

Siddra Kauser 2423006
Program Of Study: Enterprise & Entrepreneurship
Module Name & Code: LCLM006
Assignment Title: Business Plan For Zoey Makeup
Lecturers Name: Ejike Udeogu



- **Overview of the Business Idea**
- **Business Name:** Zoey Makeup
- **Product/Service:** High-quality makeup products and professional makeup services for all occasions.
- **Management Structure:**
 - Owner/Founder: Zoey
 - Staff: Makeup artists, sales staff, marketing team
- **Legal Format:** Limited Liability Company (LLC)



Environmental Analysis (PESTEL)

Political: Regulations on cosmetics, import/export laws

Economic: Consumer spending trends, economic stability

Social: Growing beauty and makeup trends, social media influence

Technological: E-commerce platforms, social media marketing, makeup innovation

Environmental: Sustainable packaging, eco-friendly ingredients

Legal: Compliance with health and safety standards, licensing requirements



- **Marketing Strategies**
- **Brand Positioning:** Premium, inclusive, trendy makeup brand
- **Target Audience:** Women aged 18-35, makeup enthusiasts, event-goers
- **Promotion Tactics:** Social media marketing, influencer collaborations, tutorials, loyalty programs
- **Distribution Channels:** Online store, physical pop-up shops, beauty salons
- **Pricing Strategy:** Competitive pricing with premium options



- **Funding Requirements & Allocation**
- **Total Funding Needed:** £50,000
- **Initial Costs Breakdown:**
 - Product inventory: £5000
 - Marketing & advertising: £4000
 - Equipment & supplies: £5000
 - Website & e-commerce setup: £3000
 - Licensing & legal: £2000
 - Staff salaries (initial months): £6000
 - Utilities & Miscellaneous: £5000
 - Inventory Purchase: £15000
 - Retail Space/ Rent: £5000
- **Sources of Funding:** Personal savings, investors, bank loans



Thank You For
Listening