



GLOW & GRACE BEAUTY SALON

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Assignment Title: Individual Presentation Pitch

CONTENT

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Environmental Analysis (PESTLE)

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Funding and Initial Costs

OVERVIEW OF BUSINESS IDEA

- Modern full-service beauty salon
- Services: Hair, nails, skincare, brows and lashes
- Target market: Women aged 18-45 years old
- Legal format: Privet Limited Company (Ltd)
- Management: Owner+ 4 staff

ENVIRONMENTAL ANALYSIS (PESTLE)

Political

- Beauty salons must comply with strict local health, hygiene, and sanitation regulations.
- Government policies affecting small business taxation, minimum wage laws, and employee rights influence operating cost.

Economic

- Rising inflation increases the cost of beauty supplies.
- High employment levels increases disposable income, with increases demand of salon services

ENVIRONMENTAL ANALYSIS (PESTLE)

Social

- Social media culture heavily influence beauty trends-making salons more in demand.
- Customers value personalized service, booking convenience, and trustworthy beauticians.

Technological

- Online booking systems and automated reminders reduce no-shows and improve customer flow.
- Social media marketing significantly increases visibility.



ENVIRONMENTAL ANALYSIS (PESTLE)

Legal

- Compliance with COSHH (Control of Substances Hazardous to Health) for chemical products.
- Employment law regarding contracts, working hours, and staff safety.

Environmental

- Customers increasingly prefer eco-friendly packaging and organic hair/skin products.
- Regulations may require environmental safe disposal of chemicals.

