

Managing enterprise

BMSW4011_CARD

STUDENT NUMBER 2414514



Business plan

1. Product/Service Proposition and Business Name

Lashes by nisha is a modern beauty service offering high-quality, bespoke eyelash extensions, lash lifts, and tints to clients in Cardiff . We aim to enhance natural beauty with safe, comfortable, and long-lasting results using industry-approved products and techniques. Services include:

- Classic, Hybrid, and Volume Eyelash Extensions
- Lash Lifts and Tints
- Aftercare Products (serum, cleanser)

Appointments are offered via an online booking system, with flexible hours to accommodate professionals, students, and busy mums.

2. The Story Behind the Idea

The idea for Lashes by nisha stemmed from my personal journey with beauty treatments. As a full-time student and full time mum, I often felt I lacked time for a full beauty routine. After discovering the confidence boost from having lash extensions, I realized many women face similar struggles with self-image and time management. I trained as a certified eyelash technician, working on friends and family before gaining experience through freelance appointments. Their positive feedback and loyalty inspired me to create a professional and welcoming brand to share with others.

3. Type of Business Ownership

Sole Trader – I chose this model for the following reasons:

Pros:

- Simple to set up with minimal costs
- Full control over decisions and profits
- More privacy than larger business structures

Cons:

- Unlimited liability (personal assets are at risk)
- Harder to raise large-scale finance
- Reliance on one person for all operations

The low-risk nature of a beauty service (with insurance) and manageable startup costs make sole trading ideal for me.

4. Mission Statement, Aims, Objectives, USP

Mission Statement:

To empower clients by enhancing their natural beauty with high-quality, safe, and customizable eyelash services in a relaxing environment.

Business Aims:

- To become a trusted local name in lash beauty within the first year
- To expand into a salon space within 3 years

SMART Objectives (Year 1):

- Achieve 100 repeat clients by month 12
- Maintain a client retention rate of 60%
- Reach 1000 followers on Instagram within 6 months
- Generate a monthly net profit of £800 by month 10

Unique Selling Proposition (USP):

Unlike other lash services, Lashes by nisha offers fully customized lash maps based on face shape and eye anatomy, paired with premium vegan products and aftercare guidance.

5. Physical Location and Rationale

The business will operate from a home-based treatment room in Cardiff, with close access to public transport and parking.

Rationale:

- Cost-effective for startup
- Comfortable and private for clients
- Easy to manage working hours around personal commitments

6. Human Resources

Initially, the business will be owner-operated with no additional staff in Year 1.

Future staffing plan (Year 2+):

- 1 Part-time receptionist/social media assistant
- 1 Apprentice Lash Technician (to increase capacity)

Job Roles:

Position	Key Duties
Lash Technician (Me)	Consultations, treatments, client care, stock management
Assistant (Future)	Admin, booking, social media, customer service

Organisation Chart (Year 2 Projection):

Me (Owner/Lash Tech)
|
Assistant / Trainee

7. Marketing Activities

Marketing is crucial for client attraction and retention. I will use a multi-channel strategy:

Examples of Marketing and PR:

- Instagram & TikTok reels showing lash transformations
- Facebook Business Page with reviews and booking links
- Google My Business for visibility and local search
- Business Cards & Flyers distributed to hair salons, gyms, and cafés
- Launch Promotion: 20% off for new clients for first 2 weeks

- Referral Scheme: “Bring a friend and get £10 off your next set”

Branding will use soft pinks and neutrals, with a clean logo reflecting natural elegance.

