

Executive Summary

'Ahimsa' vegan friendly skincare Ltd was established in 2018. We offer skincare treatments, facials, massage and hand and foot care, in a tranquil beauty salon on Swansea waterfront. All treatments are carried out by an experienced therapist. The products used are cruelty free to animals and contain no animal product whatsoever for example bees wax, which is therefore inoffensive to the vegan community. The products are bought in from Australia as we don't want customers to find them on the high street. Vegan friendly is our unique selling point, however, not limited to only vegans but available to all. Male or female and of any age above 16 years. Quite a large target market in actual fact but specialising in this area gives us the edge we believe as a nation of animal lovers we are becoming more aware of being ethical and friendly to animal's welfare.

Our aim is to offer a professional yet friendly service and a sanctuary to escape the hustle and bustle of everyday life. The premises offer two treatment rooms allowing room for future expansion and hiring additional therapists (however, it also allows the flexibility to sublet the second room initially to guarantee income if business is slower than anticipated) There is also a reception/shop area as you enter where the products are all on sale. They will be competitively priced in the mid-range market. We feel at this point we need to gain sales, so a luxurious, very expensive product will be more difficult to sell yet cheap and cheerful is not the avenue we wish to go down either. Affordable quality is the vision we share, with excellent customer service.

The business will be marketed on a social media platform such as Facebook. Advertising our services, products and promoting special offers and competitions such as a free treatment or product once 100 likes and shares have been achieved etc. Also targeting large organisations such as the NHS offering discounts on a first treatment/purchase to all staff to hopefully spread the word large scale. Leaflet dropping to vegan food premises, places of fitness such as gyms and yoga centres. Attending exhibitions and fayres as a pop-up shop to promote the business as well as a promotion stand in the shopping centre if permitted. Gift vouchers will be available to purchase also. A website will be designed within a few months of opening showing the list of treatments and products on offer along with their prices and descriptions of the product or service. Customers can buy our products online at this point but not initially.

The business is owned and run by four people as follows experienced in their own fields and run as a private limited company.

Rhian Edwards / Business Manager. Rhian will cover all financial aspects of the business, from start-up costs to day to day budgeting. Rhian is experienced in finance as an NHS employee working in the nursing directorate where she manages large budgets and implements cost saving strategies.

Steve Pattin/ Advertising/Sales Manager. Steve has a marketing degree and will promote and market the business to gain initial interest and to entice customers into the skincare centre. He will continue to promote offers and market the business to encourage a steady flow of custom once up and running. Steve has worked in marketing and insurance for many years.

Courtney Jones/General Operations Manager. Courtney will manage day to day of the skin care centre, keeping an eye on stock levels and front of house. Advising on products and closing sales and trying to promote bookings for skin care consultations/treatments. Courtney has experience in customer service

and as well as a good first impression in the way she presents herself. She is a people person and will create a lovely friendly atmosphere to customers.

Allison Williams/ Skin Care Consultant/Therapist. Allison is a fully qualified beauty therapist with over 20 years' experience. A member of The British Association of Beauty Therapy and Cosmetology (BABTAC). She will carry out all the facial and massage treatments and advise clients on products to purchase for home care. She is also the knowledge of the skincare side and will keep abreast of new trends within this field in order to grow and ward off future competition. Allison also has experience of running her own business.

The key practical issue is attracting initial clientele. The key factor is getting our pricing strategy right which we have decided to plump for mid-range pricing compared to other salons in the area (even though none of them are vegan friendly). We also need to attract non-vegan customers to enhance our sales. Our range is affordable quality. The second most important aspect is letting customers know we are there. Comprehensive marketing and promotion are essential. Using social media as our main tool to target customers and to entice them with special offers. Also, specifically targeting vegan health food premises with leaflet dropping and large organisations for example the NHs offering opening discounts. We intend to offer a wonderful customer service and aftersales/care however getting customers first is paramount. As previously stated we would sub-let our second treatment room until our business grows. This will bring in revenue to help with our rent and also generate more footfall into the premises where we can hopefully take advantage and make extra sales.

The intention is to rent until the business is at a healthy sustainable level and then purchase the premises as an investment and to avoid 'wasted' money on rent. We hope to carry our vision and ethos into other towns starting up other salons to build on our business within 2 to 3 years. Our long-term plan 5 years plus is to franchise out our name, business, brand and ethos and before that time possibly develop and make all our own products.

Our financial projections we believe are realistic and achievable. We estimate that during the first month we can achieve 9 treatments per day at an average cost of £40 each which total £7200 by the end of the month and £500 of sales during that month. By month six we expect to have reached 17 treatments per day at an average cost of £40 totalling £13,600 plus £650 in sales and by the end of the first year 22 treatments per day at £40 totalling £17600 plus £900 in sales. The gross margin is consistently 65% across the board on sales.

We have a start-up budget of £100,000. £12500 each invested by our team and £50,000 from a private investor. The private investor is completely silent and has no say in the running of the business. An agreement in principle has been drafted by our solicitors Cameron Jones Hussell and Howe stating this and the agreed term to pay back the investment is £30,000 after 12 months and £30,000 after 24 months giving him a return of £10,000 on his investment. This investment will cover initial cost of equipment, stock, advertising and signage which we estimate as £6100 to set up. The cost of rent is £1000 per month and business rates are £100 per month. We estimate that utilities will be £300 per month and wages £2000 per month for each partner. The investment will also enable us to recruit more staff to meet demands of the business. A strategy is in place to sub let the second treatment room initially if business is slower than anticipated.

Due to our extensive market research including visits to high end international vegan spa s such as Paris, New York and California we are confident we will meet targets and growth as anticipated. Swansea is a vibrant city where new concepts will be met with enthusiasm. The vegan people of Swansea are excited

about our vision also. We met with these groups of people at vegan meeting points such as yoga centres and food establishments and held informal focus groups to gauge reactions and opinions of the community.

BUSINESS PLAN by RHIAN EDWARDS, COURTNEY JONES, STEVE PATTIN and ALLISON WILLIAMS



'AHIMSA' VEGAN friendly skincare Ltd.

Business Overview

'Ahimsa' Vegan friendly skincare Ltd. is an exciting vision to provide a dual service to members of the vegan community. Although not only available to vegans but to anyone who wishes to buy from us and use our services. The products used are not only cruelty free but also the ingredients contain no animal product. Products will be promoted to sell but also in-house treatments on offer such as facials and massage which will hopefully increase sales and vice versa. 'AHIMSA' is a Sanskrit word used in yoga and meaning respect for all living things and avoidance of violence towards others, which sums up our ethos beautifully.

Our market research shows that no one in the immediate area is offering such a service. However, veganism is on the increase and becoming more popular. Research from a professional beauty journal has also identified that skincare products are on the increase in term of sales. 'The Retail and Leisure Trends report for 2017/18 has highlighted that there was a net growth of 388 beauty salons and 176 nail salons during the period. Net growth is calculated by tallying the number of openings, minus the number of closures. This increase in beauty businesses places the industry second in the list of fastest growing industries for 2017'. The plan is to buy our products from Australia as even with shipping costs it is more cost effective as the popularity of these products there is more established. Also, as we are selling the product as well as using them for treatments, we require a product that can't be bought on the high street which would create further competition.

Our team consists of four strong and experienced members. This is a start up business and we are a private limited company sharing all the profits and losses equally. We each have £12500 to invest and have received £50000 from a private investor. This is to ensure we can cover one years running costs to help with rent for premises and train and recruit extra staff when required in order to meet demand when the need arises.

The team consists of:

Rhian Edwards / Business Manager.

Steve Pattin/ Advertising/Sales Manager.

Courtney Jones/General Operations Manager.

Allison Williams/ Skin Care Consultant/Therapist.

We have found premises we wish to rent initially on Swansea s waterfront at a cost of £1000 per month. As Swansea is a central city with a cosmopolitan feel we believe it is the best location to begin with. People are more likely to travel into a city than to outskirts of a small town or village, thus we feel giving our business the best start possible.

The only risk we see arising is possibly a slow start as it is quite a niche market, although available to all. To help with possible early cash flow issues we are prepared to sub let a room at our rented premises to a reiki

master or reflexologist. This will help towards rent costs but also could increase our clientele as a by-product of the foot flow brought in to consume the other holistic services on offer.

Markets and Competition

Target Markets

Our target market are males and females from the age of sixteen and upwards with no upper limit. Although the ethos of our business is geared towards the vegan community it is available to all. According to a new survey by comparethemarket.com there has been a significant spike in the number of people going vegan in the UK since 2016, with more than 3.5 million British people now identifying as such. The statistics show a substantial increase since those published by The Vegan Society and Vegan Life magazine in 2016, which revealed there were roughly 540,000 vegans over the age of 15 living in Britain. (The Independent) supported by professor Carolyn Roberts of Gresham College.

