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Glow Garden Studio

Sustainable and Vegan Beauty Salon - Coventry

Executive Summary

Glow Garden Studio is a planned beauty salon in Coventry, United Kingdom. It will offer vegan, eco-friendly, and cruelty-free beauty services. Our main goal is to help customers look and feel good while also protecting animals and the environment. The main services include organic facials, brow and lash treatments, vegan manicures and pedicures, plant-based waxing, and the sale of eco-friendly skincare products.

The UK beauty industry is large and continues to grow. The British Beauty Council (2023) reports that the sector contributes over £27 billion to the economy and employs more than 500,000 people. With growth in the beauty industry comes a growing interest in ethical and sustainable products. Mintel (2023) shows that more than 40% of UK consumers consider sustainability when choosing beauty products. This creates the ideal opportunity for a green and ethical salon like Glow Garden Studio.

The salon will operate as a Private Limited Company (Ltd). Start-up costs are around £40,000, covered by personal savings, a bank loan, and potentially a small grant (Salons Direct, 2026; 1st Formations, 2026). The salon is expected to break even - when cost equals earnings - within 12 - 15 months. Our long-term goal is to become a popular sustainable beauty salon in Coventry within three years.

Glow Garden Studio is more than beauty treatments. It will teach customers about sustainable living, including tips on reducing plastic use at home, prioritizing vegan products, and supporting cruelty-free brands. The studio combines high-quality beauty services with education and ethical practices to stand out from other salons.

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1. Business Overview

1.1 Business Idea

Glow Garden Studio will provide beauty treatments that are safe for customers, animals, and the environment. Many traditional salons use products with strong chemicals and plastic packaging that cannot be recycled. These practices can negatively affect the environment. Glow Garden Studio will only use vegan and cruelty-free products, and packaging will be recyclable or biodegradable whenever possible and realistic for the business.

The beauty industry is highly competitive, so Glow Garden Studio will follow a differentiation strategy. This means the business will focus on unique characteristics that make it different from competitors. According to Porter (1980), companies can achieve competitive advantage by offering something distinctive. Instead of competing mainly on low prices, Glow Garden Studio will compete by offering ethical and sustainable beauty services.

Sustainability will not only be part of the brand image but also part of daily operations.

For example, Glow Garden Studio will:

- Provide refillable or reusable containers and offer refill services
- Install energy-saving lighting and water-efficient equipment
- Donate unused products to charities or local community organisations

These actions will demonstrate that the salon is serious about environmental responsibility and ethical business behaviour.

1.2 Services

Glow Garden Studio will provide several beauty treatments, such as:

- Organic facials using natural and non-toxic ingredients
- Brow and lash services with cruelty-free products
- Vegan manicures and pedicures without animal-derived ingredients
- Plant-based waxing that is gentle and suitable for sensitive skin
- Environmentally friendly hair treatments using organic shampoos and masks
- Retail sale of vegan skincare products and refillable packaging options

The pricing strategy will be mid-range. The salon will not compete as the lowest-priced option in Coventry, but prices will remain reasonable for students and young professionals. Customers may pay slightly higher prices because they receive ethical, high-quality, and sustainable treatments.

To increase customer retention and sales, the salon will also introduce limited seasonal packages, for example 'Spring Clean Facial' or 'Summer Glow Pedicure.' These themed offers can encourage repeat visits and improve revenue throughout the year.

1.3 Legal Structure and Management

Glow Garden Studio will operate as a Private Limited Company (Ltd). This structure limits the personal financial liability of the owner and increases credibility with financial institutions, suppliers, and customers.

The initial staff structure will include:

- Founder and Salon Manager - responsible for operations, marketing, financial control, and staff supervision
- Two Beauty Therapists - delivering treatments and assisting clients
- One Part-time Receptionist - managing bookings, enquiries, and administrative tasks

Burns (2020) states that strong financial planning and effective management are essential for small business survival. Employees will receive training not only in professional beauty techniques but also in sustainable practices. This ensures that the ethical values of the business are communicated clearly and consistently.

2. Market Research and Analysis

2.1 Industry Overview

The UK beauty industry continues to expand. Mintel (2023) reports that over 40% of consumers consider sustainability when purchasing beauty products. Demand for vegan, organic, and ethically produced items has significantly increased in recent years. The concept of 'conscious consumerism' is becoming more influential. Carrington, Neville and Whitwell (2016) explain that many consumers intend to support brands that

reflect their ethical values. Younger generations in particular show strong interest in environmental protection, animal welfare, and climate responsibility.

Coventry presents a suitable location for this business. The city has a large student population and many young professionals. These groups are active online, follow beauty trends, and are open to trying innovative and ethical brands. Therefore, they represent a strong potential customer base for Glow Garden Studio.