8. Market Research

Primary Research

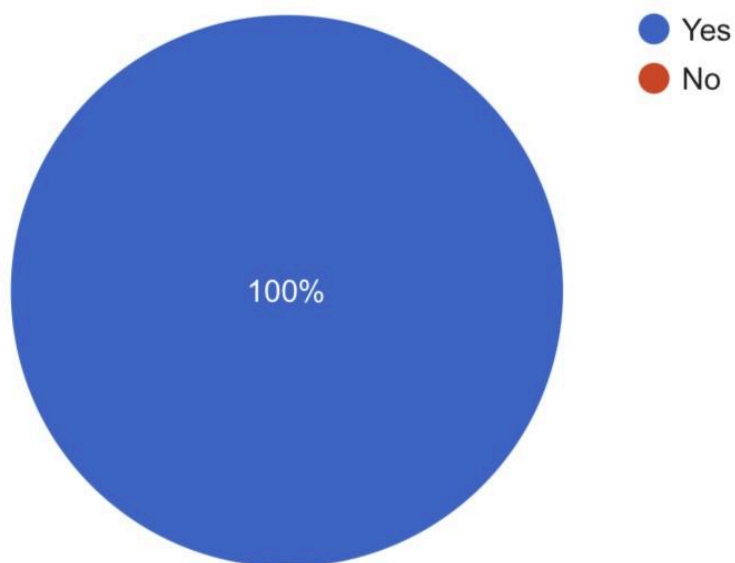
Secondary Research:

Research Findings: Eyelash Preferences and Experience

Have you ever had eyelash extensions?

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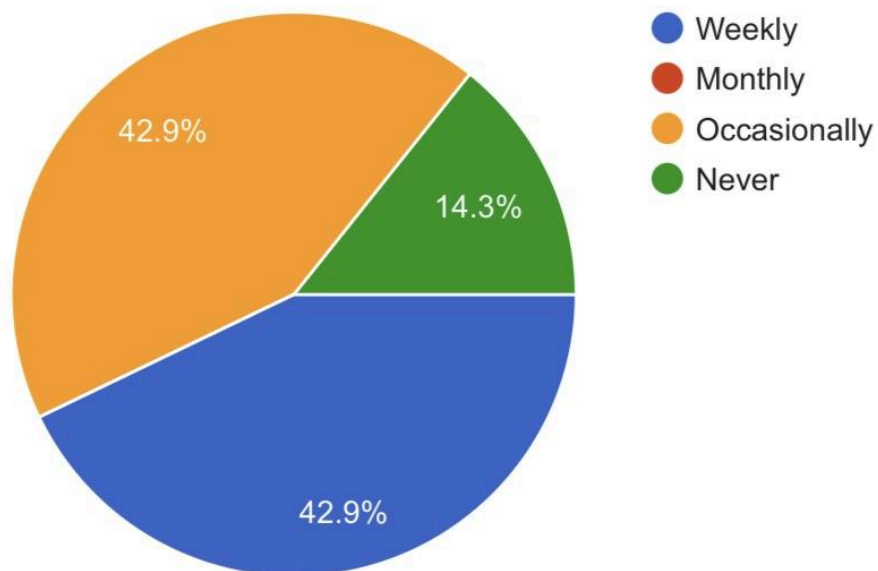
7 responses



how often do you use
eyelash extensions or
eyelash products (e.g
masccara or eyelash
serums)?

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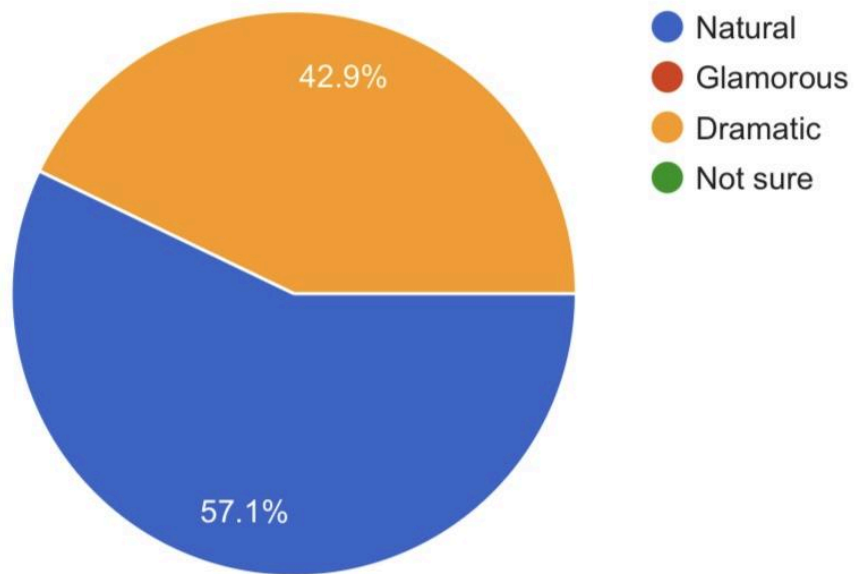
7 responses