'According to research by the NPD Group (a global data company) the sale of high-quality skincare rose by 6% in the first quarter of 2018. At the same time, anti-aging skincare sales grew 10%, cleansers grew 2%, toners 15% and serums increased by 12% - a likely indicator that clients are pursuing K-Beauty 'glass' skin (natural, make up free skin), made popular by beauty influencers'. (Vitality, The BABTAC and CIBTAC magazine for therapists worldwide 2018). This information supports our market research that there is a rise in veganism and a real gap in the market for a growing industry in the beauty/skincare field. It appears to be a very good time to start up and capitalise in this industry. SWOT analysis was applied during our research.

Competition

There are a number of beauty salons in the Swansea area, but research has shown that none of them cater specifically toward the vegan community. It appears that there is no direct competition at this time, so we are in an enviable position of starting a new concept and beauty centre in Swansea. The research was carried out by calling up salons directly and enquiring about their services and products. Also, while skincare products can be bought from limited retailers in the area, our research has shown that vegan products are very limited and expensive. This research was carried by physically going around the shops and department stores and enquiring about what's on offer. Our product ranges Mukti are bought in from Australia and not available on the high street, and competitively priced. We also held informal forum group meetings at vegan outlets such as food stalls, yoga and fitness centres to gauge what they thought of a vegan friendly salon. This was met with a positive response and the overall factor pointed to the need of a quality product at an affordable cost. PEST analysis was used for the process and business concept, need of the service and sourcing our premises. However, despite being in an enviable position at this moment in time we are well aware that we have to keep abreast of our target market and keep up with new trends and services. It is also essential to re evaluate from time to time and ensure that we are aware of any competition that may emerge.

Sales and Marketing

Product Positioning

After extensive market research we are confident that there is a major gap in the beauty industry market for vegan friendly products. Not only are we targeting this niche, barely untouched market, but we will also appeal to the non-vegan clientele due to the quality and pricing of our products and treatments. Our aim is to provide affordable luxury that will appeal to all. We have scoured the current beauty salons in the area and our prices are very competitive. We aim to provide a top-quality service, after care and advice with no obligation consultations available free of charge. Other positive benefits to customers is the easy car parking opposite the salon and the late evening opening which will appeal to the working population who are the ones more likely to use our services.

Marketing

Our marketing strategy is to contact all vegan places of interest such as vegan food places, health food shops, yoga and fitness centres. We have designed leaflets to leave at these venues with information about our ethos, treatment price list and where they can find us. On production of this leaflet the bearer is entitled to 10% discount on their first treatment and/or purchase of our products. Leaflets will also be distributed to large organisations such the NHS and Swansea City Council employees. They are a large target group whereby the word will spread rapidly about our services as a talking point at tea and lunch breaks. We have also designed a Facebook page which advertises and promotes our business. As many contacts will be added as possible and competitions such as liking and sharing posts will be promoted entitling one lucky participant to win a free treatment with us.

It is our intention to provide pop up shops before the opening of the business at shopping centres and street food and merchandise events. This will give potential customers the chance to see and try out our products and hopefully close some sales with special offers for those event days. For any booking taken on the day for treatments after opening entitles the bearer to a 10% first treatment discount.

Sales

After strictly adhering to our marketing strategies to initially gain interest and encourage footfall we will continue to advertise regularly. Monthly special offers will be promoted on social media and in store. Loyalty cards will be issued entitling the bearer to one half price treatment after they have paid for 6. Gift vouchers will also be on sale. We will attend trade fayres and exhibitions to keep spreading our ethos and promote new interest and sales. Once our webpage is up and running customers can purchase our products online and links to the website will be shared via our Facebook page.

Management

Key Personnel

Key Personnel	Job Title	Responsibilities	Experience
Allison Williams	Skin Care Specialist Consultant	➤ Treat the skin disorders faced by the patients that attend Ahimsa clinic. ➤ Determine root cause of the ailment ➤ Evaluate clients' skin condition and appearance. ➤ Discuss available treatments and determine which products will improve the clients' skin quality. ➤ Recommend skincare products, such as cleansers, lotions, or creams. ➤ Maintain records on all the patients as they come in handy for referral purposes doctors. ➤ Teach and advise clients on how to apply products and how to take care of their skin. ➤ Sterilize equipment and clean work areas. ➤ Assist in all areas of spa operation. ➤ Suggest and promote retail products or additional services. ➤ Apply best practices and be up to date with market trends. ➤ Cooperate with and report on administration on any arising issues. ➤ Assess guest needs and inquire about contraindications like any allergies, high blood pressure, and pregnancy before beginning the service. ➤ Familiar with all spa packages, promotions, prices and rates.	➤ 25years experience in skincare & dermatology. ➤ Outstanding knowledge of skin care makeup & expertise of vegan friendly products & beneficiaries. ➤ High familiarity with potential medical reactions and side effects of cosmetics ➤ Knowledgeable on products and be able to propose personalized products to clients confidently and appropriately overcoming any objections. ➤ Experienced in providing advice & Demonstrating products to clients by means of skincare consultation and confidently explain the benefits and ingredients of each product. ➤ Key Competencies – Superior ability to work as part of a team, written and oral communication skills
Steve Pattin	Advertising & Sales Manager	➤ Work with department Managers & staff to discuss topics such as contracts, selection of advertising media & products to be advertised. ➤ Gather and organize information to plan advertising campaigns. ➤ Plan the advertising, including which media to advertise in, such as radio, television, print, online, & billboards. ➤ Negotiate advertising contracts.	➤ 26 years' experience in Sales & Advertising ➤ 3000+ networking contacts in the sales & advertising industry. ➤ Experienced in prepare promotional plans, sales literature, media kits, and sales contracts.

		➤ Inspect layouts, which are sketches or plans for an advertisement. ➤ Initiate market research studies and analyse findings. ➤ Develop pricing strategies for products to be marketed, balancing the goals of a firm with customer satisfaction. ➤ Meet with clients to provide marketing & technical advice. ➤ Direct the hiring of advertising, promotions, and marketing staff & oversee their daily activities. ➤ Resolve customer complaints regarding sales and service. ➤ Monitor customer preferences to determine the focus of sales efforts. ➤ Analyse sales statistics. ➤ Project sales and determine the profitability of products and services.	➤ Experienced in client & company relations. ➤ Ability to make swift decisions, work through stressful situations and solve problems quickly ➤ Creative personality ➤ Effective management and supervising skills ➤ Key Competencies – Communication skills, Attention to detail, Listening & problem solving, Market and Industry Understanding.
Rhian Edwards	Business Finance Manager	➤ Providing and interpreting financial information ➤ Monitoring and interpreting cash flows and predicting future trends. ➤ Analysing change and advising accordingly ➤ Formulating strategic and long-term business plans. ➤ Researching and reporting on factors influencing business performance. ➤ Analysing competitors and market trends. ➤ Developing financial management mechanisms that minimise financial risk. ➤ Conducting reviews and evaluations for cost-reduction opportunities ➤ Managing a company's financial accounting, monitoring and reporting systems ➤ Liaising with auditors to ensure annual monitoring is carried out ➤ Developing external relationships with appropriate contacts, e.g. auditors, solicitors, bankers and statutory organisations such as the Inland Revenue ➤ Producing accurate financial reports to specific deadlines ➤ Managing budgets ➤ Arranging new sources of finance for a company's debt facilities ➤ Supervising staff	➤ 13 Years, experience in Business & Finance. ➤ Experienced dealing with financial budgets in the public & private sector. ➤ Qualified in Finance & Accounting AAT. ➤ HNC Business studies. ➤ Working towards BA Hons Leadership & Management / Masters Business & Administration. ➤ Qualified in Finance & Accounting AAT ➤ Mentored by Directors at ABMU Health Board. ➤ knowledge of strategic planning ➤ Facilitate the preparation and analysis of reports. ➤ Formulate department/unit policies and practices. ➤ Key Competencies – judgment, decision-making, Information management, Resource management, Planning

		➤ Keeping abreast of changes in financial regulations and legislation. ➤ Determine discount rates or special pricing plans.	and organizing, problem solving, Communication skills, Teamwork, Adaptability
Courtney Jones	General Operational Manager	➤ Oversee activities directly related to making products or providing services. ➤ Plan and direct activities such as sales promotions, coordinating with other department heads as required. ➤ Determine goods and services to be sold. ➤ Manage the movement of goods into and out of production facilities. ➤ Perform sales floor work such as greeting and assisting customers, stocking shelves, and taking inventory. ➤ Recommend locations for new facilities or oversee the remodelling of current facilities. ➤ Plan store layouts, and design displays. ➤ Perform opening and closing procedures. ➤ Schedule guest appointments. ➤ Maintain positive guest relations at all times and maintain client details and confidentiality. ➤ Try to resolve guest complaints, ensuring guest satisfaction and inform the management about any incidents or guest complaints. ➤ Fill out necessary reports or data at the end of each session.	➤ Experienced in providing front of house services, including welcoming clients, booking them in for treatments, retailing through the till and other general admin duties. ➤ Experienced & knowledge in monitoring stock levels & the processes of reporting any issues that may arise. ➤ Knowledge & experience of building relationships with store management and adhere to all store policies and procedures. ➤ To carry out any additional duties as directed by the management team.

