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Overview of the Business idea

Polished Perfection 24/7 Beauty Studio is an innovative beauty salon which will be based in Wandsworth, London, created to provide around the clock beauty services for busy working women and female students. Recognizing that many clients have limited availability during standard business hours, the salon offers continuous access to high-quality treatments including threading, waxing, manicures, pedicures, gel and acrylic nails, henna, and professional hair coloring. By operating 24 hours a day, seven days a week, Polished Perfection ensures convenience without compromising on quality or safety. Located in an area with a high proportion of women, the salon aims to deliver a welcoming and empowering environment that promotes self-confidence, as well as self-care. The UK beauty market valued at over £10 billion annually, shows ongoing industry strength (Statista, 2024).

Legal format and management structure of the startup enterprise

Polished Perfection 24/7 Beauty Studio will be proven as a Private Limited Company (Ltd) under the name *Polished Perfection Ltd* and registered with Companies House. This legal format has been chosen because it provides limited liability protection, ensuring that the personal assets of the owner are safeguarded from any financial obligations or legal claims of the business. As a separate legal entity, the company can independently enter contracts, employ staff, manage finances and follow all UK regulations, including PAYE, Corporation tax, and National Insurance. Additionally, the business will secure all necessary licenses and health and safety certificates from the London borough of Wandsworth, ensuring full compliance with local regulations for Beauty Salons.

The management structure is designed to ensure smooth 24-hour operations. The Founder and managing director (me) will lead strategic planning, financial oversight, as well as brand development. Daytime activities will be coordinated by a Salon manager, while an assistant manager will oversee evening and night shifts, ensuring consistent service quality. The operational team will consist of skilled beauticians, nail and hair care professionals and administrative staff, who support professional standards and

client satisfaction. To support efficient financial and legal operations, a part-time accountant and legal consultant will provide guidance on compliance, record keeping, and risk management. This ensures that Polished Perfection can deliver services at all hours while remaining compliant, providing credibility and operational flexibility (Gov.uk, 2024).

PESTEL Analysis

Political:

The political environment in the UK plays a substantial role in shaping the operations of small businesses like Polished Perfection. Government initiatives supporting entrepreneurship, such as grants, tax incentives, and small business funding schemes, offer opportunities for growth and development. Local regulations enforced by the London Borough of Wandsworth influence licensing, hygiene standards, health and safety compliance, as well as operating hours. Additionally, post Brexit trade policies may affect the import of beauty products and equipment, affecting costs and supply chain reliability. Adhering to these political and regulatory requirements ensures legal compliance and aids to prevent fines or operational disruptions (Gov.uk, 2024).

Economic:

Economic conditions significantly affect the demand for beauty services. London's excessive cost of living and the varying disposable income of working women and students influence their ability to spend on personal care. Financial stability and customer confidence encourage discretionary spending on services, whilst inflation and rising operational costs such as rent, wages, and utilities can affect profitability. The UK beauty market is growing at an increasingly steady rate, valued at over £10 billion annually, which reflects sustained customer demand (Statista, 2024). Polished Perfection can respond to economic fluctuations by offering value for money packages, flexible pricing, as well as payment plans and target promotions for its clients.

Social:

Social trends favoring self-care and wellness have increased the popularity of beauty services. Working women and students, the salons target market, require convenience and accessibility, which supports the 24/7 model. Social media platforms, such as Instagram and TikTok, shape client expectations on service quality, trends, and hygiene. Furthermore, online reviews and word of mouth play a significant role in consumer decision making, making reputation management essential for success.

Technological:

Technology enhances both operational efficiency and customer experience. Online booking systems and digital payment platforms facilitate impeccable client management. Social media marketing increases engagement and visibility, whilst beauty tools such as LED nail curing lamps, modern hair coloring systems and sterilization equipment improve service quality and safety. This specific technology will establish Polished Perfection as a modern, professional and client focused salon.

Environment:

Consumer demand for sustainable and eco-friendly products is rising. Clients prefer cruelty-free and environmentally responsible treatments. Proper disposal of chemical products, hair dyes, and wax is a legal requirement, whilst using energy efficient equipment reduces costs and does not contribute to climate change at an increasing rate. Implementing sustainable practices strengthens the salon's reputation among environmentally conscious consumers.

Legal:

Compliance with legal requirements is vital for operational credibility. Health and safety requirements, including COSHH (Control of substances hazardous to health), govern the handling of chemicals used in treatments. Employment laws regulate wages, contracts, working hours, and staff rights. Adherence to these legal obligations safeguards the business from penalties and enables trust with customers.