2.2 Target Market

Glow Garden Studio will target:

- Women aged 18-40
- Students from Coventry University and the University of Warwick
- Young professionals employed in Coventry
- Consumers who prioritise sustainability and ethical consumption

These customers are often aware of product ingredients and company values. Although students may have limited budgets, strategies such as student discounts, loyalty schemes, and referral incentives will encourage repeat visits.

The salon will also aim to attract individuals who are new to vegan beauty products and want to explore cruelty-free alternatives. Educational workshops and informative social media content will support this objective.

2.3 PESTEL Analysis

Political: The business will comply with UK health and safety standards, local authority licensing requirements, and COSHH regulations.

Economic: Due to the cost-of-living situation, consumers may reduce discretionary spending. However, wellbeing and self-care services remain significant in the UK market (Statista, 2024).

Social: There is increasing public awareness of vegan lifestyles and environmental sustainability, which positively supports the business model.

Technological: Digital booking systems, online payment methods, and social media platforms provide cost-effective marketing and operational efficiency.

Environmental: There is rising pressure on businesses to minimise plastic waste and reduce energy consumption. Glow Garden Studio aligns with this movement through sustainable sourcing and eco-conscious operations.

Legal: The salon will adhere to employment legislation, GDPR requirements, and UK cosmetic safety regulations.

2.4 Competitor Analysis

Coventry has a high number of beauty salons; however, only a limited number specialise exclusively in vegan and organic treatments. Most competitors use conventional products that may include synthetic chemicals or animal-based ingredients.

Based on Porter's Five Forces (Porter, 1980):

- Threat of new entrants: High
- Supplier bargaining power: Moderate
- Customer bargaining power: High
- Threat of substitutes (DIY kits and home treatments): Moderate
- Competitive rivalry: High, although the eco-focused niche reduces direct competition

Glow Garden Studio's key competitive strengths include:

- Exclusive use of vegan and cruelty-free products
- Sustainable and modern interior design
- Clear ethical brand positioning
- Focused marketing towards environmentally aware consumers

These elements will help the business build a loyal customer base and encourage repeat purchasing behaviour.

3. Marketing Strategy

Effective marketing is essential for new ventures (Fill, 2013). Glow Garden Studio will combine online and offline promotional methods.

3.1 Digital Marketing

The salon will maintain active social media accounts, sharing treatment results, behind-the-scenes content, and customer testimonials. Collaboration with local and UK-based eco-influencers will expand brand awareness.

Paid advertising on platforms such as Instagram and TikTok will target users located in Coventry. A professional website will provide online booking, educational blog content, and e-commerce options for sustainable beauty products.

Influencer Marketing Hub (2023) highlights that visual content on Instagram significantly influences purchasing decisions in the beauty industry.

3.2 Local Marketing

The salon will cooperate with university societies and environmentally friendly local retailers. Participation in community markets and sustainability events will strengthen local visibility.

Flyers and promotional materials will be distributed in high-traffic student areas, including accommodation buildings and cafés.

3.3 Promotions and Loyalty Programs

To attract new clients, Glow Garden Studio will offer a 20% discount for first-time visits. A loyalty card system will reward repeat customers, and referral incentives will encourage word-of-mouth marketing.

Kotler and Keller (2016) emphasise that customer retention strategies contribute significantly to long-term profitability. The salon's brand message will be: 'Glow consciously.'

In addition, educational marketing activities such as sustainability workshops, vegan skincare demonstrations, and recycling guidance will enhance brand credibility and customer trust.

4. Financial Plan

4.1 Start-up Costs

Item	Cost (£)	Notes / Sources
Lease deposit	9,000	Typical upfront commercial deposit in Coventry (Salons Direct, 2026)
Renovation	8,000	Estimated for small eco-friendly salon (SalonServe, 2026)
Equipment	7,000	Equipment for 2 - 3 stations including chairs and tools (1st Formations, 2026)
Product stock	4,000	Initial vegan skincare and salon products (S3 Amazon UK, 2026)
Website & booking system	2,000	Professional website with booking functionality
Marketing	3,000	Initial promotions and social media campaigns
Insurance & licences	2,000	Insurance policies and licenses (Dirstore, 2026)
Working capital	5,000	Operating expenses buffer (RipeInsurance, 2026)
Total	40,000	Realistic for small UK salon

4.2 Funding

Funding will be from:

- £15,000 personal savings
- £15,000 bank loan
- £10,000 possible grant for sustainable businesses

Grants reduce debt and improve credibility with clients and banks.

4.3 Revenue Forecast

- Average service price: £45
- Average clients per day: 16
- Daily revenue: £720
- Monthly revenue (24 days): £17,280
- Estimated annual revenue: £207,360

Monthly costs are around £15,000. No loss-point (break-even) when costs will equal revenue is expected within 12 - 15 months. Burns (2020) says good cash flow monitoring is essential for small business success.

Revenue will increase with:

- Product sales
- Seasonal promotions
- Workshops and events

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