Advisors and support services

Ahimsa Skin Care Ltd will outsource the following external advisors for necessary business and law-abiding agreements.

Accountant

Rhian Edwards Business Finance Manager will prepare Ahimsa Ltd books to be signed off by the company's accountant. Ahimsa Ltd will use:

David Stewart Accountant

Address: 156 Port Tennant Road Port Tennant, Swansea SA1 8JQ

Phone: 01792 796756

Maintaining a set of accounting records is a required law in the United Kingdom. HMRC requires that businesses prepare and retain a set of records and documents that can be audited. Records must comply with legislation & include accurate books, accounts of transactions and dispositions of the assets. If a company does not abide by legislation, there can be high penalties. The penalties can involve high payments to HMRC, Closure of business, bankruptcy & court proceedings. A business that fails to keep an accurate record of its business transactions may lose revenue and is more likely to operate inefficiently. Business cannot successfully manage without the accounting system. Success requires ability to perform financial analysis, measure business growth, profitability, and cash flow, as well as reasonably estimate financial condition.

Ahimsa Ltd requires a good accounting system in place to provide an accurate picture of business performance. The accounting system allows management to answer questions & analyse via the data provided by an efficient accounting information system. HMRC tax codes enables businesses to have the ability to compute taxable income by using an accounting system that clearly reflects income. Accounting information system assists management to answer questions such as: What assets do the company have? How much debt is outstanding? Were the sales higher this period than last? Did we make a profit last period? Are any of product lines or divisions operating at a loss? Is the rate of return on net assets increasing? What were cash inflows and outflows? Is the cash flow enough to pay back debt? Can we safely increase our dividends to stockholders? Ahimsa Skin Care Ltd has chosen to outsource the completion of the accounts due to the legality & legislation work involved in the accounting process.

Solicitor

Ahimsa Skin Care Ltd will use
Cameron Jones Hussell & Howe solicitors
Address: 1 – 3 Grove place Port Talbot SA13 1HX
Phone: 01639 885261

Ahimsa Skin Care Ltd will be using a solicitor for several factors, particularly to agree a shareholders agreement. A shareholders agreement governs the relationship between the shareholders & the company & sets out in clear terms what the rights and requirements are. Business partnerships may dissolve overtime & the agreement consists as a protection for shareholders if a fall out occurs. One essential part of a Shareholders Agreement is a clause that forces a departing employee to sell any shares they hold. This helps to protect against someone outside of the company having any influence over – or being able to block – essential decisions.

Clarity on shareholder classes is crucial in setting out the rights each business partner. This could be in respect to voting, dividends etc. The agreement can also specifically state what happens if there is a voting deadlock.

The Shareholders Agreement can be used to introduce protections for minority shareholders that otherwise would not be in place. For example, making some operational decisions of the company subject to the approval of either a majority of shareholders or all shareholders.

The solicitor will assist with Ahimsa Ltd with business premises & the terms of the leasing contract. The shareholders will need the following questions answered & the solicitor will be working on behalf of the shareholders to confirm, understand & resolve the following issues: Can the property owner increase the rent? If so, by how much? Will the company pay ever-increasing service charges? Will the company need planning permission for a change of use?

The solicitor will also advice on legal duties in relation to goods & services. When buying or selling goods and services for Ahimsa the solicitor will review the legal duties & contract terms, product liability, What can you legally say in adverts and promotional materials.

Protecting Ahimsa Ltd Company ideas & logo. The solicitor will assist with protecting the company's designs from competitors who may want to steal the ideas, such as trading name and logo or the products. The solicitor will assist with guidance & regulations regarding employment law & help protect the company from employment-related legal action.

Selling Ahimsa Ltd. If the shareholders decide to sell Ahimsa Ltd, the solicitor will help with several legal factors involved in the process of a sale. Solicitors can draft confidentiality agreements to make sure all the information you are sharing about your business (prices, profits, customer lists) is not shared with other businesses / people. They can also make sure that when you sell the business there are no outstanding legal issues you need to deal with in the future. They can make sure your buyer is responsible for paying all contractors / suppliers after you sell your business. Solicitors play a key part in due diligence, a complex and lengthy process where the business is investigated for a range of things including fraud, outstanding legal issues and to check all the information provided is correct before the seller buys the business.

Ahimsa Skin Care Ltd has the full range of expertise consultants required to perform & maintain success. Four internal staff members are qualified and experienced in specific areas in the company such as Finance & Business, Sales advertising & Marketing, General operation & product specific knowledge & experience. Each shareholder is fully competent in their specific fields, which benefits the company. The two outsourced specialities are accounting & solicitor companies. Ahimsa shareholders have chosen to outsource these specific elements due to shareholder protection, legislation, legal & Tax reasons.

Operations

Location/premises

I have found a premises that I think would be suitable for our vegan friendly skincare salon, it is in a wealthy area, overlooking a beautiful marina and the location is only 10 minutes from the city centre by foot. Conveniently located and easily accessible, the premises benefits from being surrounded by residential property and having a cosmopolitan feel makes it the best location to begin. The cost of the premises is £12,000 per annum, which is very reasonable giving the area it is located.



Product/equipment

The products we are going to use are going to be 100% vegan and will be shipped over from Australia. The products are from a company called Osea whose sales are rocketing in Australia, the simplistic design of the products and top quality ingredients will go hand in hand with our vegan friendly skincare salon.



A cash register will be needed, as well as a card machine and a telephone. An appointment book will be necessary, as well as a computer to do book keeping on. A desk or counter will be needed to keep all this equipment on and most likely a chair as well. You will also need to have chairs or a comfy couch for our clients while they wait for their therapist. Basic office supplies such as a calculator, pens and pencils, tape, and a stapler may also be needed. A tip jar may also be needed in this area if you will accept tips. A washer and dryer will be needed to wash and dry any towel and gowns that are worn. We will also need massage chairs and beds, and of course mirrors for the clients to see the results of their treatments. To demonstrate how effective our products are, we will have a high quality camera to take before and after photos and ongoing treatments. As we are bulk buying from Osea, it's up to us to have a unique selling price that will sell us to clients and will make them want to buy our products as there not available on the high street. Our prices range from £15 to £100 for our high quality vegan friendly skincare and this also includes mini travel sized.

Production/distribution

As a business it is up to us to ensure that all products are fully stocked. My team and I have noticed that this needs planning, organisation and labor long hours to make this convenience available. Our business will purchase all products required, in bulk from Osea. We will have all products delivered to the salon where they will all be organized and put away in the storeroom. These products will be used when clients are having treatments done and they will be advertised on display for clients to purchase if there are satisfied with the results of their treatment.

System/procedures

Management systems are made up of procedures. For example, before production can begin, the salon must be correctly set and stocked up. After production, changeover and possibly cleaning will need to take place. These are examples of procedures that when put together make up the production management system. Steps are the smaller actions that when put together to form a procedure. The small steps are where variation among different workers take is procedures are not standardized. Managers can use standard operating procedures to support and ensure everyone performs each procedure the same way every time. By my business following the SOPs we are ensuring our workers complete work procedures consistency and accurately. This contributes to their experience, knowledge, and ideas to constant improvement for the future. SOPs get everyone driving towards outstanding performance and success.

People/staff

My role within my team of 4 will be manager, my duties as manager will be the day to day running of the salon. I will ensure that the salon is running smoothly and efficiently and that staff are allocated the correct work load for their skills, I will also make sure client's satisfaction is maintained and treatments are of a consistently high standard. I will also be responsible for discipline and the hiring and dismissing of staff and, where necessary, organizing staff rotas and holidays. It will be my duty as a manager to make sure the salon is fully up to date in all aspects of Health and Safety guidelines to both national and local government requirements.

Our team to start off will consist of 4 people, myself as manager, Rhian who will deal with the finances, Steve who will deal with the marketing and Alison who doing the beauty procedures. We are starting off as a small team but we hope to expand in the near future.

Health and safety/quality control/ legal compliance

It is important to have our own safety procedures for a salon. And all Health and Safety training needs to be recorded, training cards need to be signed off by both trainer and trainee. **Training records** need to be maintained as long as the therapist is employed with the company and at least 10 years after that. Accident records causing immediate injury should be maintained for at least 10 years.

Employers have a general duty to ensure the health, safety and welfare of their employees, clients, visitors and others who may be affected by salon activities. Accident preventative measures are within the control of management. Before writing our salon Health and Safety Statement, we needed to carry out a risk assessment in all areas of the salon. Risk Assessment is a careful examination of what could cause harm or loss, so that we can weigh up whether we have taken enough precautions or should do more.

