

Market Research and Brand Development

Beauty

SALON

BY

ANITA WOSZCZAK

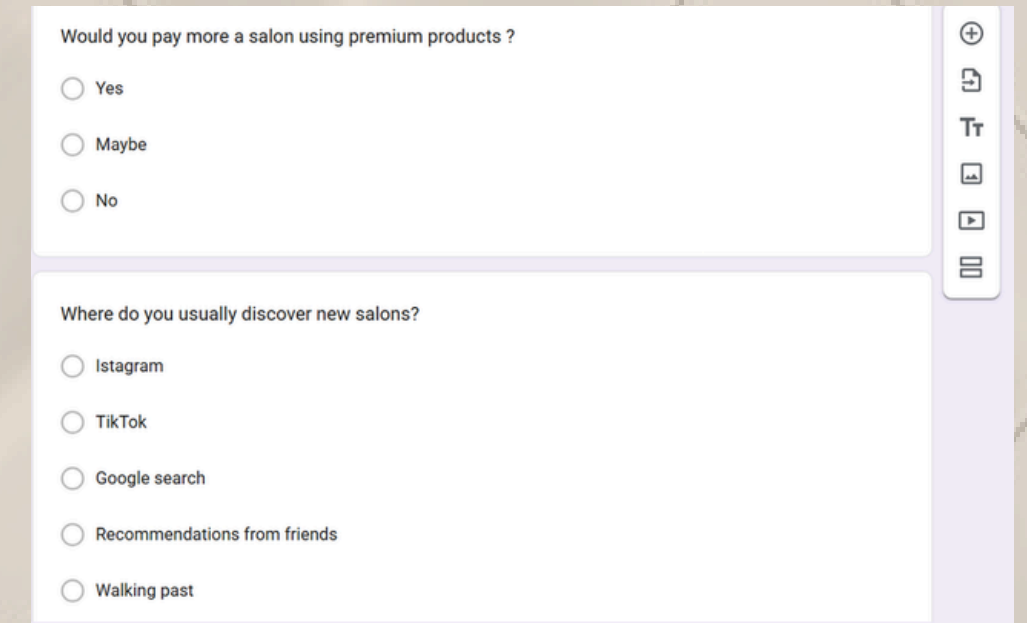
PRESENTED BY:

Anita Woszczak



Designing the Questionnaire

- Questionnaire created to understand customer expectations
- Questions about service quality, hygiene and marketing
- Research used to support business decisions



Would you pay more a salon using premium products ?

☐ Yes

☐ Maybe

☐ No

Where do you usually discover new salons?

☐ Instagram

☐ TikTok

☐ Google search

☐ Recommendations from friends

☐ Walking past

The image shows a digital questionnaire interface. It has a light purple header and a white body. The first question is 'Would you pay more a salon using premium products ?' with three radio button options: 'Yes', 'Maybe', and 'No'. The second question is 'Where do you usually discover new salons?' with five radio button options: 'Instagram', 'TikTok', 'Google search', 'Recommendations from friends', and 'Walking past'. On the right side, there is a vertical sidebar with icons for adding, deleting, and other functions.

(Kotler and Keller, 2022)

(Baines, Fill and Rosengren, 2022)

Participants and Data Collection

- Online questionnaire
- Target group: beauty salon clients
- 28 responses collected



28 odpowiedzi



[Link do Arkuszy](#)



Podsumowanie

Pytanie

Pojedynczo

(Baines, Fill and Rosengren, 2022)

Key findings

Customers value:

Quality of results

Customer reviews

Hygiene and cleanliness

Professionalism

Word-of-mouth recommendations



(Solomon, 2020) ✨

(Armstrong and Kotler, 2021)



Factors Influencing Salon Choice

- Quality of results – 64.3%
- Hygiene – 10.7%
- Price – 7.1%



(Mintel, 2023)



Marketing Channels

- Recommendations from friends – 57,1%
- Instagram – 25%
- Google search – 10.7%

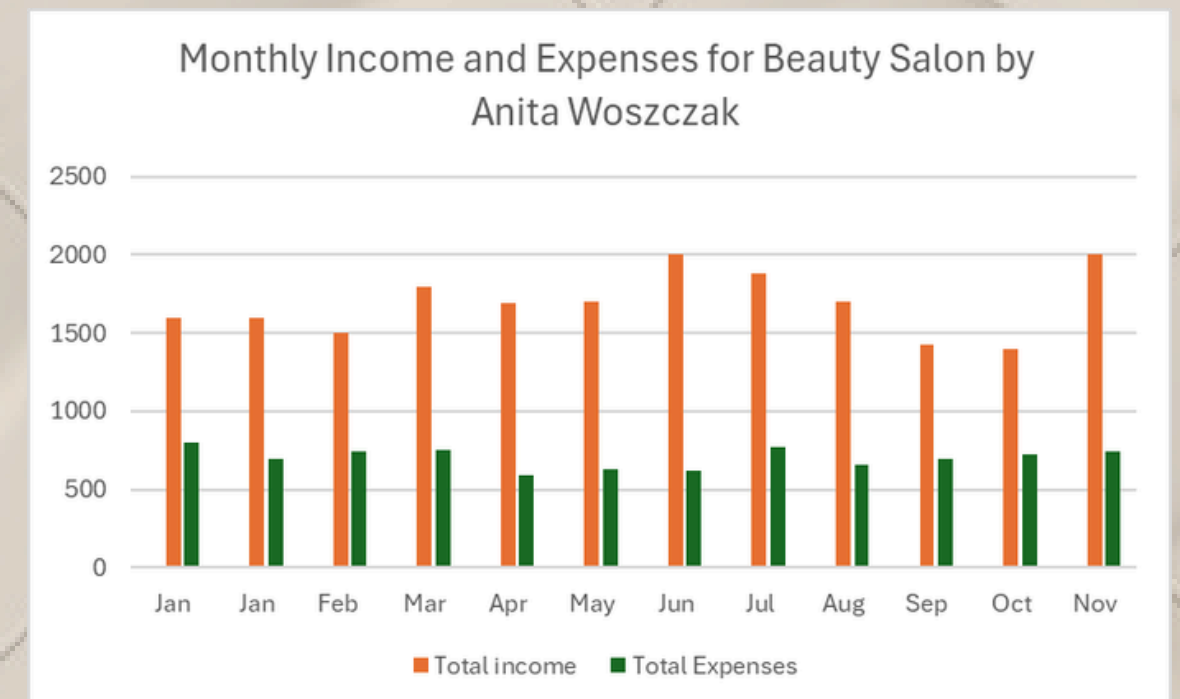


(Chaffey and Ellis-Chadwick, 2022)

Financial Planning

Financial planning using Excel

- Estimated monthly income
- Business expenses
- Profit projection



Website and Marketing Materials

- Professional website design
- Clear presentation of services
- Before and after photos included

(Statista, 2024)

(Chaffey and Ellis-Chadwick, 2022)



Video Advertisement

The video advert shows:

- The beauty salon environment
- Treatment areas
- Services offered
- Brand identity



(McKinsey & Company, 2023)

Reflection

Skills developed:

- Data analysis
- Branding and marketing design
- Financial planning

References

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Thank you
for
your Attention

