



BUSINESS PLAN

- ▶ **TITLE: MOBILE BEAUTY CARE**
- ▶ **STUDENTS NAME AND ID**
- ▶ **ALTAYE(1920308)**
- ▶ **DURGA(2018531)**
- ▶ **FAZAL(2019436)**
- ▶ **MIHAI(2018288)**
- ▶ **PRITPAL KAUR(2021156)**
- ▶ **GROUP 3**
- ▶ **LECTURER NAME: DR NGOZI IBEJI**

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Company mission

► Our company is new in the market in Birmingham. We are providing many quality treatment and product to our clients at their home to make their life easier. Sometime people do not have time to go out for many reason. So, if they cannot come out for relaxing and pamper, we are here to provide them all suitable facilities according their choice.

► Our mission is

► Personal Care by beauty at your own home with best quality treatment at value for money and time. We collaborate with selected top qualified and experienced beauty therapist

► Our vision is

► To provide amazing relaxing atmosphere with best quality products door to door to shining face to future together.



Company Overview

- ▶ We are running Orla Beauty salon /Hair/Makeup services. We are five friends became partners of Stars Dust business.
- ▶ Partnership is where all group of people can trust and share responsibilities between group member and use each other resources with equal opportunity for success of work.(Webster. Webster's New Collegiate Dictionary. Springfield, MA: G & C Merriam, 1976.
- ▶ Partnership is developing target to achievement for business (Gray, B. *Collaborating: Finding Common Ground for Multiparty Problems*. San Francisco: Josey Bass, 1989.)p.11
- ▶ Online booking
- ▶ 24x7



What Is a
Partnership?

Executive Summary

This business presentation provide examiner to our whole business idea include finance plan.

In our presentation we explain our strength and weakness and business sector.

Here, we are Orla Beauty Salon franchises offering personal care at your own door. Our business is based online and work from home. One of our member will set a room for business and product. We will hire qualified people on commission/ wages basis. We are offering clients a variety of Services and treatment services for all ages, gender and race. Our recruited beauty therapist will provide high class treatment to clients on their own home.

We will run our business online and set an app to book an appointment and people who do not have access of internet and online services they can reach us by phone.

We will run our business all over Birmingham and surrounding area, first one year then after growth we will cover all UK and Scotland.

We provide services 24x7

Executive Summary



Products and Services

Services





Facial kit

- Cleansing Cream, scurb, massage cream, toner, mask
- Cotton pads, headband, tissues, bowl, spatula, facial sponge



Waxing Kit

- Heater, waxing pot, spatula, strips,
- Hot/ warm wax, plastic bags, couch rolls, gloves
- Before/after wax lotion, wax cleanser, hygienic spray