Areas to Pay Attention to:

- **Ventilation:** windows or other openings may provide sufficient ventilation, but where necessary mechanical ventilation systems should be provided and regularly maintained.
- **Temperatures:** should be between 13°C and 16°C.
- **Lighting:** should be sufficient to enable therapists to work and move about safely. If necessary, local lighting should be provided at individual work stations and at places of particular risk. Light fittings should not create any hazard.
- **Cleanliness and waste material:** every salon and the furniture, fittings, equipment should be kept spotless, and it must be possible to also keep the surfaces of floors, walls and ceilings clean. Cleaning and removal of waste should be carried out as necessary by an effective method. Waste should be stored in suitable receptacles.
- **Treatment room dimensions and space:** treatment rooms should have enough free space to move about with ease. 6 ft x 9 ft is a guideline, but may be insufficient depending on the layout, contents and nature of the work.
- **Workstations and seating:** workstations should be suitable for the therapists using them. Therapists must be able to leave work stations swiftly in an emergency. If work is done sitting, seats which are suitable must be provided. Seating should give adequate support for the lower back.
- **Maintenance:** the salon, machinery, certain equipment should be maintained in efficient working order: equipment which would cause a risk to health, safety or welfare if a fault occurred must be checked at very regular intervals. Electricity is the main cause of accidental fire. Most are caused by neglect and misuse of wiring and electrical appliances.
- **Floors and access routes:** there should be sufficient width and headroom to allow clients to circulate safely with ease. The surfaces should not have holes or be uneven or slippery, and should be kept free of obstructions and from any article/substance which may cause a person to slip, trip or fall. Access between floors should not be by ladders or steep stairs. A handrail should be provided on at least one

side of every staircase. Make sure exit signs are always visible and that everyone knows where the nearest exit from their work location is.

- **Windows:** skylights and ventilators should be capable of being opened, closed or adjusted safely and, when open should not pose any undue risk to anyone. Windows and skylights should be designed so that they may be cleaned safely.
- **Sanitary conveniences and washing facilities:** should be provided at readily accessible places. They and the rooms containing them should be kept clean and be adequately ventilated and lit. Washing facilities should have running hot and cold water, soap and clean towels.
- **Drinking water:** an adequate supply of high-quality drinking water should be provided.
- **Fire safety measures:** should be put in place in our workplace, including pre-planning for emergencies. We must have a fire evacuation plan and it should be practised regularly in the form of fire drills. Fire protection equipment are essential aids – keep fire extinguishers and fire blankets well-placed.

When we have your risk assessment complete, compile our beauty salon Health and Safety Statement and contact a Health and Safety professional. The professional will advise us on the best practice to implement safety training on a regular basis.

Financial Forecast

Sales

Sales Strategy

Marketing research has shown customers using spa facilities look for a good location & a range of facilities. Ahimsa Skin Care Ltd is located in a residential city location with easy access & car parking offering a range of niche vegan services, which represents the main marketing strategy.

Marketing Manager Steve Patting is focusing on sales / advertising & expertise skin care consultant Allison Williams will be providing bespoke vegan skin care services. Rhian Edwards Business finance manager will be over seeing the company's finances / accounts & Courtney Jones General operation manager will be booking in appointments, stock control & resolving complaints. All areas of the business is scrutinized to ensure business profitability is maximized with two operational staff, dedicated advertising / marketing manager & a finance manager to ensure business performance is on track.

Marketing & Sales Manager Steve Pattin & expert vegan skin consultant Allison Williams have undertaken extensive market research & visited many of the world's top exclusive vegan spa's in California, Paris & New York. Together they have sourced elements for the ultra-upscale Vegan spa experience. Once a client experiences the luxurious, high-end level of personalized vegan care that Ahimsa offers, we are confident that we will have a return client.

Start-up Summary

The following table gives an overview of startup assets & funding. 50% of the capital will be invested by the four partners & the remainder will be funded through investment.

Other Current Assets purchased at start-up are as follows:

Massage table equipment - £150.00 (2 complete)

Aesthetician Equipment - £800.00 (2 room setup)

Decor and Furnishings - £3000.00

Computer Software & Till Equipment - £1000.00

Signage - £700.00

Backbar Supplies - £300.00

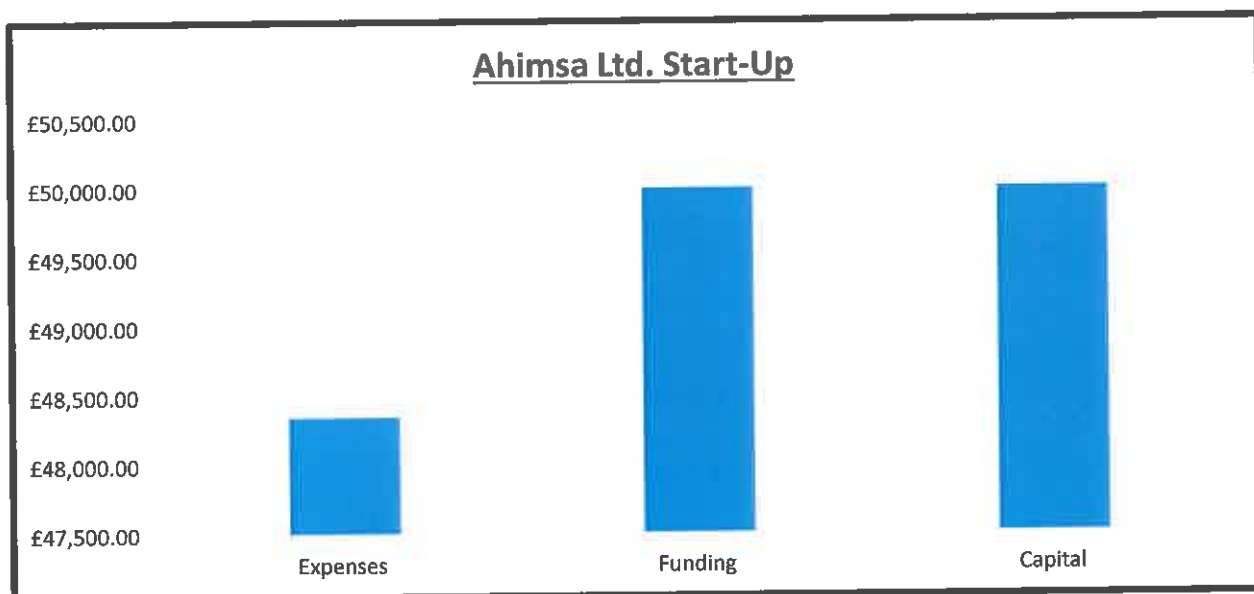
Table: Start Up

<u>Start-up Expenses</u>	
<u>Requirements</u>	
Legal	£1250.00
Printing, vouchers, leaflets	£200.00
Construction / design	£2000.00
Insurance	£1000.00
Rent	£1000.00
Advertising	1000.00
Accountant	1200.00
Linens	700.00
Other	100.00
Total start-up expenses	£8450.00
<u>Start-up Assets</u>	
Cash required	£30,000.00
Start-up inventory	£3000.00
Other current Assets (listed above)	£6900.00
Total Assets	£59,900.00
Total Requirements	£48,350.00

Table: Start-up Funding

<u>Start Up Funding</u>	
Start-Up expenses to fund	£2000.00
Start-Up assets to fund	£9000.00
Total Funding Required	£11,000.00
<u>Assets</u>	
Non-cash Assets from Start-up	£0
Cash requirements from Start-up	£50,000.00
Additional Cash Raised	£0
Cash Balance on Starting Date	£9,000.00
Total Assets	£59,000.00
<u>Liabilities & Capital</u>	
<u>Liabilities</u>	
Current Borrowing	£0
Long-term Liabilities	£0
Account Payable (Outstanding Bills)	£0
Total Liabilities	£0
<u>Capital</u>	

Planned Investment	£50,000.00
Additional Investment Requirement	£50,000.00
Total Planned Investment	£100,000.00
Loss at Start-up (Start-up Expenses)	£48,350.00
Total Capital	£50,000.00
Total Capital & Liabilities	£50,000.00
Total Funding	£98,350.00