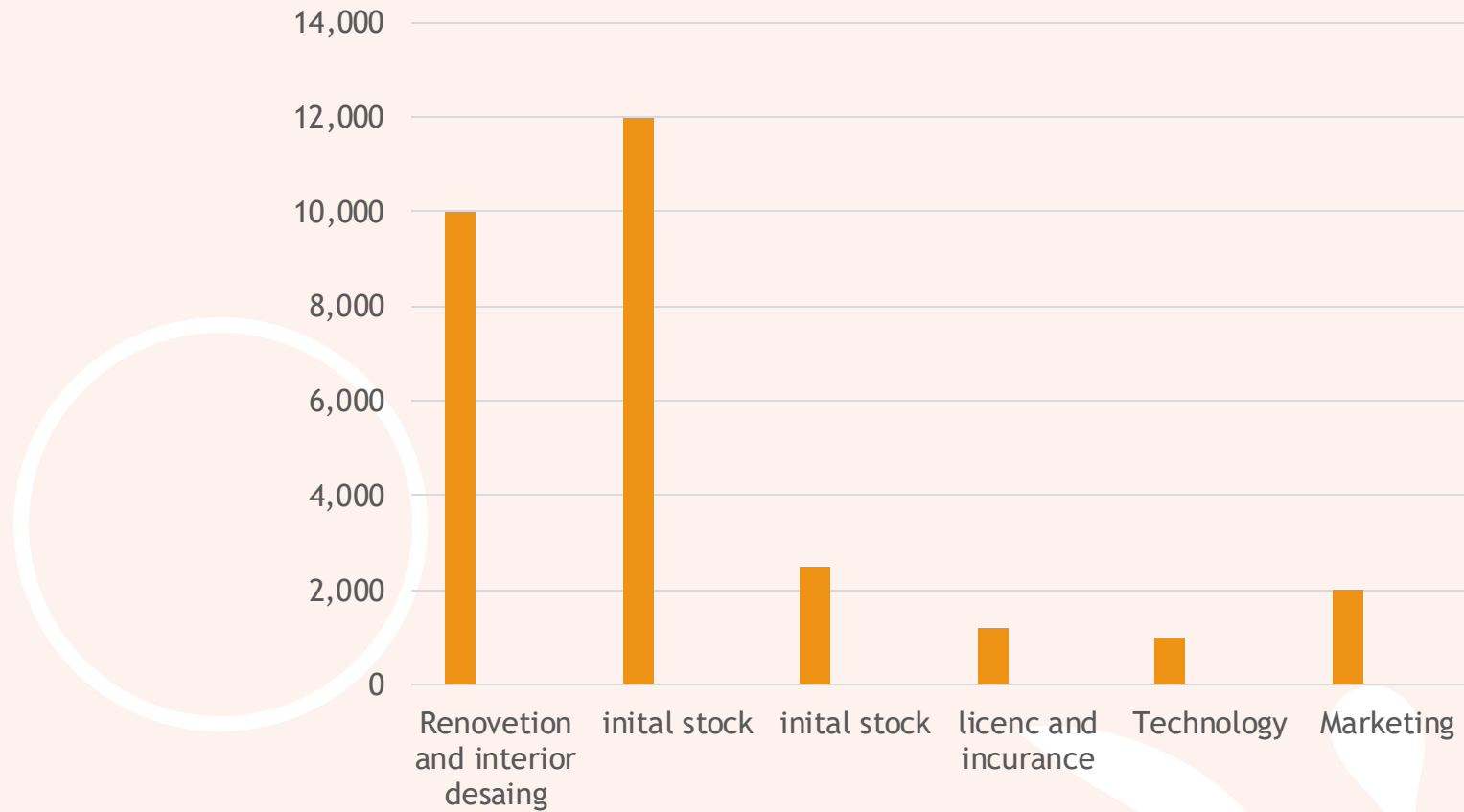
MARKETING STRATEGIES

- Social media ads and influencer marketing.
- Loyalty cards and introductory discounts.
- Online booking system for convenience.
- Partnership with local creators.
- Strong branding and customer experience focus