Products

Facial/Waxing

Products

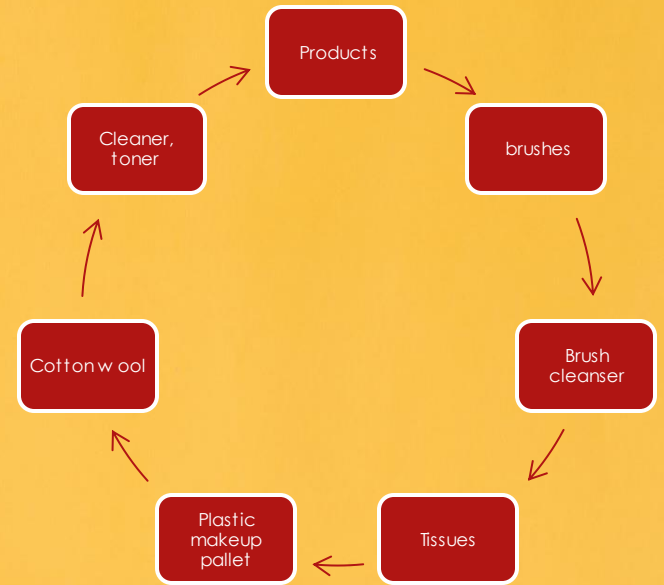
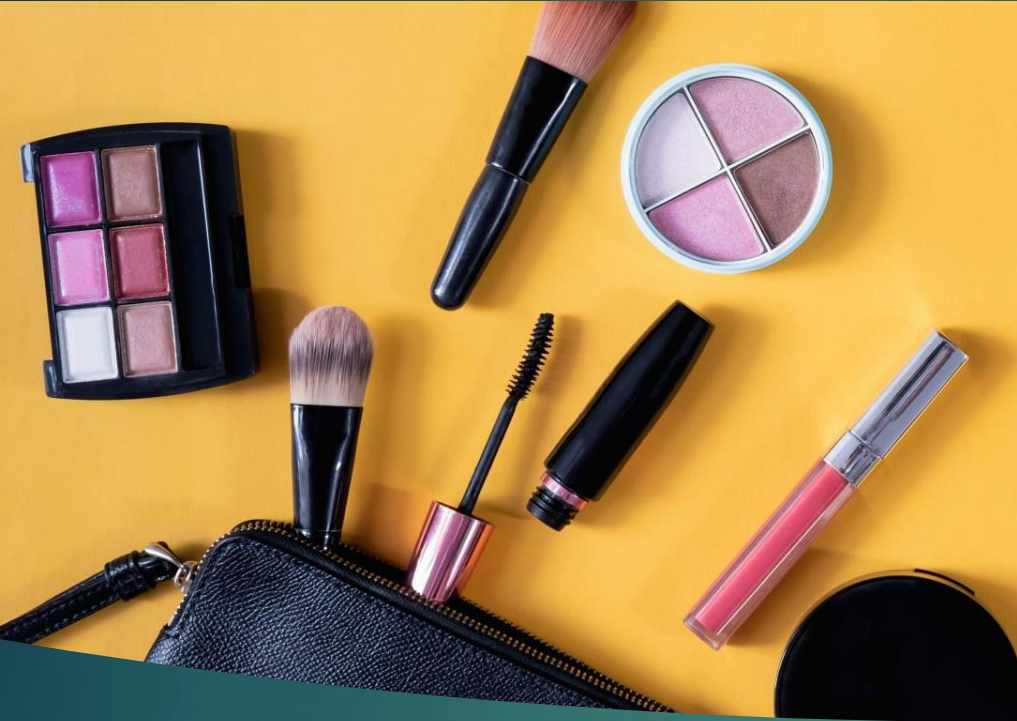
Eyebrow define shaping/ tinting

Thread, eyebrow
roller, cotton pad,
cotton buds,

Tweezer, Scissor,
grooming brush,
disposable eye pads

Tinting cream,
tinting developer,
Dappen dish, tinting
brush, vasline





Makeup products

Market audit-Competitor's Analysis

Component	Our company Orla Beauty Salon	Competitor 1 Kate Beauty	Competitor 2 Platinum beauty	Competitor 3 24x7
Enterprises	hair/beauty/makeup	Hair/beauty/Makeup	hair/makeup/beauty	Hair/makeup/beauty
Indistinguishable	Product/treatment	product/treatment	product/treatment	Product /treatment
What better option we have from them	• Timing (24 hour) • Days (7 days) • Qualification (VTCT Level 3 or more holder) • Less pricing • Commission +bonus • Provide product on wholesale price • Booking online by app and our webpage • Discount price on all treatments at all times • . • All age, gender • Door to door	• 7 hours a days • 5 days • No qualification needed • Variable price • Wages • Salon product • Telephone booking • Discount on special occasion • Salon visit • Ladies and men	• 6 hours a day • 6 days • Level 2 qualification • Variable price • Wages • Salon product • Telephone booking or webpage booking • Loyalty card discount • All age and ladies only • Salon visit	• 7 hours a day • 6 days • No qualification • Variable price • Wages • Salon product • Walk in and telephone booking and Facebook booking • Facebook discount • All gender but age • Salon visit