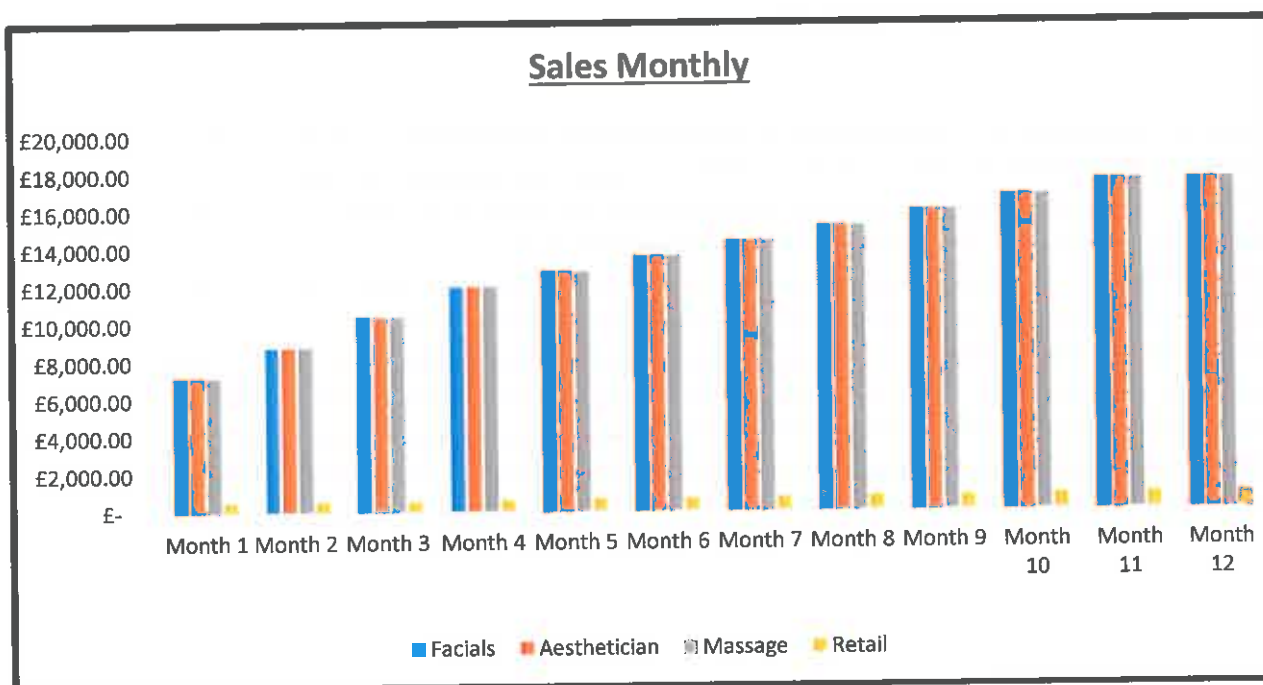
Sales Forecast

The start-up table assumes a realistic growth trend. There are four main areas of income: facials, aesthetician, Massage & retail.

For the forecast, aesthetician, facials & massage services were estimated at £40.00 per service with 50% of that going to the service provider. The basis for these projections is a conservative estimate of 9 services per day the first month in business, and 22 services per day by the end of the first year.

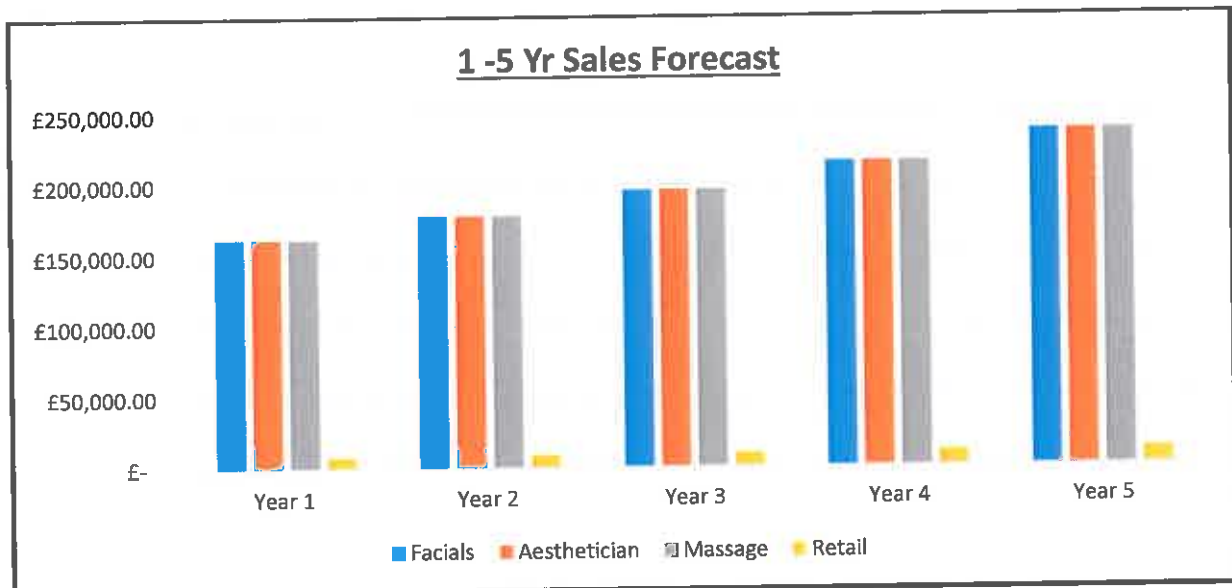
On retail products, the gross margin is consistently 65% across the board. The Vegan retail lines go in conjunction with the spa services as an extension of the spa experience. The more customers, the more retail sales that will be driven. These high-end vegan cosmetic and spa products are hard-to-find items that generate repeat purchases due to the unique selling point.

	Facials	Aesthetician	Massage	Retail	Services per day
Month 1	£ 7,200.00	£ 7,200.00	£ 7,200.00	£ 500.00	9
Month 2	£ 8,800.00	£ 8,800.00	£ 8,800.00	£ 550.00	11
Month 3	£ 10,400.00	£ 10,400.00	£ 10,400.00	£ 550.00	13
Month 4	£ 12,000.00	£ 12,000.00	£ 12,000.00	£ 600.00	15
Month 5	£ 12,800.00	£ 12,800.00	£ 12,800.00	£ 650.00	16
Month 6	£ 13,600.00	£ 13,600.00	£ 13,600.00	£ 650.00	17
Month 7	£ 14,400.00	£ 14,400.00	£ 14,400.00	£ 700.00	18
Month 8	£ 15,200.00	£ 15,200.00	£ 15,200.00	£ 750.00	19
Month 9	£ 16,000.00	£ 16,000.00	£ 16,000.00	£ 750.00	20
Month 10	£ 16,800.00	£ 16,800.00	£ 16,800.00	£ 800.00	21
Month 11	£ 17,600.00	£ 17,600.00	£ 17,600.00	£ 850.00	22
Month 12	£ 17,600.00	£ 17,600.00	£ 17,600.00	£ 850.00	22



Sales Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
		10% increase	10% increase	10% increase	10% increase
Facials	£ 162,400.00	£ 178,640.00	£ 196,504.00	£ 216,154.40	£ 237,769.84
Aesthetician	£ 162,400.00	£ 178,640.00	£ 196,504.00	£ 216,154.40	£ 237,769.84
Massage	£ 162,400.00	£ 178,640.00	£ 196,504.00	£ 216,154.40	£ 237,769.84
Retail	£ 8,200.00	£ 9,020.00	£ 9,922.00	£ 10,914.20	£ 12,005.62
Total Sales	£ 495,400.00	544940	599434	£ 659,377.40	£ 725,315.14



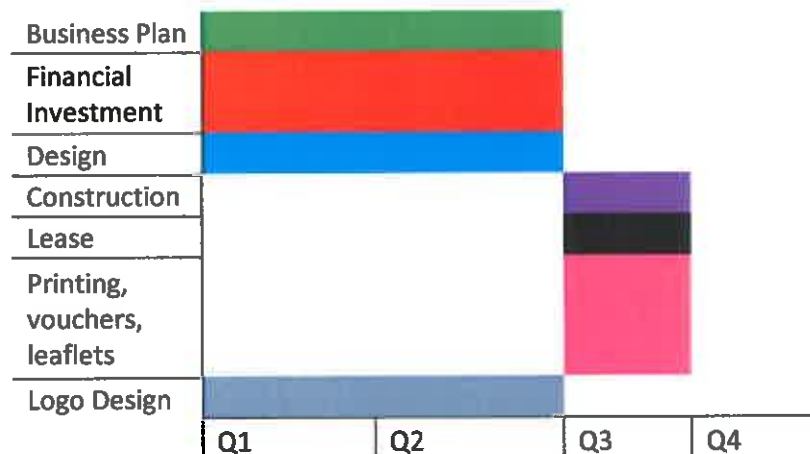
	Year 1	Year 2	Year 3	Year 4	Year 5
Total Sales	£ 495,400.00	£ 544,940.00	£ 599,434.00	£ 659,377.40	£ 725,315.14
Direct cost of Sales					
Linens and Cleaning	£ 10,000.00	£ 11,000.00	£ 12,000.00	£ 13,000.00	£ 14,000.00
Products	£ 30,000.00	£ 35,000.00	£ 40,000.00	£ 45,000.00	£ 50,000.00
Cost of Retail Products	£ 30,000.00	£ 35,000.00	£ 40,000.00	£ 45,000.00	£ 50,000.00
Subtotal Direct Cost of Sales	£ 545,400.00	£ 603,940.00	£ 667,434.00	£ 736,377.40	£ 811,315.14

Milestones

The following table lists significant Ahimsa store milestones, with dates, implementation duty, and budgets for each. The milestone schedule focuses on the timelines for implementation per the sales and marketing targets listed in detail in the previous topics.

