

“Get Ready with me”

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Executive Summary

“Get ready with me” is a beauty salon where the customers can get multiple services done simultaneously without wasting time. The main goal of the business is to help busy clients to get in and out of the salon feeling confident and satisfied immediately.

It will be allocated in the centre of London, crowded with many possible new clients and competing with high standard opponents. Although it may seem risky to go against more experienced shops, this business stands out particularly because there will be more employers working on one customer. Instead of the normal procedure 1 (worker) on 1 (client), it will go depending on how many procedures the clients asked for. For example if the customer wants a manicure and a haircut , the next step will be 2 employers working on the same client simultaneously. Without neglecting the quality of the services and customers needs, *“Get ready with me”* will focus on clients satisfaction and happiness.

Business Concept

The mission of the salon is to deliver high-quality services in a short time period so that the client won't spend more hours than needed. Our services are open for everybody, no matter what gender or age, we invite anyone who wants to improve themselves and help change their appearance. We aim to help clients to express themselves through modern, personalized beauty treatments while offering a friendly environment, professional service and results they can trust. Whether someone wants a small refresh or full transformation, our salon is here to support their self-care journey. By offering multiple services under one roof, the salons save clients while maintaining the highest level of quality.

Business Description

At “*Get ready with me*” the clients can benefit from multiple services like haircare, nails, lashes and facial treatment. The main goal is to provide a complete, convenient and relaxing beauty experience where customers can access multiple treatments during a single visit.

We understand that our clients are busy, that is why they can book an appointment online on the salons website. The customers can give the team a productive feedback if they want, this would help the salon understand the customers wishes.

www.getreadywithme.ac.uk

Hair	Nails	lashes	Facial
Cuts	Regular Manicure	Extension	Chemical peels
Extensions	Pedicure	Lash lift and tint	Laser
Color	Gel nails	Brows lamination	Anti- aging
Treatments	Acryl	Microblading	Hydrating facial

Product Description

Since the salon offers many services, the customers have the option to receive experts' opinions on products. For example when someone is finished with their hair treatment, the employee can try to sell a particular shampoo for their hair type. This way the company can increase in profit and the customer has an opinion from a specialist who has worked with them.

The salon will offer a variety of products for selling, from shampoos to facial masks for every hair and facial type. If the customers want a specific product that is used at the salon and can not come in, they can buy it from the website.

PESTEL Analysis

Political: According to [Gov.uk](https://www.gov.uk)(2025) the UK is very stable for opening a business.

In its drive for growth, the industrial strategy will take advantage of the UK's unique strengths and untapped potential, enabling our already world-leading services and manufacturing sectors to adapt and grow, and seizing opportunities to lead in new and emerging sectors.

Economical: According to [BBC.co.uk](https://www.bbc.co.uk) (2025) Businesses are affected in 6 ways: unemployment, income of the consumers, inflation, taxes, the value of currency and interest rates.

The economy includes all activities in a country concerned with the manufacturing, distribution, and use of goods and services. The economic climate has a big impact on businesses. The level of consumer spending affects prices, investment decisions and the number of workers that businesses employ.

Social: Those are factors that affect the business from outside which can not be controlled. They change constantly and can not be predicted. *"Social factors tell you what people care about, how they live, and what they expect from brands, products, and services. They reflect shifting norms and values, like the rise of sustainability, diversity, or remote work, that can make or break a business model."* (pestel analysis may 19 2025)

Technological: The business can profit from the technological factors as it develops and improves the quality. *"Technological factors refer to innovations that affect not only how products are created, but also how services provided by an organization function in terms of efficiency and effectiveness."* (business model analyst,2024)

Environmental: Salons have an impact on the environment, according to the blog Scrummi (2021) for washing a clients hair it uses 14,22 liters of water per day. Also there is a large amount of product waste (plastic bottles, chemicals, foils) that can cause harm to the environment.

"The hairdressing industry is a big polluter - from heating tools and hair dye to hair washing and hairspray - so it is especially important that salons start thinking about how they can implement initiatives to make their businesses more sustainable."

Legal: The Health and Safety Act (1974) needs to be followed by all businesses, this helps to prevent any accidents for anybody in the establishment. “ *The Health and Safety at Work Act ensures that all businesses conduct risk assessments, provide safety equipment, health and safety training, have preventive measures in place, and are insured to cover any accidents that might occur in the workplace.*” Crysp(2025)

Marketing Strategies

Nowadays the majority of people have multiple social media platforms, that is a reason why it is a good idea to promote the business online. According to the Northumbria University Newcastle (2025) some businesses spend millions of dollars on advertising and digital marketing.

The first step is to create a business website, where customers can book appointments in advance and purchase the salon's products. After that is to make social profiles on platforms like Instagram, Facebook and TikTok. This would build awareness on multiple accounts and attract people from outside of the region. The online profiles will be available also on the webpage, this way the new customers can have a pre-view and to know what to expect. Another way to attract new customers online is by Paid Ads, those will be found everywhere for example when watching youtube, google or any social platform.

On the other hand the salon can be promoted in person, for the first week clients will get 30% back if they suggest the business to their friends and family. After their service each client is given a unique referral code. If someone else books an appointment using that code, the original client will receive a part of their money back. This way one satisfied person can attract multiple new people.

Financial Plan

This business idea will require a funding of a total of 15k pounds. Those are the following reasons :

- Monthly rent £1000
- Deposit for one month £1000
- Salon renovation: station, lighting, mirrors £2500
- Hair equipment: dryers, curlers, straightener, sizers, comb £3500
- Supplies: towels, brushes, gloves £500
- Products: shampoo, conditioner, dye, treatments £500
- Eyelashes inventory: extensions, tweezers, adhesive, remover, cleanser £1000
- Nail equipment: UV lamps electric nail drill, dust collector £1000
- Furniture : foot spa basin, display shelving, desk £2000
- License and papers £700
- Insurance £500
- Marketing £300
- Bills for eclectic and water £2500
- Employees income per person: £2500

The main startup expenses expected during the first month is £7350

Hair treatment/ cuts/ dye	£1500
Lashes extension / lift	£750
Nails manicure / pedicure	£750
Rent for the first month	£1000
Taxes for the first month	£850
Income of the employee	£2500

Short- Term Objectives

“Get ready with me” wants to build a solid local presence and a devoted customer base in its first year. Launching the salon with a full range of services: haircare, lashes, nails and facial, while guaranteeing excellent, effective service is one of the main goals. To build our initial audience, we intend to launch focused marketing campaigns using social media, referral schemes, and introductory promos. Customer happiness, hygiene, and professionalism will be the main topics of staff training. In order to lay the groundwork for long-term success, we also want to monitor customer feedback, streamline operational procedures, and generate steady monthly revenue increase.

Long-term objectives

Our objectives include expanding service offerings, introducing advanced treatments, and incorporating eco-friendly and sustainable practices throughout operations. We plan to build a strong brand reputation that fosters client loyalty and word-of-mouth referrals. Financially, the goal is to achieve steady revenue growth and profitability while exploring opportunities for opening additional branches or mobile services. Staff development and retention will remain a priority, ensuring a skilled, motivated team that maintains exceptional client satisfaction over the long term.

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Appendices: