

Module: Enterprise and EntrepreneurshipModule Code: LCLM4006

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Introduction

My name is Andreea and I am founder of a concept called Glow & Go Nails - a modern nail salon concept designed to fill the gap of growing demand for high-quality and hygienic beauty services within Stratford, East London. I have always had a strong interest in both beauty as well as being an entrepreneur, specifically understanding how customer preference influences services provided by businesses. I was inspired to formulate a company idea in the dynamic and fast-growing field of cosmetics industry by this personal interest, as well as practical experience of working with customers. I chose Stratford in particular because of the diverse population, busy streets, and high concentration of students and young professionals who are always in need of some chic and reasonable priced self care services. My aim for Glow & Go Nails is to be the most reliable, innovative and green nails salon in the neighbourhood. This business plan describes the viability, market potential, the operational structure, financial requirements, and strategic direction of the concept.

Section 1 – Overview of the Business Idea

A boutique nail salon named Glow & Go Nails, provides an image of polish made treatment/fashion and needs of time. In addition to offering a wide variety of manicure services, the company stands out for using low-odor products, vegan and cruelty-free ones, meeting hygiene standards and having a relevant presence on the net with numerous followers on Instagram and TikTok. The salon is in a prime position to provide some excellent results very rapidly, and that will attract the clients who especially like convenience and beauty.

Classic manicures and pedicures, gel polish, BIAB treatments, nail extensions and removals and cutting-edge nail art that are influenced by today's social media trends are some of the primary services truly offered. The salon will have express services to accommodate busy clients where they can do their treatments reliably and with a fast-paced treatment for the people during lunch hours or after office hours. Additional add-ons, such as cuticle care, moisturizing treatments and hand and foot spa services, improve the experience for the customer while providing additional average revenue per visit.

Glow meets key client needs & Go Nails: time efficiency, hygiene, dependability, and consistence of quality. The salon offers clients confidence, self-care benefits, as well as Instagrammable results they can count on with the blend of their talented experts and contemporary methods and a personalized approach.

Section 2 – Legal Format and Management Structure

As a Private Limited Company with registrations in both England and Wales Glow & Go Nails shall conduct business as Glow & Go Nails Ltd. This type of legal structure was carefully selected to provide a level of limited liability protection, defining my personal assets apart from the business's financial issues. In the beauty industry where the business conducts long-term facility leases, supplier agreements etc., creation of the company as a limited liability corporation also creates a amount of credibility among suppliers, landlords and potential investors (Czinkota et al., 2021). Additionally, the Ltd form makes it easier to get access to funding from outside sources, such as bank loans and equity investments, which can help to boost potential growth. A crucial aspect of the company's governance will involve compliance with the rules of Companies House, tax laws, insurance requirements and the laws of employment in the UK, which will improve the levels of openness and professionalism of its operations.

The management structure ensures the quality service and effective operations. As the Managing Director I will direct the activities of strategic planning, finance, human resources and marketing. A salon manager will be responsible for scheduling staff, customer service, daily operations, and inventory management. Both senior and junior nail technicians will provide the services with an emphasis on both client satisfaction and technical prowess. Online brand awareness, digital communication, and reservations will be taken care of by a receptionist and social media assistant.

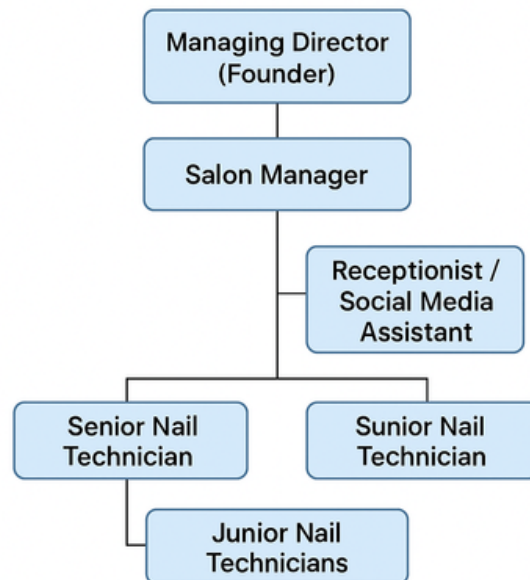


Figure 1: Organizational structure (self-made)

Section 3 – PESTEL Analysis

The company operates in the UK beauty and nail salon market that is projected to be worth about \$8.6 billion by 2024 (GVH, 2025). Due to the growing need for low-cost services for self-care, nail treatment is one of the fastest-growing sectors within the service. To market Glow & Go Nails in a competitive environment in Stratford, it is very important to know the external environment.

Political

In the UK there are strict health and safety laws covering beauty salons and include matters such as sterilisation protocols, equipment maintenance, and the safe use of chemicals. In London, local authorities control disposal of business waste, especially items like acetone, soiled towels and sharps, and enforcement of licensing rules on the disposal treatment for certain waste items. Labour expenditure, which is also a major expenditure in service-based enterprises, is directly affected by business rates and government laws, for example, the government's Minimum Wage and the National Living Wage (Herwig Immervoll, 2007).