Explanation of the marketing strategies the enterprise will adopt to reach their customers

Polished Perfection 24/7 Beauty Studio will implement a dynamic marketing strategy aimed at attracting and keeping its key target audience of working women and female students in Wandsworth. The strategy combines digital marketing, local promotion, word-of-mouth, and loyalty initiatives to build brand awareness, engage customers, and encourage repeat business, positioning the salon as the premier 24/7 beauty destination.

Digital marketing will be central to the salon's outreach. A dedicated Instagram business account will highlight professional images, client transformations, service highlights, and behind-the-scenes content. The salon will also create Instagram Reels and TikTok short-form videos designed to go viral, using trending content to attract potential clients and increase bookings. Posts will feature tutorials, before and after transformations, and trending beauty treatments, reinforcing Polished Perfection's modern and professional brand image. Social media will also promote exclusive offers, loyalty programs, and referral initiatives.

To generate local attention, the salon will host a grand opening event offering 10% off all services, encouraging first-time visits and stimulating word-of-mouth marketing.

Polished Perfection will also provide private at home services, allowing clients with limited availability to receive treatments at their convenience. Flyers and posters in local gyms, universities, cafes, and community centres will further raise awareness within the local community.

Customer retention will be supported through a structured referral program, rewarding clients who introduce friends with discounts or complimentary services. A loyalty scheme, such as the "Glow Anytime Pass," will incentivise repeat bookings through points and exclusive benefits.

Additionally, targeted seasonal and promotional campaigns, including after-work packages and student-focused offers during exams or holidays, will support engagement. By combining social media marketing, viral content, referral programs,

word-of-mouth promotion, loyalty schemes, and experiential promotions, Polished Perfection will attract a consistent client base, enhance brand recognition, and show itself as the leading 24/7 beauty salon in Wandsworth.

The amount of funding required and the funding source

Cash flow	Month 1
Cash in	£10,000
Loan- start-up capital	£25,000
Sales (total sales of product and services)	£6,000
Other	£5,000
Total cash in-flows (A)	£46,000

Cash out-expenses	Month 1
Rent or premises cost	£3,500
Business rates for business premises	£500
Utilities	£500
Insurance	£300
Telephone and internet	£200
Marketing and advertising expenses	£700
Beauty equipment purchasing	£2,000
Professional fees	£300
Cost of sales (cost of product)	£1,000
Wages your own	£1,000
Staff wages	£3,000
Total cash out flows	£13,000

Net cash flow (in- out)	£46,000 - £13,000 = £33,000
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Polished Perfection 24/7 Beauty Studio requires an estimated £68,000 in total funding to successfully launch and operate in its first month. This funding will cover start-up costs such as salon renovation, beauty equipment purchases, branding, marketing, and

working capital. This business anticipates a total cash inflow of £46,000 in the first month, consisting of a £10,000 owner investment from savings, a £25,000 Government start-up loan, £6,000 from sales, and £5,000 in grant funding from initiatives such as the Prince's Trust. These funding sources provide the financial stability required to assist cash outflows of £13,000, which include rent, utilities, wages, beauty supplies and marketing expenses.

The Government start-up loan, which is aided by the British Business Bank, offers fixed interest rates and business mentoring, which allows it to be an ideal funding source for a beginner entrepreneur. The owner's personal investment displays commitment, further strengthening the studio's financial credibility when applying for additional funding. Grant funding reduces the need to borrow funds, whilst assisting the business long-term. The sales income from the launch period, which is driven by opening promotions and social media marketing, will contribute to early revenue generation. This funding ensures that Polished Perfection maintains essential liquidity and meets early-stage expenses, ultimately achieving a solid foundation for sustainable growth in London's beauty industry.

The outline of the main startup expenses

Polished Perfection 24/7 will involve several start-up expenses to ensure a high-quality and functional salon in Wandsworth, London. Major costs will include the premises lease, renovation and interior design, which will cover the salon's layout and decoration to create a welcoming environment. Investment in beauty equipment and furniture such as nail stations, styling chairs and professional beauty tools will be crucial for delivering a wide range of services. Additional start-up expenses include business registration fees, insurance, as well as health and safety compliance to meet legal standards. The business will also allocate funds towards marketing and brand development, which includes website design, creating a logo, numerous social media campaigns, and a grand opening to attract customers. Ultimately, working capital will support initial wages, beauty supplies, and utility payments. These start-up costs will provide the foundation for a professional, compliant and customer ready beauty salon.

Reference list

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