what type of eyelash look do
you prefer?

7 responses

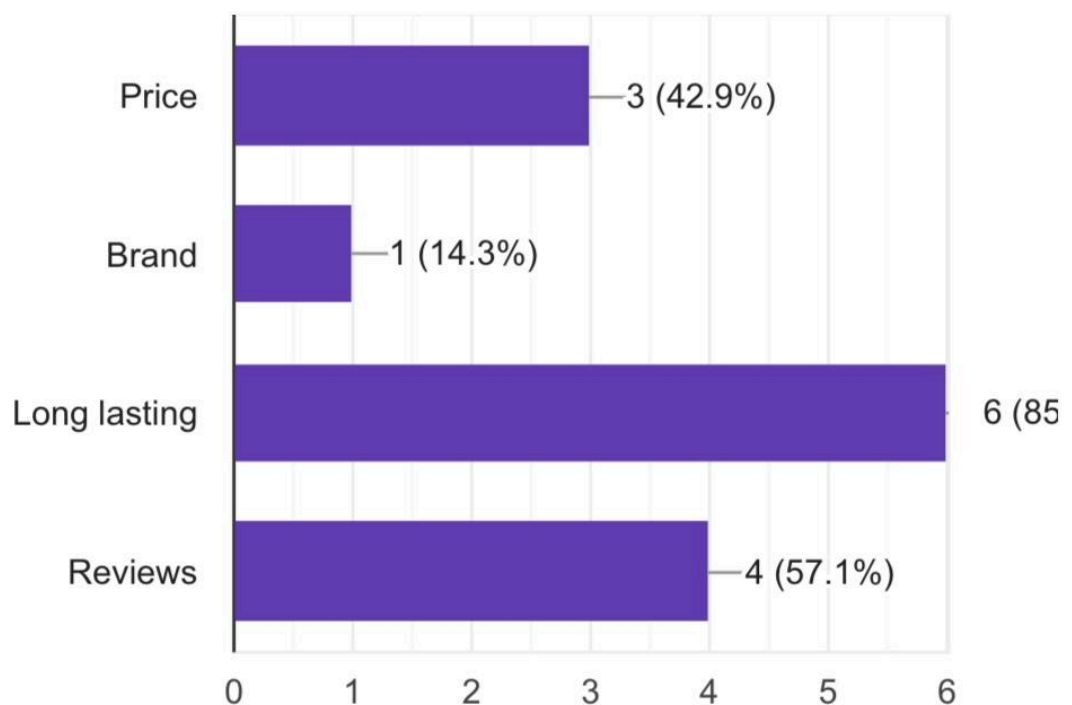
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which factors are most important to you when choosing eyelash products or services