Milestones					
Milestone	Start Date	End Date	Budget	Manager	Department
Business Plan	01.07.2018	20.08.2018	£0	Four Partners	All
Financial Investment	01.07.2018	20.08.2018	£50,000.00	Finance Manager	Finance
Design	01.07.2018	15.08.2018	£1000.00	Marketing Manager	Marketing / Advertising
Construction	01.09.2018	30.09.2018	£2000.00	General Operational Manger	Operations
Lease	01.09.2018	01.09.2018	£1000.00	General Operational Manger	Operations
Printing, vouchers, leaflets	20.08.2018	10.09.2018	£200.00	Marketing Manager	Marketing / Advertising
Logo Design	01.07.2018	20.08.2018	£100	Skin Consultant	Operations
Total	£ £54,300.00				

Milestones Gantt Chart



Personal Plan

As four equal partners specialising in necessary departments required for the functioning of business pay will be divided equally. Within the five-year plan, there will be potentially one job opening for another skin consultant.

Personal Plan						
		Year 1	Year 2	Year 3	Year 4	Year 5
Finance Manager		£24,000.00	£27,000.00	£30,000.00	£33,000.00	£36,000.00
Skin Consultant		£24,000.00	£27,000.00	£30,000.00	£33,000.00	£36,000.00
Marketing / Advertising Manager		£24,000.00	£27,000.00	£30,000.00	£33,000.00	£36,000.00
General Operational Manager		£24,000.00	£27,000.00	£30,000.00	£33,000.00	£36,000.00
2 nd Skin Consultant		Not in post	£24,000.00	£28,000.00	£29,000	£30,000.00
Total Payroll		£96,000.00	£132,000.00	£148,000.00	£161,000.00	£174,000.00

Important Assumptions

The two important assumptions Ahimsa Skin Care Ltd has taken into consideration are:

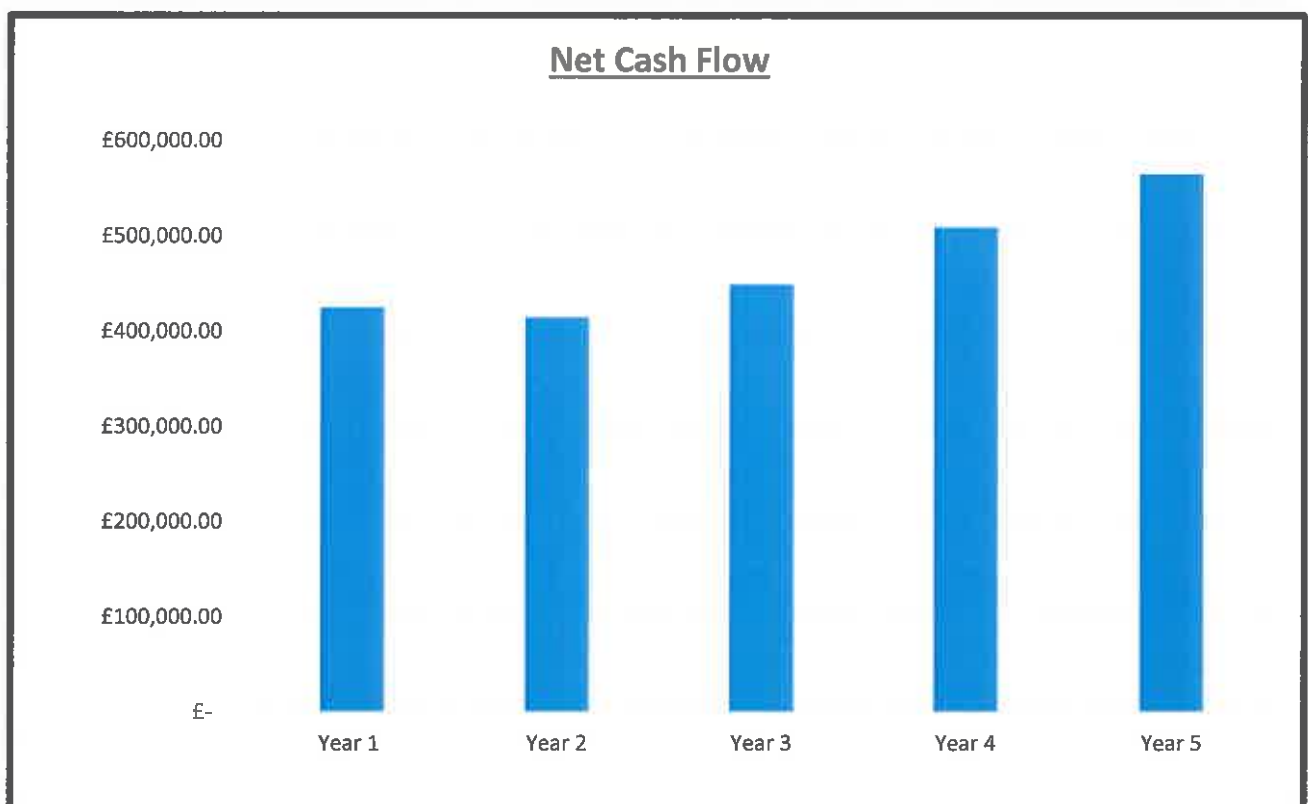
1. We assume a strong economy, without a major recession, as customers will be investing in beauty & health.
2. VAT & interest rates will fluctuate (slightly increase / Decrease) & we have incorporated this into profit margins.

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash from Operations	£487,200.00	£535,920.00	£589,512.00	£648,463.20	£713,309.52
Cash From Retail	£8,200.00	£9,020.00	£9,922.00	£10,914.20	£12,005.62
Subtotal	£495,400.00	£544,940.00	£599,434.00	£659,377.40	£ 725,315.14
Additional Cash Received	£50,000.00	£0	£0	£0	£0
New Current Borrowing					
New Other Liabilities (interest-free)	£0	£0	£0	£0	£0
New Long-term Liabilities	£0	£0	£0	£0	£0
Sales of Other Current Assets	£0	£0	£0	£0	£0
Sales of Long-term Assets	£0	£0	£0	£0	£0
New Investment Received	£0	£0	£0	£0	£0

Subtotal Cash Received	£545,400.00	£544,940.00	£599,434.00	£659,377.40	£725,315.14
Expenditures	Year 1	Year 2	Year 3	Year 4	Year 5
Expenditures from Operations					
Bill Payments	£120,000.00	£130,000.00	£140,000.00	£150,000.00	£160,000.00
Net Cash Flow	£425,400.00	£ 414,940.00	£449,434.00	£509,377.40	£565,315.14

Projected Cash Flow

Based on Ahimsa's projected sales forecast the net cash flow chart shows Ahimsa Skin Care Ltd with a consistently positive cash flow.