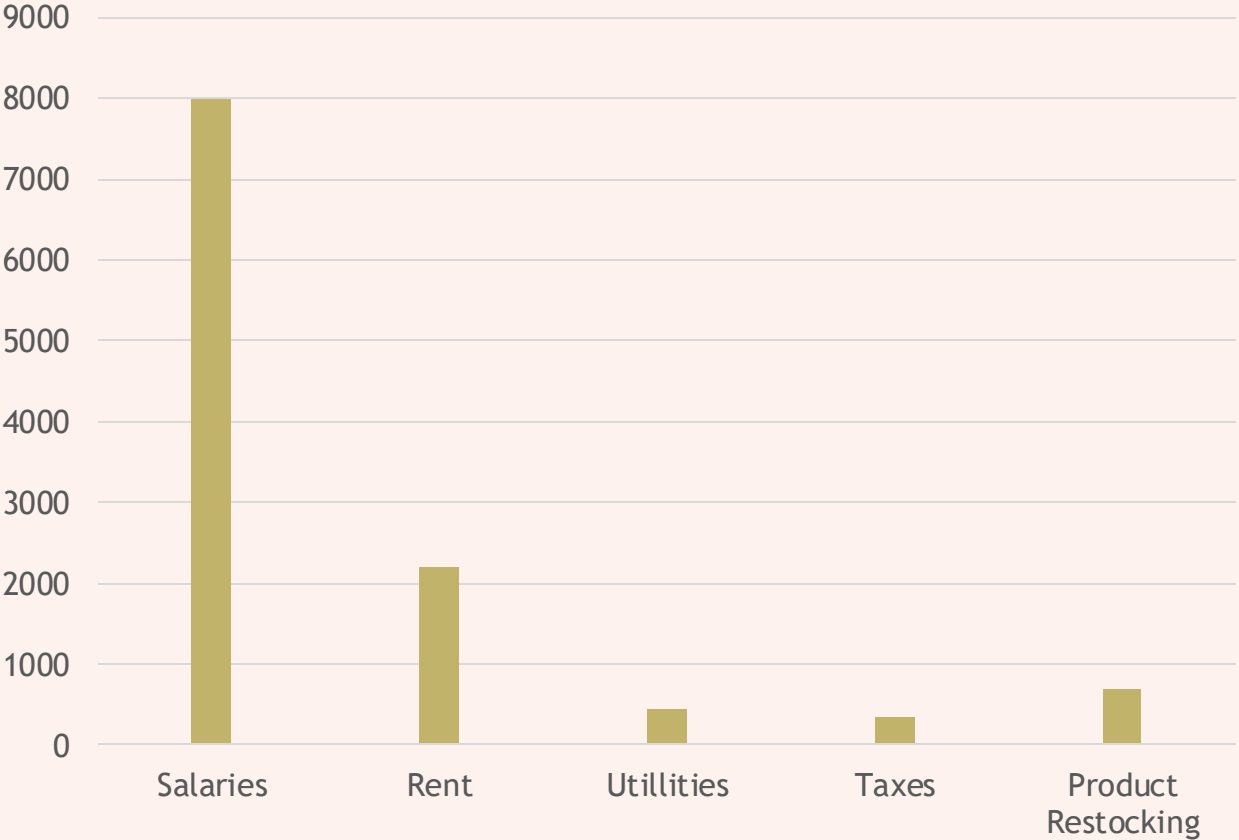
FUNDING AND INITIAL COSTS

- Start Costs: £28,700
- Running Costs (Monthly): £11,700
- Fixed Costs: £10.850
- Variable Costs: £800
- Total Amount Required: £40,400

