



**Individual Written Business Plan: Beauty Glow Salon &
Spa**

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Executive Summary

Beauty Glow Salon & Spa is a Private Limited Company (Ltd) providing professional hair, nail, eyebrow & eyelash services in Birmingham, UK. The ongoing rapid growth of the beauty industry in the UK is underpinning the business's development to meet the increasing demand for high-quality, convenient beauty treatment. The strength of having multiple beauty services under the same roof, customisations for all customers and eco-friendly offerings, such as cruelty-free products and recycling programs. The salon will target a female demographic aged 18-45 years, specifically students and working adults, using social media, collaborations with influencers, referral and loyalty schemes as a marketing tool.

A government grant and a mixture of funds from the existing owner's own savings and a loan from a bank will provide a start-up investment of £20,000 to set the salon up and help it get started. Beauty Glow Salon & Spa will strive to ensure that quality service, effective marketing and sustainable business practices bring them long-term profit, customer loyalty and a good reputation in Birmingham's competitive beauty market.

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1. Overview of the Business Idea

1.1 Business Introduction

Beauty Glow Salon & Spa is a proposed beauty Salon in the City of Birmingham, UK, which will specialise in hair, nail, eyebrow and eyelash treatments. The UK beauty and personal care products industry is projected to reach a value of greater than £13.62 billion in 2026, showing high demand for quality beauty services (Statista, 2026). The salon's objective is to offer high-quality and convenient salon service in a single location, adding value through excellent customer service and personalisation. Its goal is to establish itself as a trustworthy beauty salon that is known for quality, innovation and sustainability.

1.2 Products and Services exceeded £13.62 billion in 2026, indicating strong demand for high-quality

Beauty Glow Salon & Spa will offer haircuts, colouring, and styling, manicures, pedicures, acrylic and gel nails, eyebrow shaping and tinting, lash lifts and eyelashes. Multiple services in one salon will make it more convenient for the clients to keep coming back to you.

1.3 Target Customers

The salon caters to female clients ranging from 18 to 45 years, including students and middle-income working women. These customers are like consumers who look for the convenience of the services, quality, and beauty treatments they receive that can boost a customer's confidence and well-being.

1.4 Legal Structure

The business will be registered as a Private Limited Company (Ltd) as it will increase the credibility of the business when securing finance or working with its suppliers, as well as ensuring its owner's personal assets are not at risk (Alvaro *et al.*, 2025).

1.5 Management Structure

The organisational structure will consist of the owner, a salon manager, a hair stylist, a nail technician, a beauty therapist and a receptionist. Aeroplanes permit efficient daily operations and high service quality.

1.6 Sustainability / Community Support

The salon will adopt cosmetics that will not harm the environment and non-animal testers' products, and install energy-saving machines and equipment, among others. It will also provide apprenticeships to young people in the locality, student discounts, and charity beauty events each year to foster community involvement.

2. Market Research

2.1 PESTEL Analysis

Beauty Glow Salon & Spa performs the PESTEL analysis to identify external factors that may shape business performance and to understand which opportunities and threats exist in the beauty industry in the United Kingdom.

Political

The importance of entrepreneurship and business support schemes and grants is highlighted in the UK Government, which promotes entrepreneurship and provides opportunities for new small enterprises to launch and develop. However, the salon must comply with employment legislation, health and safety regulations and tax requirements (Imran *et al.*, 2025).

Economic

Beauty services demand has been fairly consistent despite the rise in operating costs caused by the increase in inflation. Consumers now see self-care as an integrated part of their current lifestyle rather than a luxury. The market for beauty and personal care in the UK will reach over £13.62 billion in 2026, showing that the market is still expanding (Statista, 2026).

Social

Lifestyle, improved knowledge of personal health, and social media have driven an increase in demand for beauty treatments. Social media like Instagram and TikTok allow consumers to endorse beauty trends, which opens the door to salons offering modern and personalised services (Sarofah *et al.*, 2025).

Technological

Online appointment scheduling, digital payment processing and customer relationship management (CRM) software are enhanced ways to enhance the customer experience for salons with technology. Social media advertising also provides an

affordable method of reaching potential customers while showcasing treatment results.

Environmental

Increasingly more business firms are seen to be adopting sustainable practices that resonate with consumers' preferences. Product options that are animal-friendly, the reduction of plastic waste and plastic packaging recycling can improve the salon's image and promote the fashion of environment-conscious clients.

Legal

Beauty Glow Salon & Spa needs to adhere to the Health and Safety at Work Act 1974, Consumer Rights Act 2015, and the Data Protection Act 2018 when appropriate, to guarantee customer safety, consumer data protection, and professional standards (Gider *et al.*, 2026).