Economic

Although the cost-of-living issue in the UK has affected the spending patterns of consumers; research suggests that 65% of consumers in the UK are still spending a proportion of their budget on 'affordable luxuries' such as manicures and cosmetic procedures. This implies that demand is robust. On the other hand, given the fact that the salons have significant dependence on the lighting and technology in terms of LEDs, their profit is directly affected by increasing operating costs, especially electricity prices, which increased by more than 60% in 2022-2023 (Makai and Popoola, 2025). Commercial rents in Stratford have also been on a steady rise, putting further strain on finances.

Social

Trends in society are very much in favour of the nail industry. The demand for gel polish, BIAB, and creative nail art has risen because of the emergence of the self-care culture and the influence of beauty influencers on platforms like Instagram and TikTok. Over 40% of the population is in the age bracket of 20 -34 years, making Stratford a very appealing target market for businesses that are driven by trends (Ngenyam Bang and Church Burton, 2021).

Technological

Support of customer expectations are now technology nourished. Digital loyalty apps, automated reminders, and online reservation platforms make things more convenient and keep people around. As over 90% of consumers in the UK want to pay by digital means, solutions for contactless and mobile payment are already widely used and adopted. Social media continues to be an important and affordable marketing tool that salons can use to promote their work and get new customers.

Environmental

Salons are under the heat to use eco-friendly products made from vegan and low usage of the chemical due to the increasing awareness of customers over sustainability. To meet environmental regulations, trash should be disposed of appropriately, particularly acetone, gels and disposables. Low-energy lighting and LED bulbs are a few examples of energy-efficient technology that could help cut down on operational costs and carbon footprint.

Legal

Contracts, working hours, minimum wage standards, and holiday entitlements are all aspects in which the company must comply with employment law. While the laws related to COSHH are in place to regulate the handling and storage of the compounds used in nails, it is the Health and Safety at Work Act that requires working conditions to be safe. Legal protection will also require the appropriate insurance including employers liability and treatment and public liability.

Section 4 – Target Market and Marketing Strategies

The STP Framework is the basis for the target market and marketing strategy of Glow & Go Nails.

Demographics, mainly women between the ages of 18 and 50, lifestyle factors such as the interest in beauty, the use of social media and available free money for any use, segmentation the market. Women aged 18 to 35 are the main target with students and young professionals who are fabricating a taste for convenience and trends, women in Stratford are the prime target. Women between the ages of 30 and 50 who are seeking

reliable and regular nail care constitute a secondary group. The positioning strategy is to put Glow & Go Nails in a position where it is a cutting edge, sanitary and fashion forward salon offering premium services with environmentally aware principals.

Younger women who are active on Instagram and TikTok with a motivation on self-care, creativity and appearance are the main targeted market. Working women who stress highly on productivity and neat appearance are part of the secondary target market.

Trend-based nail art, stringent cleanliness procedure, vegan and cruelty-free materials, as well as good express services for an hectic schedule are some of the USPs of Glow & Go Nails.

The marketing plan is a combination of local and digital marketing strategies. Before/after makeovers, Instagram and TikTok reels, partnership with micro-influencers will all be a part of digital marketing. Leaflets, posters, and fitness centres and beauty parlours will all be used in local marketing. Customer acquisition and retention will be helped through promotions, such as digital loyalty cards, student discounts and a 20% discount in the first month of membership. Brand loyalty will be reinforced by a good customer experience, such as online reservations, reminders, welcoming employees, and a cosy setting.

Section 5 – Funding Requirements and Allocation

Category	Item / Description	Amount (£)	Notes
TOTAL FUNDING REQUIRED	Overall Investment Needed	£25,000	Covers start-up + early operating losses
START-UP COSTS (Approx. £18,000)	Renovation & Décor	£8,000	Interior design, flooring, painting, branding
	Furniture & Equipment	£8,000	Nail desks, chairs, LED lamps, storage
	Initial Stock & Supplies	£1,500	Gels, BIAB, polishes, tools, disposables
	Legal, Licences & Insurance	£500	Public liability, treatment cover, licence
TOTAL START-UP COSTS		£18,000	
WORKING CAPITAL & EARLY LOSSES (Approx. £7,000)	Cash Buffer	£7,000	Supports first 3–4 months at low profit
OPERATING COSTS SUMMARY	Fixed Costs	—	Rent, salaries, business rates, utilities, insurance
	Variable Costs	—	Nail products, disposables, overtime, electricity
FORECAST & BREAKEVEN	Breakeven Point	—	Expected around Month 4–5
	6-Month Forecast	—	Full table shown in Appendix

FUNDING SOURCES	Personal Savings	£5,000	Founder contribution
	Bank Loan	£15,000	Main funding support
	Family Investment	£5,000	Reduces reliance on debt
TOTAL FUNDING SOURCES		£25,000	Matches required investment

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Appendices

6-Month Financial Forecast Table

Month	Fixed Costs (£)	Variable Costs (£)	Total Costs (£)	Revenue (£)	Profit / Loss (£)
January	5,550	700	6,250	3,000	-3,250
February	5,550	1,500	7,050	4,500	-2,550
March	5,550	1,650	7,200	6,000	-1,200
April	5,550	2,100	7,650	8,000	350
May	5,550	2,100	7,650	8,600	950
June	5,550	2,450	8,000	9,500	1,500