Strength

- High barriers to entry
- limited competition
- Very high margins
- Limited start up risk
- large range of services
- Extended opening hours
- New in market
- App appointment (quick booking include same time discount
- No waiting time

Weakness

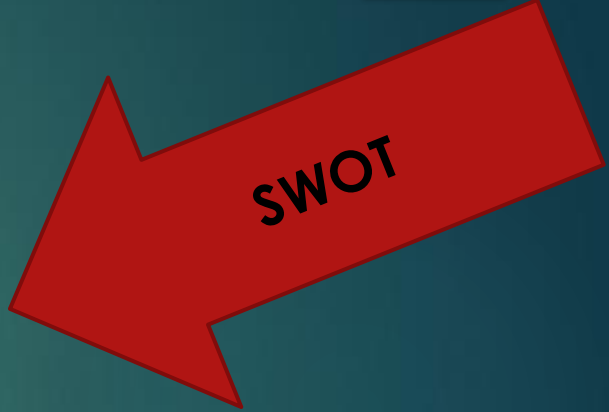
- Competitors can offer similar products quickly
- Limited start-up costs
- High transportation costs
- limited flexibility in pricing
- Flexibility of staff working hours
- Limited meeting
- Time problem

Opportunity

- Continued expansion for online sales
Strong market growth,
- Development of packages
- More people booking online.
- Home treatment
- Build customer confident
- Saving people time
- New in market

Threats

- Internet market
- Home visit stylists and beauticians
- New salons opening in area
- Discounting by competitors.
- Feedback
- Offering same treatment in reasonable price



SWOT

PESTLE

PESTLE factor makes a huge differences in beauty industry due to pandemic

political	Economica l	social	technolog y	Legislation	Environment
Product ingredient requirement	Product hygiene	Brand name	Online shopping	Health and safety Law (PPE)	Product dispoable
VAT rates	Packaging	Product trend in social media	Online promotions on products	New and changing law on tax rates	weather
Personal care product safety	Size of product	Product promotion	New trend and fashion of hair and makeup and beauty on internet	FDA regulation The Federal Food Drug and cosmetic act (FD&C Act) Fair Packaging and Labelling Act (FPLA)	Occasion or event
Recession	Pandemic and business closer	Age culture / human behaviour		Advertising standard	Pandemic

Target Marketing

- ▶ Product – our target to provide best skin care and relaxation services to our client. In market there are huge product of skin care. So, our aim to offer best skin care product to our clients likewise natural product which will attract the client as many of people has many skin conditions where they are not allow to apply chemical product. We promote chemical free product.
- ▶ Price - our price is value price where we offer high standard treatment in quality price which attract to all age mostly teen age and pensioner.
- ▶ Place –our business run by online or by phone calls or text message
- ▶ Promotions -our focus to provide all customer person care treatment and services, so social media is the best way to promote our business and our leaflet.

Targeted marketing is a way that helps group of individual, group team to learn how to make decisions about the different markets they need to enter. It depends on the real resources and experience of the research by team or group about budget and products which offer by consumer

Survey of our salon

What is your age and gender

- ☐ Male
- ☐ Female
- ☐ Age

where did you first hear about our beauty salon

- ☐ Internet
- ☐ Advertisement
- ☐ Recommendation
- ☐ Other

Is our mobile beautician on time at your home ?



- ☐ How do you rate our staff beautician
- ☐ Very good
- ☐ Good
- ☐ Neutral
- ☐ Unpleasant
- ☐ Annoying