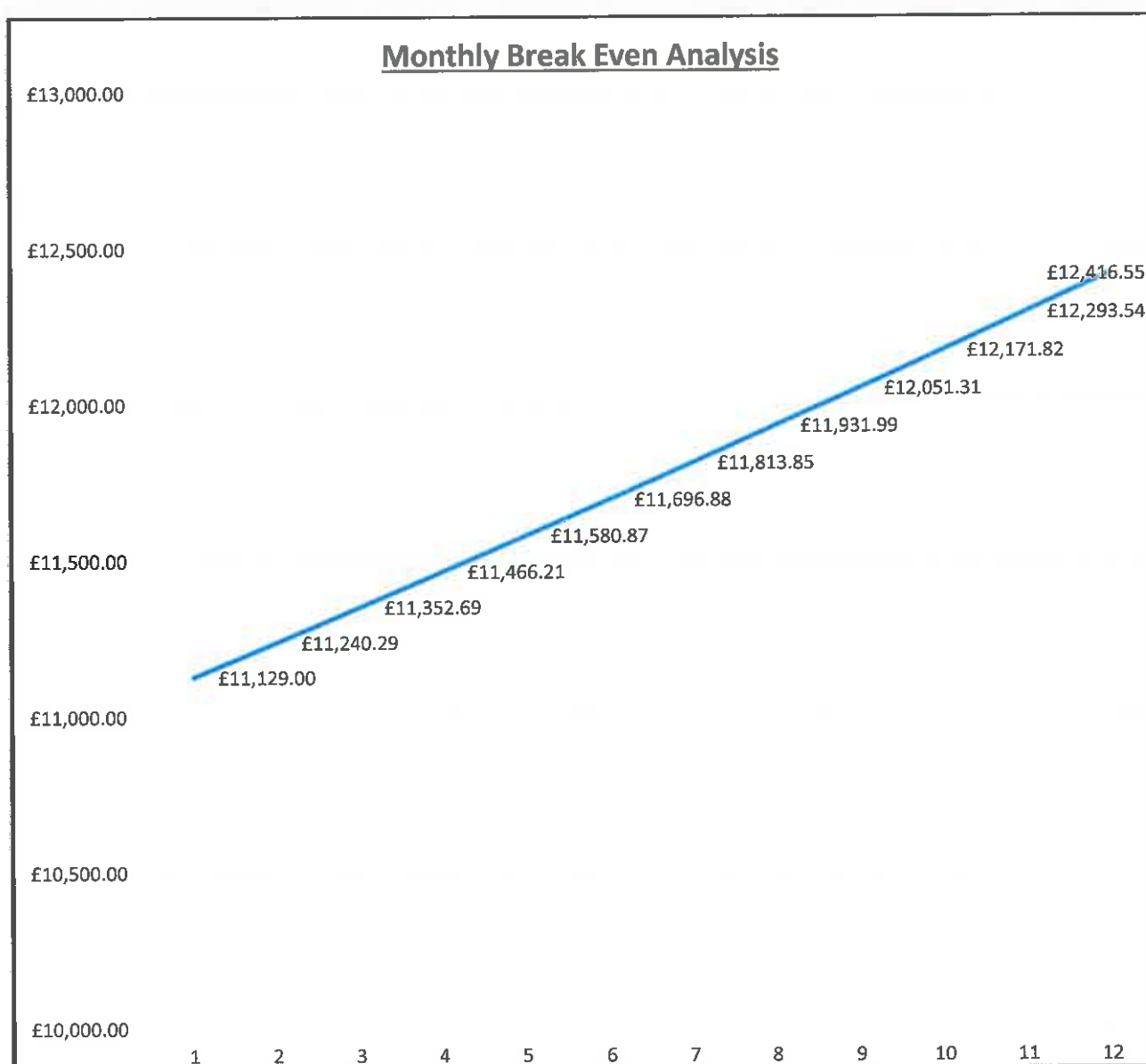
Operational Costs

<u>Operational Costs</u>	Monthly	Yearly
Gas	£50.00	£600.00
Eclectic	£50.00	£600.00
Water	£50.00	£600.00
Licence for skin consultant	£39.50	£395.00
Phone Line / Internet	£20.00	£240.00

Commercial Radio License	£20.00	£240.00
Business Rates	£100.00	£1200.00
Rent	£1000.00	£12000.00
Payroll	£8000.00	£96,000.00
Linens / Products / Maintenance	£1800.00	£21,600.00
Total	£11,129.00	£133,475.00

Break Even Analysis

The break-even analysis chart shows what sales Ahimsa Ltd need to make to meet costs. The first graph showing monthly figures in year 1 with a 1% allowance for every additional month. The second a five yearly graph with a 12% allowance each year.



5 Yearly Break Even Analysis

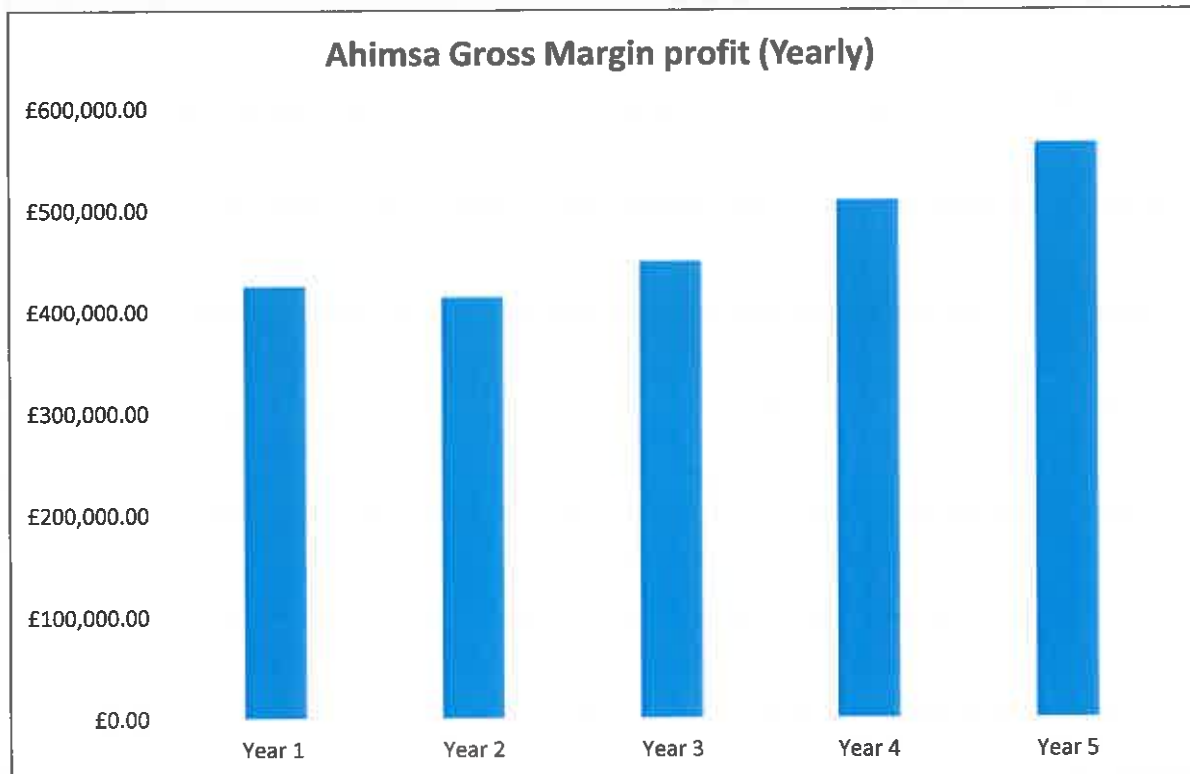


Projected Profit and Loss

Due to market demand in the niche service of vegan skin care, Ahimsa Spa has scheduled up to nine services per day within the first month of business. At the end of the first year Ahimsa, market research has predicted there will be 22 services with a second skin consultant in situ to deal with demand. Fixed expenses include rent, electric, advertising, insurance. There are four main areas of income: facials, aesthetician, massage & retail.

	Year 1	Year 2	Year 3	Year 4	Year 5
		10% increase	10% increase	10% increase	10% increase
Facials	£ 162,400.00	£ 178,640.00	£ 196,504.00	£ 216,154.40	£ 237,769.84
Aesthetician	£ 162,400.00	£ 178,640.00	£ 196,504.00	£ 216,154.40	£ 237,769.84
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Total Sales	£ 495,400.00	544940	599434	£ 659,377.40	£ 725,315.14

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Subtotal	£495,400.00	£544,940.00	£599,434.00	£659,377.40	£ 725,315.14
Additional Cash Received	£50,000.00	£0	£0	£0	£0
Subtotal Cash Received	£545,400.00	£544,940.00	£599,434.00	£659,377.40	£725,315.14
Expenditures	Year 1	Year 2	Year 3	Year 4	Year 5
Expenditures from Operations					
Bill Payments	£120,000.00	£130,000.00	£140,000.00	£150,000.00	£160,000.00
Net profit from sales	£425,400.00	£ 414,940.00	£449,434.00	£509,377.40	£565,315.14



Investment Agreement

Ahimsa Ltd requires a £50,000.00 investment to start up the business. Ahimsa has a private silent investor with an agreement of no say over the company vision, direction or shares. The investor will invest the full £50,000.00 required and Cameron Jones Hussell & Howe solicitors has completed the agreement in principle. Ahimsa has agreed to pay the investor back within 24 months making two payments. Year 1 (after 12 months), the investor will receive £30,000.00 & year two (after 24 months) the investor will be paid £30,000.00. The total amount the investor will receive back is £60,000.00 a 20% increase

The agreement consists of the following points:

1. If the company fails to pay due to failings good are to be seized and sold to pay back debts.
2. Two payment are to be issued at 12 months & 24 months.
3. The investor does not have any authority in the company vision, direction or shares.

Due to market research & demand in product & services, Ahimsa is confident the sales target will be met. The four shareholders have agreed to make the payments out of the net profit sales & will allocate the agreed monetary amount.

Allison Williams
25 Sunny Road, Port Talbot, SA12 6JD
07725559036
allisonwilliams367@gmail.com.

PERSONAL PROFILE

I am a committed, reliable and hardworking individual with many years of experience and transferrable skills. Previous experience ranges from beauty therapy, admin/finance duties, customer service and care within the community. I am fully flexible and adaptable during the working environment especially in difficult situations. A committed team player but also possess the ability to work on own initiative. I thrive on completing every task to the highest of standards. I am very loyal and place high regard on building relationships with people and a team builder in the work environment. I possess excellent time keeping and time management skills with the ability to work logically and methodically to ensure a job well done.

EDUCATION AND QUALIFICATIONS

UWTSD Swansea Business School

Currently studying towards a Leadership and Management qualification ILM (Level 4)

ICREATE Academy 2017

Microblading practitioner (Level 5)

Neath Port Talbot College 2003 – 2004

Aromatherapy massage (Level 3)

Neath Port Talbot College 1995 - 1996

Business / Administration (level 2)

Pontypridd Technical College 1987 – 1989

Beauty therapy, massage, anatomy and physiology (BTEC OND)

Sandfields Comprehensive School 1980 – 1985

7 'O' Level passes grades A – C including Math's and English

EMPLOYMENT/WORK HISTORY

Currently running my own home-based beauty salon, established in 2003.

2016-2018 ABMU

Employed as bank admin (part time) to provide cover during times of staff shortages. General admin duties and data input. The ability to work flexibly to suit the organization as required.

2014-2016 M & D Community Care

Providing a support service to people in the community with severe mental health problems. Assisting with daily tasks such as shopping, meal preparation and housekeeping. Supporting with routine hospital, doctor and dental appointments to help build their confidence in integrating into the local community.