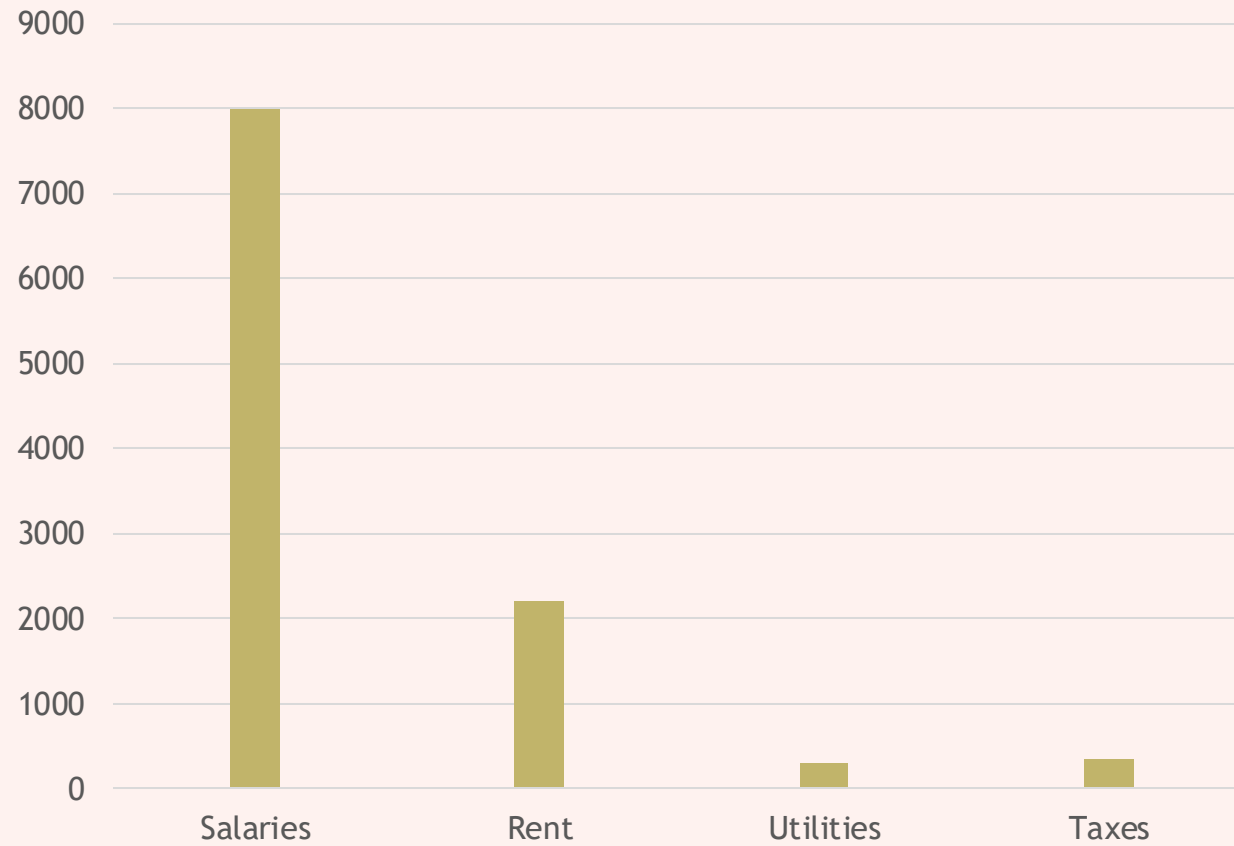
STARTUP COST



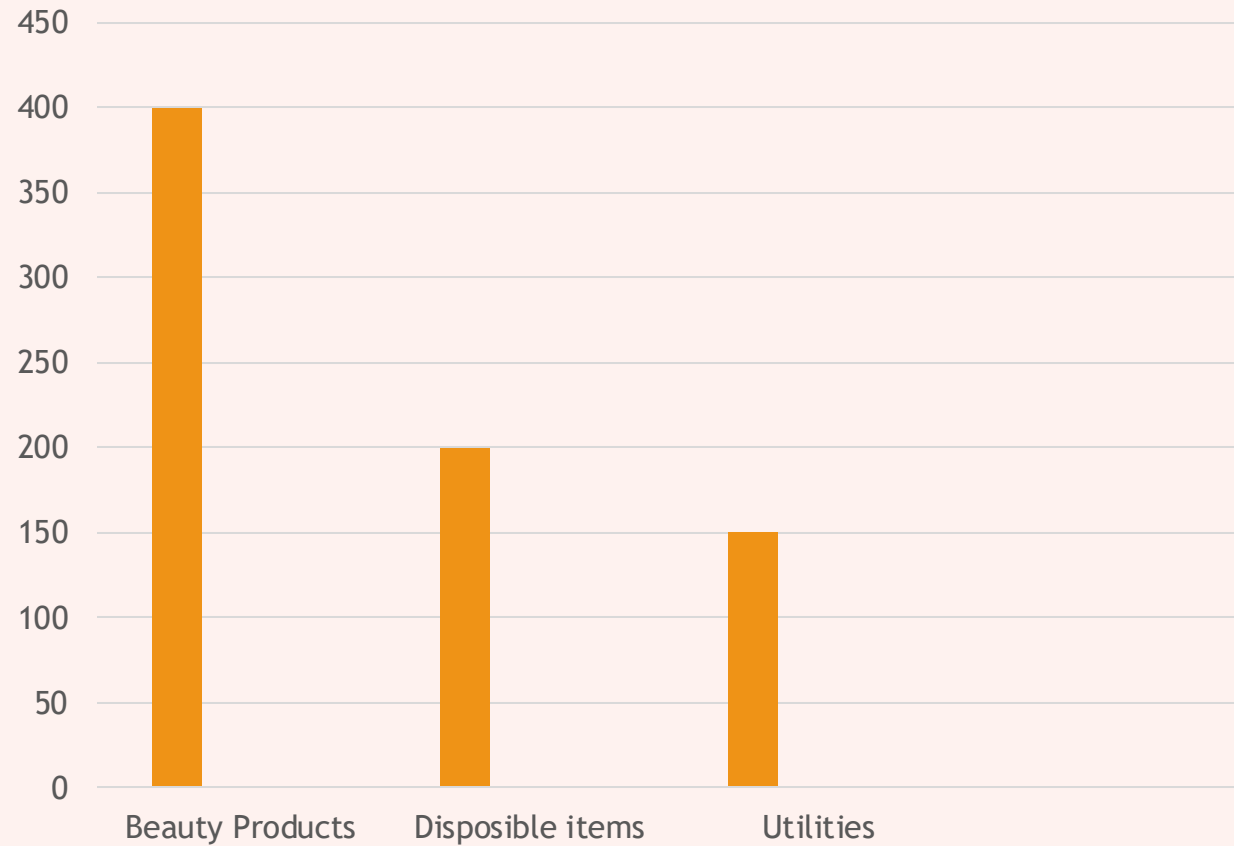