How would you rate our price

- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Expensive

☐ How was our mobile beauty treatment and beauty therapist overall

- ☐ Pleasant
- ☐ Relaxing
- ☐ Satisfy
- ☐ Professional
- ☐ friendly

Would you recommend our mobile beauty salon to a friend/family

- ☐ Yes
- ☐ No

If not please state your reason

MARKET SURVEY

According to our survey we find

Man 300

Woman 2000

Teen age 900

Older people 400

Disability 200

Transgender 600

Age

Between 13 to 20

1000

21 to 50

2000

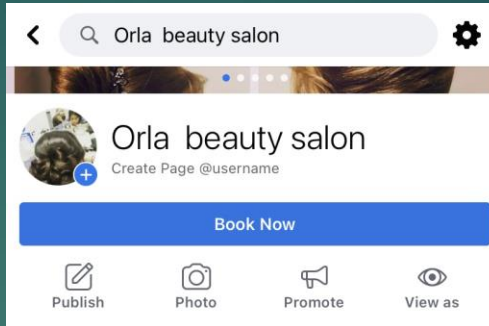
51 to 70

1500





Like & Share this post for a relaxing facial and Indian Head Massage for a carer, I would like to thank the carer for all their hard work, this is my way to giving back, so, if you know someone who is a full time carer and needs a treat, LIKE AND SHARE this post. I will announce the winner next Friday.



Marketing plan

- ▶ Social media
- ▶ Voucher
- ▶ Leaflet
- ▶ Radio
- ▶ Online review
- ▶ Partner with local business
- ▶ Google advertisement
- ▶ Promotions/raffle prize

Orla

Beauty

Eyebrow Treatments

Eyebrow Threading/wax	hot/warm	£3.00	Eyebrow Tinting	£3.00
Upper lips Threading/wax	hot/warm	£2.00	Eyelash Tint	£5.00
Chin Threading/wax	hot/warm	£3.00	Eyelash/Brow Tint	£7.00
Upper lips/chin Threading/wax	hot/warm	£4.00		
Side of the face Threading/wax	hot/warm	£5.00		
Full face Threading/wax	hot/warm	£10.00		

Waxing services

Arm 1/2	hot/warm wax	£5.00/£8.00
Legs 1/2	hot/warm wax	£5.00/£12.00
Stomach	hot/warm wax	£5.00
Under arm	hot/warm wax	£5.00
Bikini line	hot/warm wax	£7.00
Hollywood	hot wax	£20.00
Hollywood	warm wax	£12.00

Full Body hot/warm £30.00

(Includes bikini and face)

Manicure/Pedicure

Luxury manicure/Pedicure	£15.00
Paraffin manure/Pedicure	£20.00
File and Polish	£8.00

Holistic Therapy

Swedish full body massage	£20.00 per 60mins
Ayurveda massage	£25.00 per 60mins
Indian Head massage	£10.00 per 30mins

Facials

Papaya	£15.00
Chocolate	£15.00
Wine	£15.00
Herbal/Gold/Silver	£15.00
Diamond	£18.00

Eyelash extensions

Cluster eyelash extensions	£12.00
Classic individual mini eyelash extensions	£20.00
Russian eyelash extensions	£30.00
Lashes lift	£18

Hair & Makeup

Price depends on makeup and hairstyle

For further information please call on 0744674821

Instagram: @preetyfypreeti

Management team

Pritpal Kaur	Durga	FAZAL	MIHAI	ALTAYE
Advertisement coordinator and beauty therapist VTCT Qualification: level 5 in beauty Level 3 Makeup artistry Level 3 Bridal hair and makeup Diploma in Ayurveda beauty treatment Diploma in making organic products for skin care IT specialist in Microsoft Skills: communication, team player Time management Duties: book appointment, provide beauty services to client and arrange product Experience : 6 years Expertise: customer care	Duties Beauty Salon Manager: Overseeing daily salon operations. Hiring and training beauticians, as needed. Organizing employees shifts, considering peak times and seasonality. Maintain staff records, include salaries and working schedules. Skills: communication , team working leadership Experience : 5yrs plus	Financial manager Auditing the outcome and income of the company, paying any bills. Qualification: finance degree, level 4 skin care Skills: good financial management, team management and communication. Experience: 7 years	Assistance manager Organized employee shift, arranging transportation for delivery and planning for the company future. Qualification: diploma general management, level 5 IT Skills: writing, and communication	Managing the products and checking the customers review and our employee Qualification: level 4 warehouse healthy and safety awareness Diploma in customer services Level 3 hairstyle treatment Skills: Team working , decision maker and positive thinker Experience : 4 years plus

