



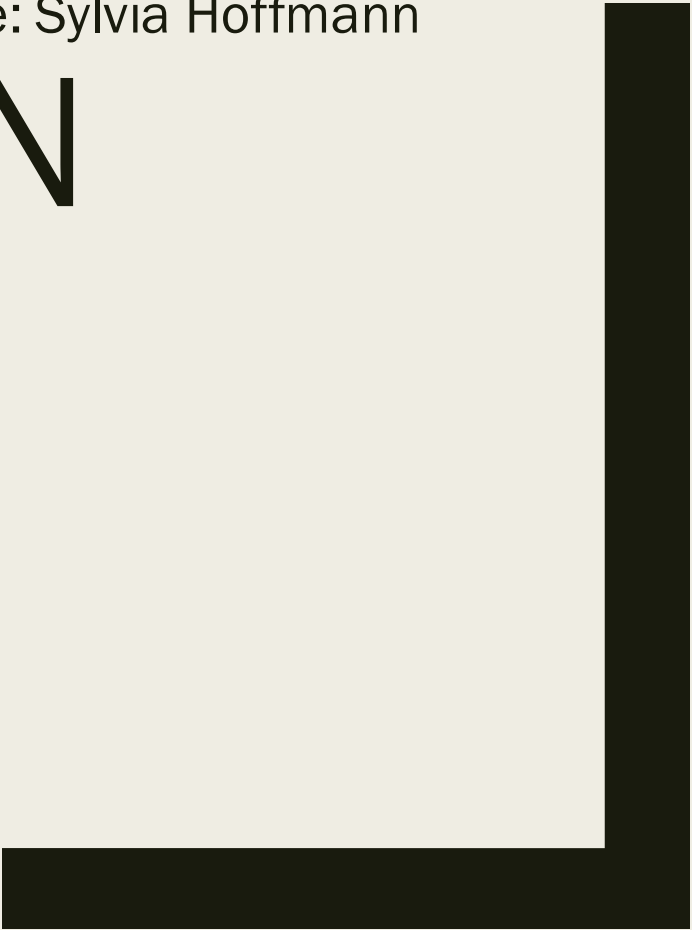
Name: Lizzy Jest Esienna

Student ID 2113584

BMSW4001

Lecturer Name: Sylvia Hoffmann

WORKING IN BEAUTY



My intended Career Introduction



Skills needed in the beauty industry

- Relationship Building/Sensitivity:
- Problem Solving and Decision Making:
- Influence:
- Drive and Energy:
- Organization and Planning:
- Communication:.
- Technical/Dexterity
- (39-5091.00 - Makeup Artists, Theatrical and Performance, 2021)
- (Max, 2017

SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST – STRENGTH

- Strengths :
- Varied range services
- Can perform on all races (some beauty therapist are often only limited to one race)
- mobile
- able to work with all age demographics,
- qualified
- Excellent customer services

SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST – WEAKNESSES.

- Less flexible due to their commitments e.g., kids,
- difficulty finding the right marketing mix in order to maximise exposure and attract new customers in local area ,

SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST - OPPORTUNITIES

- Increased focus on self-care within the black community.
- Tik Tok allows for easy gain of followers etc.
- Snapchat helps to post treatments to capture clients.
- Instagram enable us to market ourselves and attract more audience.
- Facebook helps with free marketing.

SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST THREAT

- What threats are posed to you operating as a beauty therapist e.g.
- covid ,
- competitors who are more flexible due to less commitments e.g, no kids
- Competitors with established internet presence
- Consumers doing beauty procedures themselves

Time management

- Planning
- Prioritising
- Executing

PDP

- Updated with current trends
- Develop confidence
- Learning conflict resolution
- Proactive decision making

Conclusion

- Beauty industry has change rapidly
- Different techniques
- Beauty industry has high competition
- Competitors are highly advanced
- Products risk

Mike George, the president and CEO of [QVC](#), recognized the threats coming from sources that are much bigger than the beauty industry itself. He said there is a “collapse of institutional and brand authority.” He believes there are four reasons for the changes:

- Erosion of trust in society
- Race to the bottom (he’s referring to everyone trying to compete by selling at the lowest price)
- Craving for authenticity
- Shifting sources of influence.

Thank you for listening

- Thank you all, for taking your time to listening to my presentation.
- I'm happy to take any questions

Presentation Notes

■ Introduction:

As you can probably guess my intended career is a beauty therapist. During this presentation I will be exploring my academic and employability skills and how they relate to establishing a secure career within the beauty industry both as a sole trader and as part of a company

■ *Skills needed in the beauty industry:*

After looking at summary reports and existing job openings regarding makeup artist and beauty therapist roles I determined the following qualities are necessary for thriving in the beauty industry.

■ **SWOT ANALYSIS FOR OPERATING AS AN INDEPENDENT BEAUTY THERAPIST – OPPORTUNITIES.**

Social media, gives you opportunities to market your business free of charge and showcase your talent and your products to the public. Being soft skills these skills can have a huge impact on your career in the beauty industry.

Presentation Notes

■ SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST – STRENGTH

Following my research into skills required for a fruitful career in the beauty industry I decide to complete a SWOT analysis to further understand how my own business aligns with the skills required and my position in the local market

1. Qualified (A Level 2 and Level 3 diploma in beauty therapist, Certificate Acrylic and gel in Nail Technician and a Certificate in a makeup artist).
2. Excellent customer service – high volume of returning customers (With my high level of delivery of services, I have been able to retain a return client`s for over 10 years).
3. Varied range of services (Such as Massages, Waxing, Make-up, Hair styling, Acrylic and Gel nail).
4. Can perform on races (discuss no subconscious discrimination against customers)
5. Mobile (Delivered services to clients not more than 11 miles distance).

■ SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST – WEAKNESSE

It`s while you can't carry out some of your treatments because of children around you, or difficult finding right person to look after your kids. Most time distance and trade of different new brands in

Presentation Note

■ SWOT ANALYSIS FOR OPERATING AS A INDEPENDENT BEAUTY THERAPIST:

For example, during the pandemic Covid was a very great threat to a beauty! As it was impossible for any work or treatment at the time. Getting a wrong client that are unhappy or displeased, capitalises on every opportunity to sue for a claim.

■ Time Management

Planning, prioritising, and performing are the greatest ways for me to manage my business. Because planning prevents a business from failing, it will save me money and make resource allocation easier.

Furthermore, my business will be able to tackle unanticipated issues via planning, and my business will be able to build a reputation in the market through commitment.

PRESENTATION NOTES

■ PDP

Business professional development, I ensure that every day enhance new skills opportunity while establishing and developing my business. Then, I can focus on my professional development by studying different business models of established businesses trade best possible from different beauty platform and implement them in my business practice. So, I must study the current trends in the beauty world and following the new trade platforms to get m information about the needs and wants of the customers. I will also learn from the people that inspire me to become a good business leader by implementing the best leadership style that promotes and encourages my team to give their best so that the business can achieve its objectives. Furthermore, I will focus on developing self-confidence and create a body language become inspiration to others in beauty industry. I will also work on my communication skills as business activities rely on effective communication. While making decisions in my business to enable proactive decisions on my business. Finely, to grow my business, I must focus on my business.

■ CONCLUSION

[Kat Von D](#) of the world-renowned beauty company talked about how the barriers to entry have been lowered, creating a competitive threat to the established players. “It’s like music, everyone can do it now so in order to succeed you actually have to be extremely good.” She also talked about how customers have changed. Referring to the growth of the cruelty-free market she said, “millennials really do care.