1997-2003 Neath Port Talbot County Borough Council

Front line cashier in the revenues section, taking payments for rent, council tax and other related bills. Cash handling in large quantities, balancing at the end of each day and banking preparation. Helping with customer queries and problem solving. (1997-2000).

Finance Officer at Social Services Assessments section. Managing large nursing and residential home budgets using excel spreadsheets. Producing reports for meetings and other members of the team. Working with accuracy and paying attention to detail when producing invoices to other County Borough Councils. (2000-2003). I left this career path to start up my own business.

1990-1993 Port Talbot Borough Council

Administration clerk responsible for large scale hiring of equipment such as power tools, vehicles, JCB machinery and the erection of scaffolding in the works department. Good organization skills and price negotiation to get the best value for money within a timescale deadline. Paying invoices on time and resolving queries. I left this position to have my son and took a short career break.

1989-1990 Caribe Sol Beauty Salon Surrey

All aspects of beauty therapy treatments from facials, massage, waxing and nails etc. in a high-end beauty salon with a celebrity clientele. Advising clients and providing a relaxing expertise service. During this time, I also worked a few weeks at the exclusive Henlow Grange Health Farm which is now owned by The Champneys Group.

1985-1987 Midland Bank Plc Measteg (now known as HSBC)

Bank clerk and frontline cashier. Assisting customers with queries and day to day banking requirements. Handling large volumes of cash and balancing the till at the end of the day. Attended the handling of the sale of TSB and British Gas when they came onto the stock exchange in London. Assisting in the allocation of the paperwork to customers that had successfully purchased shares in these companies

ACHIEVEMENTS

Setting up and running my own beauty business for 15 years.

Property landlord and renovation of properties.

Currently studying towards an ILM qualification (Level 4)

HOBBIES/INTERESTS

Pilates, yoga, walking, dancing and property development.

REFEREES

Available upon request.

Rhian Edwards

Address: 4 Punch Lane, Mumbles, Swansea SA3 4JE

Tel No: 07468516328

Email: rhian.a.edwards@wales.nhs.uk

Personal Profile:

Well presented with exceptional organisation management skills & takes pride in delivering professional services & solutions. An integral member of a corporate business team and experienced in management, working under pressure in a fast moving environment. Currently looking for a suitable position with a progressive company.

Work Experience:

Singleton Nursing Team – Swansea, Wales

Job Title: Nursing Executive Business Assistant

Dates of employment: January 2016– Present

- Coordinate & Review Quality Assurance framework within all ward areas of singleton hospital.
- Ensure compliance to NHS, Health inspectorate Wales & CHC standards are adhered to.
- Manage, train & support ward administration apprentices & undertake training, development, PDR's.
- Work with Unit Nurse Director & Matrons to support the development of nursing framework.
- Coordinate Nursing meetings Infection Control, Quality & Safety & Complaints & Assurance & Learning.
- Review Nursing policies, Improvement Targets and associated action plans.
- Manage projects such as improved patient referral to treatment time, IV Vascular service at Singleton Hospital & Cardiac service project.
- Co-Manage with Operational site team standardising services for ABMU Surgical, Cancer, Medicine & Unscheduled Care, Neonatal & Paediatrics.

The Minserve Group – Brisbane, Australia

Job Title: Business Support Manager

Dates of employment: October 2011 – December 2015

Duties:

- Managing & processing company contracts.
- Managing company financial accounts - Invoices, accounts, department budgeting, Payroll.
- Develop strategies for improvement, implement improvements, monitor results and report results to key stakeholders on a regular basis.
- Analyse mining cost trends and provide forward guidance to maximize performance & minimize variances.
- Ensuring that appropriate HR policies and procedures are in place and providing administrative support on core HR processes.
- Updating and maintaining internal database systems.
- Minute taking and report typing.

Carmarthenshire County Council – Carmarthenshire, Wales.

Job Title: Executive Assistant

Dates of Employment: October 2006 – September 2011

Duties:

- Process accounts and data, ensuring the correct application of codes are applied to maintain all manual / electronic financial records in order to ensure the availability of accurate accounting information in accordance with the Authority's financial regulations.
- Assist managers in maintaining accurate Creditor and Debtors payments collection and reconciliation to ensure timely monitoring of business performance.
- Process and maintain manual and computerised records in respect of invoicing, income and expenditure.
- Process various external and internal contractors' expenses claims.
- Assist with all enquiries from members of the public, budget holders, service departments, contractors, suppliers and consultants.
- Performs administrative functions for the Business Office and assists other departments as necessary

Key Skills & Competencies

- Excellent MS Office Word & Excel IT skills
- Organisation, workload management and prioritisation skills.
- Self motivated, proactive & hardworking.
- Ability to work without supervision or as part as a team.
- Accept & adhere to the need for strict confidentiality.

Academic Qualifications:

University Glamorgan 2012

HNC Business and Administration Management

Year One

Marketing

Accountancy

Economics

Enterprise Management

Year Two

Information Technology

Strategy

Human Resources

Management and Organisational Behaviour

Business Administration NVQ Level 3 – Completed 2010

Business Administration NVQ Level 2 – Completed 2009

Coleg Sir Gar 2006 – 2007

Mathematics A level

Accounting & Financing A level

Pontarddulais Comprehensive School September 2000 to June 2005, GCSE passes:

- Double Science
- English Language
- English Literature
- Mathematics
- Religious Education
- Welsh Language
- History

CURRICULUM VITAE

COURTNEY JONES

5, Brynamlwg, Clydach, Swansea, SA6 5NB

Telephone: 07957704408 (Mobile) 01792 911826 (Home)

Email: courtneylouise-x@hotmail.com

Professional Profile

3 years working as a support worker for Walsingham Support, has made me confident and knowledgeable in all aspects of social care. I can use this wisdom to be an effective problem solver and overcome any challenges I may face. My years of experience has ensured I am organised and proficient in delegation. I am an inquisitive learner with a constant desire to develop myself, my return to education in 2017 has already broadened my horizons. My aim is to join a reputable company that shares my values giving me the opportunity to further develop myself and grow with the company's success.

Career Summary

Jan 2015 – Present Walsingham Support – Support Worker

- Ensuring smooth running of my shift and reinforcing the importance of person centred care
- Ensuring handovers are completed efficiently and all colleagues are up to date on changes
- Administering medication to service users, completing daily stock audits
- Completing care plans and conducting risk assessments
- In house training of staff on manual handling and safer people handling
- Ensuring all service users are healthy, happy and have a good quality of life
- Maintaining high standards and resolving any issues

2014 – 2015 Gelligron out patients

- Handling confidential information daily
- Dealing with customer queries face to face and over the phone
- Working under pressure to tight deadlines
- Following the departments code of conduct
- Working as part of a busy team
- Communicating efficiently with colleges and customers

Qualifications and Training

Oct 2017 – Present	<u>University of Wales Trinity Saint David</u> ILM level 4 certificate in Leadership and Management	
2013- 2014	<u>Tycoch College</u> NVQ Level 3 Business and administration	Distinction
2007 – 2012	<u>Cwmtawe Community School</u> GCSE I.T GCSE P.E GCSE Drama GCSE English Lit GCSE English Lang GCSE Welsh GCSE Science GCSE Science GCSE German GCSE Maths	A B C C C C C C C C D

IT Skills

- Microsoft office package

References

Available upon request

Cover letter

Dear Mr R Williams

I have been following your company's successes over the past years. I am very impressed that you have stuck to your initial vision and values and would love the opportunity to join your team and continue raising the bar. I have achieved much in my career and believe that I have many qualities to bring with me to aid and continue your success.

My career in the retail industry is one I am relishing and it has inspired me to further my education, to a qualification that will enable me to secure a position where I can develop a team that can make a difference.

I am available for an interview at any time, with a few days' notice.

I look forward to meeting you in the near future.

Yours faithfully

Courtney Jones

Opening discounts



Welcome to our world of luxury and relaxation
the cruelty free way



'AHIMSA' VEGAN friendly
skincare Ltd

10 % off your first treatment and/or
purchase with this leaflet.

25 Mariner Way Swansea SA1 1LS —EASY
PARKING OPPOSITE.

01792 112233

see our Facebook page for offers and loyalty card scheme

'AHIMSA' VEGAN friendly skincare Ltd

AHIMSA is a Buddhist word for respect for all living things and avoidance of violence towards others. This ethos sums up our treatments and products beautifully. Come and see our extensive range of skincare to purchase or indulge in a relaxing treatment by our experienced therapist.

Product	Price	
Taster facial 25 mins	£20	
Luxury facial 45 mins	£30	
Massage 25 mins (back/neck/shoulder)	£20	
Massage full body 60 mins	£45	
Taster hand treatment 15 min	£15	
Taster foot treatment 15 min	£15	
Luxury hand treatment 35 min	£25	
Luxury foot treatment 35 min	£25	
Skincare products to purchase from	£15	
Serums from	£15	
Perfumes from	£15	
Consultations with no obligation	FREE	