Finance plan

- ▶ Our 5 member have invested in this business £10,000
- ▶ We have business loan grant £10,000 our total income is for the business £20,000
- ▶ We Spent on Product and stock £9,100
- ▶ Each product will give 5 or 6 treatment depend on the treatment
- ▶ One unit is product is £10, if we multiply 1 unit with 6 people it will give £300 so , we have huge saving in our products,
- ▶ Next slide will explain cash flow
- ▶ We are agreeing to work full time





					CASH FLOW FORECAST		ORLA BEAUTY SALON								
	Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Totals		
Sales Income		£7,500	£11,000	£12,000	£14,000	£15,000	£16,000	£16,500	£19,500	£20,000	£21,400	£21,500	£174,400		
Grants	£10,000												£10,000		
Bank Loan													£0		
Investment by Owner	£10,000												£10,000		
VAT on capital.expend		£1,500											£1,500		
Total Incoming	£20,000	£9,000	£11,000	12000	14000	£15,000	£16,000	£16,500	£19,500	£20,000	£21,400	£21,500	£195,900		
Stock/ Materials	£7,000			£500				£600			£1,000		£9,100		
Wages	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£2,000	£24,000		
Rent & Rates	£1,600	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£10,400		
Drawings and N.I.C							500	520	£600	640	680	£700	710	£4,350	
Utilities	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£300	£3,600		
Insurances	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£150	£1,800		
Repairs and Renewals	£2,000						£300				£500		£2,800		
Motor Expenses	£1,000	£500	£200	£450	£600	£800	£400	£600	£700	£200	£200	£200	£5,850		
Phone/Internet	£300	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£2,500		
Advertising	£3,000	£500	£600	£700	£1,000	£1,000	£900	£700	£500	£1,000	£700	£300	£10,900		
Print/Stationery	£500		£60	£50	£24	£110	£70	£90	£65	£77	£110	£70	£1,226		
Miscellaneous								£9					£0		
Loan Repayments	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£350	£4,200		
Bank Charges													£0		
Accountancy Fees	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£1,200		
Webpage and app	£2,000	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£400	£6,400		
Total Outgoing	£20,300	£5,300	£5,160	£6,000	£5,924	£6,710	£6,490	£6,899	£6,205	£6,257	£7,510	£5,580	£88,326		
CASH FLOW	-£300	£3,700	£5,840	£6,000	£8,076	£8,290	£9,510	£9,601	£13,295	£13,743	£13,890	£15,920			
Opening Balance	£0	£300	£3,400	£2,440	£3,560	£4,516	£3,774	£5,736	£3,865	£9,430	£4,313	£9,577			
Closing Balance	£300	£3,400	£2,440	£3,560	£4,516	£3,774	£5,736	£3,865	£9,430	£4,313	£9,577	£6,343	£9,577		

Forecast Profit and Loss account			
Business Name: ORLA BEAUTY SALON			
Period: Year to 31 December, 2021			
Sales:		£174,400	(A)
Less direct (variable) costs:			
materials			
direct wages			
other			
Total direct costs		£ -	
Gross profit/contribution:		£174,400	(B)
Fixed costs (overheads):			
wages/salaries (incl. taxes)	24,000		
rent	10,400		
heat/light/power	3600		
advertising	10,900		
insurance	1800		
transport/travel	5850		
telephone	2500		
stationery/postage	1226		
repair/renewal	2800		
Loan repayment	4200		
webpage/app	6400		
other Prof. fees/ACCOUNTANT	1200		
stock	9100		
Total fixed costs		£83,976	(C)
Net profit		£90,424	
Less drawings or dividends		£4,350	
Profit retained in the business		£86,074	



Profit and Loss statement of Orla company for the period 31/12/2021

► SALES CHART