RUNNING COSTS

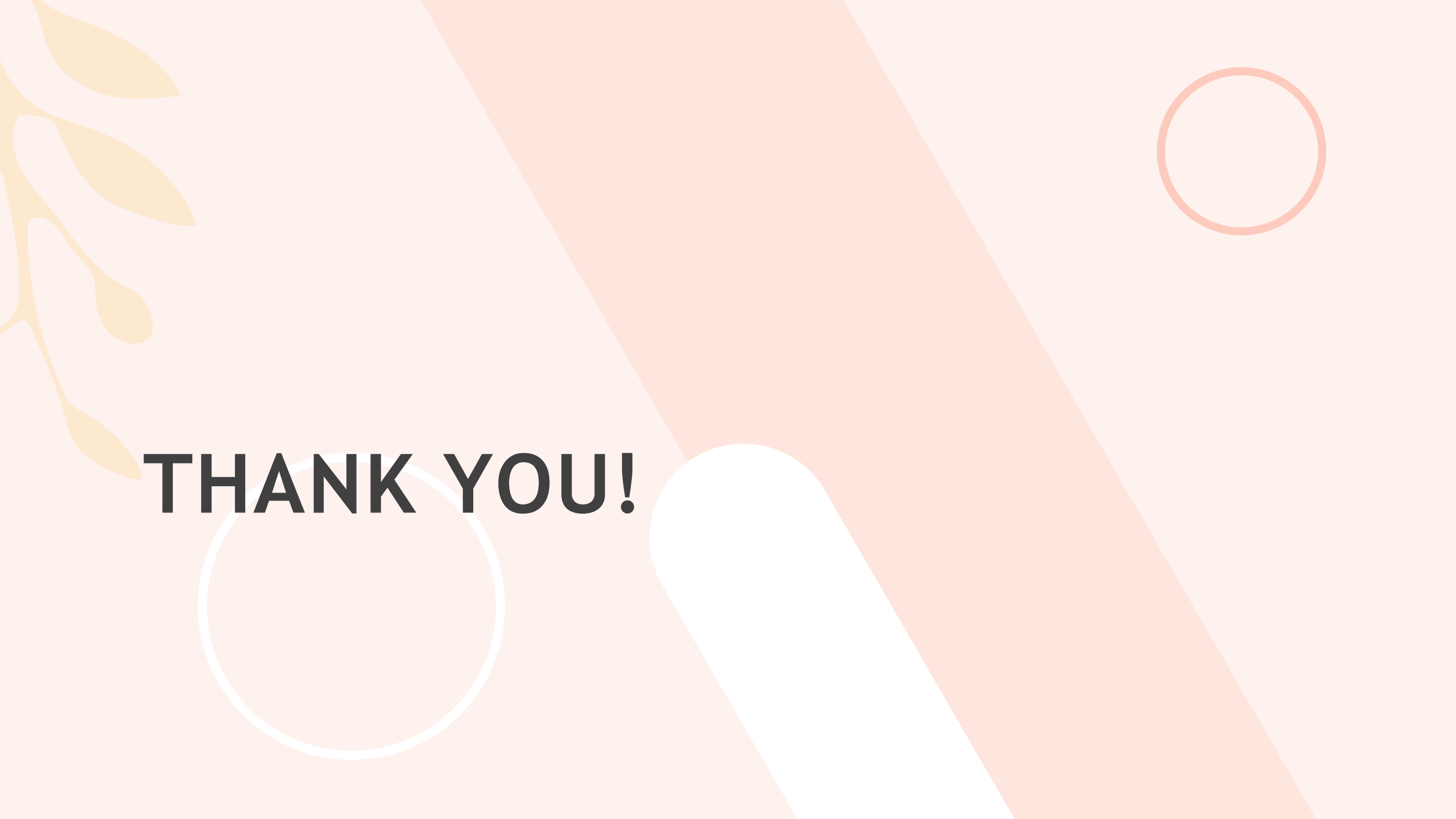


FIXED COST



VARIABLE COST





THANK YOU!