

Presentation

by Maria-Elena Prunaru

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LCLM-4006
Enterprise and Entrepreneurship

Business Plan: Beauty Salon

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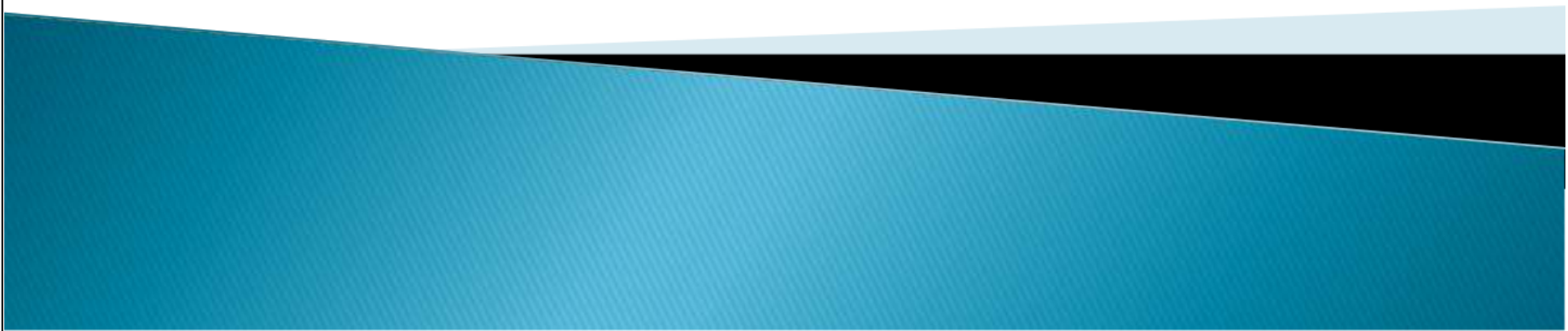


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Overview of business idea

- ▶ About Birmingham
- ▶ Grooming industry in Birmingham
- ▶ Personalized services
- ▶ Client satisfaction



Legal format and management

- ▶ limited liability partnership
- ▶ Salon management
 - Beauty therapist
 - Receptionist
 - Hair stylist
 - Accountant
 - Marketing and sales team
 - Legal advisor
- ▶ Salon services



Target market

- ▶ Males and females
- ▶ All age groups
- ▶ Social media marketing
- ▶ Local advertisement
- ▶ Referral discount
- ▶ Influencer marketing strategy



4 P's of marketing



Industry and competitors analysis

Strength	Weakness	Opportunity	Threats
• Open market space • Skills and expertise • Location opportunity	• Competition • Operational cost • Staff turnover	• Partnership • Innovation • Niches	• Economic trends • Customer preferences • Online competition



Funding

- ▶ Bank loan is in between 50000 pounds to 150000 pounds.
- ▶ Personal investment is the amount given by the owner according to business operations
- ▶ Funding amount is 30.000 pounds.



Conclusion

- ▶ The salon business aims to provide grooming and beauty services to the entire population of Birmingham. The business is under a single personality and based on a limited liability partnership. The salon is funded through bank loans and personal investments. The grooming industry in Birmingham is competitive but benefited due to open market space. To expel in the grooming industry, salon needs to be more technologically advanced and innovative concerning their services.



References

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