets	£50,000	£50,000
Accumulate d Depreciation		(£10,000)
Total Long- Term Assets	£50,000	£40,000
Total Assets	£103,000	£130,971
Accounts Payable	£2,000	£1,395
Income Taxes Payable		£2,341
Sales Taxes Payable		£192
Short-Term Debt	£9,220	£9,595
Prepaid Revenue		
Total Current Liabilities	£11,220	£13,523
Long-Term Debt	£40,780	£31,185
Long-Term Liabilities	£40,780	£31,185
Total Liabilities	£52,000	£44,708

PROJECTED CASH FLOW STATEMENT

	FY 2019	FY 2020
Net Cash Flow from Operations		
Net Profit	£45,263	£49,245
Depreciation & Amortization	£10,000	£10,000
Change in Accounts Receivable	£0	£0
Change in Inventory	£0	£0
Change in Accounts Payable	(£605)	£511
Change in Income Tax Payable	£2,341	(£969)
Change in Sales Tax Payable	£192	£0
Change in Prepaid Revenue		
Net Cash Flow from Operations	£57,191	£58,787
Investing & Financing Assets Purchased or Sold		
Net Cash from Investing		
Investments Received		
Dividends & Distributions	(£10,000)	(£30,000)
Change in Short-Term Debt	£376	£391
Change in Long-Term Debt	(£9,595)	(£9,986)

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- Cadena, M.A.T. And et.al., 2020. Neutrosophic AHP in the analysis of Business Plan for the company Rioandes bus tours. *Neutrosophic Sets and Systems*. 34. p.16.
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