2.2 Competitor Analysis

Competitor	Services	Price Level	Strengths	Weaknesses	Competitive Advantage of Beauty Glow
Local Salon A	Hair styling and colouring	High	Experienced stylists and a premium reputation	Limited nail and beauty treatments	Offers comprehensive hair, nail, brow and lash services in one salon.
Local Salon B	Hair, nails and basic beauty services	Medium	Established local customer base	Limited digital marketing and outdated facilities	Modern salon environment, online booking system and active social media presence.
Local Nail Studio	Nail treatments only	Low	Affordable pricing	No hair, brow or lash services	Provides a complete beauty experience with personalised

					customer consultations.
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Table 1: Competitor analysis table

(Source: Self-created)

Beauty Glov Salon & Spa will not choose to base its strategy primarily on price, but will instead take a differentiation strategy using high-quality beauty treatments and excellent customer service with an emphasis on sustainable practices. This approach increases customer value, encourages repeat visits and builds long-term customer loyalty, creating a stronger competitive position within Birmingham's growing beauty market (Michnowicz and Jay, 2025).

3. Marketing Communications

Product

Beauty Glow Salon & Spa will provide a great deal of beauty services, such as professional hair styling, nail care, eyebrow shaping and eyelash extensions. The salon will use only high-quality and animal-free beauty products and offer personalisation consultations, so that treatments will be offered as per individual consultation requirements. One-stop shopping with multiple services adds to the convenience and improves customer satisfaction.

Price

The salon will use a competitive pricing model that will offer affordable and high-quality service. Student specials and service packs will help get people to use their services for the first time, and Loyalty packages will ensure they return for more. This approach will allow a company to drive affordable customers to the business while still maintaining a strong sense of value.

Place

The salon will be located in a well-placed commercial/buyer/visitor hotspot in Birmingham, and near public transport and parking facilities. It will be possible for the customers to schedule appointments through the salon's website as well as social

media, aside from the locations. This will help them be flexible and provide better service.

Promotion

The subject of beauty is one that is highly apparent in the target market. Digital marketing will be the key mode of communication. Instagram and TikTok will focus on makeovers, utilising client testimonials, treatment displays and community social events, whilst Facebook will highlight special offers, seasonal trends and community events (Hannah, 2025). You'll have better local search results and more customer reviews which can help instil trust in potential customers.

A loyalty card has been launched for customer retention through regular visits as well as a referral programme to bring in new customers through current customers' mouths, offers the salon discounted charges. Email marketing will send out personalized appointment reminders, special offers and beauty advice to keep your customers engaged. Offline promotion will be carried out utilizing a properly designed flyer which will be inserted in Universities, Gyms, shopping centres as well as bridal boutiques/fashion shops / local event organisers for referrals. These activities are all interconnected and can be considered as a single marketing communications project for the company, to acquire new customers, promote recognition and awareness of the brand and continue the company's success.

4. Financial Plan

Financial planning is essential, ensuring Beauty Glow Salon & Spa has the resources needed to establish operations and sustain growth. Start-up costs total £20,000, including rent or purchase of office space, business and professional equipment and operating expenses for the first month of opening the business. The mix of financing sources lessens financial risk but also ensures that the business has the necessary cash flow to function in its early stages.

Source	Amount (£)
Personal Savings	5,000
Bank Loan	10,000
Government Small Business Grant	5,000
Total Funding	20,000

Table 1: Required Funding Plan

(Source: Self-created)

The contribution of the owner's individual investment message of commitment and investor confidence. Attached are the interest rates of the loans, and this also serves to provide additional funds to purchase assets and begin business operations.

Expense	Cost (£)
Rent Deposit	4,000
Salon Equipment	5,000
Furniture	2,500
Beauty Products	2,000
Marketing	1,500
Insurance	1,000
Website Development	1,000
Business Licences	500
Working Capital	2,500
Total	20,000

Table 2: Start-up Costs Plan

(Source: Self-created)

The highest amount of money will be spent on the equipment and space needed for the salon, as they are important to have during the first day of operation to provide professional services. Initial digital marketing campaigns and promotions must be created by spending money to increase brand awareness and find early customers. The working capital has been provided to meet the costs arising from daily business activities like utilities, replenishment of the product and any unforeseen business expenses while the business is in its initial stages. The proposed finance plan is a good balance in terms of Owner financing, external financing, and public support.

5. Conclusion

Beauty Glow Salon & Spa is an appealing business opportunity in the expanding beauty industry in the UK, offering a combined hair, nail, brow and lash service, which dovetails into the growing client propensities for convenience and custom-made products. The business distinguishes itself by its excellence in services, a user-friendly and sustainable approach, such as the use of eco-friendly products and community actions. The marketing plan is well-structured and will be backed up by a realistic cost of £20,000, as the salon area offers a good financial base in launching and running early. Beauty Glow Salon & Spa can continue to grow and build a competitive footprint within Birmingham's beauty sector by maintaining customer satisfaction, leveraging its operational efficiency, and prioritising constant innovation.

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