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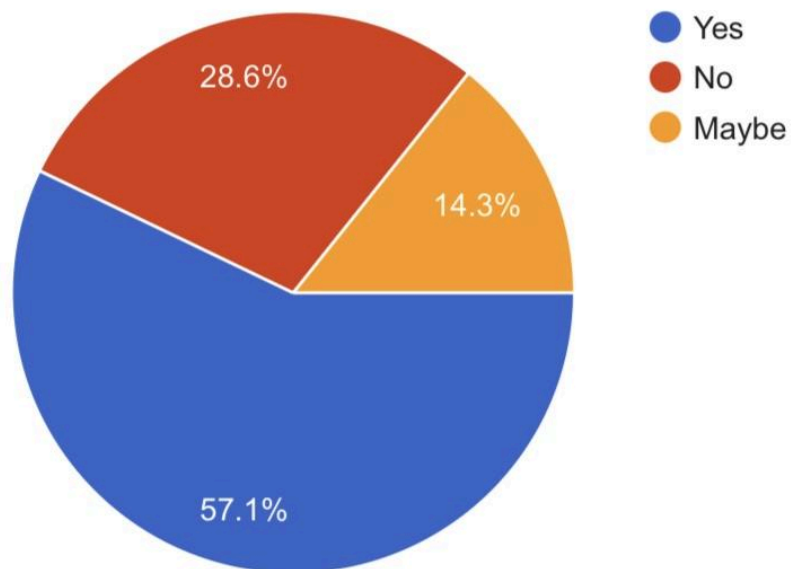
7 responses



would you be interested in
trying a new lash product ir
service?

7 responses

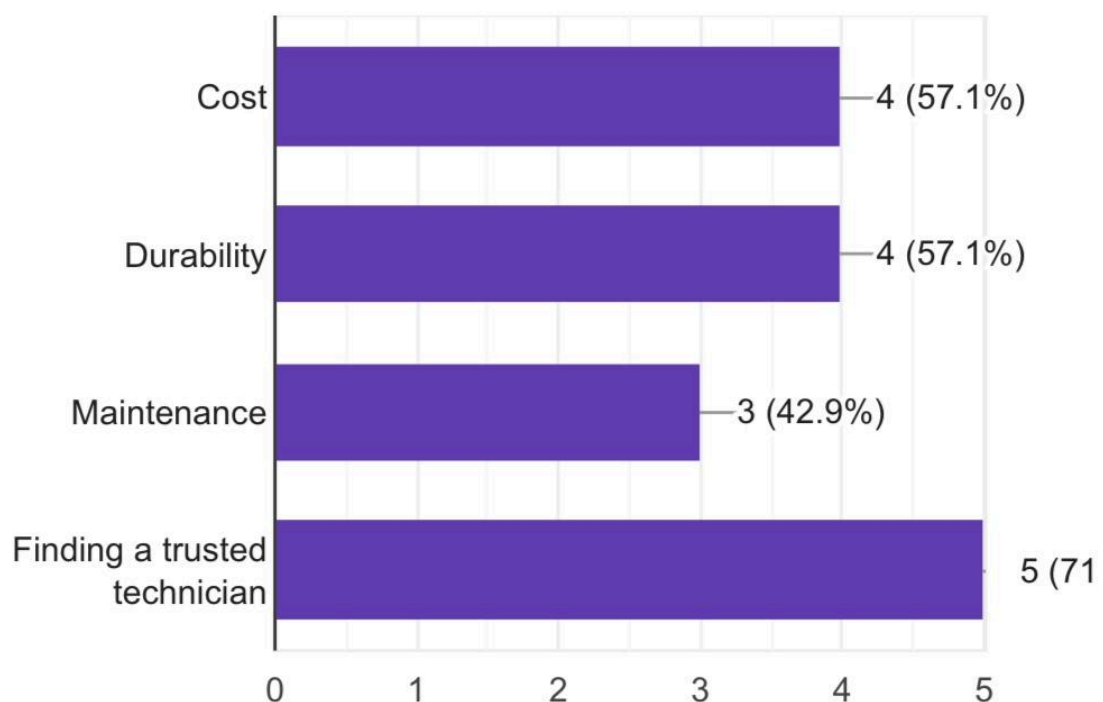
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whats is your biggest concern when it comes to eyelash extensions or products?

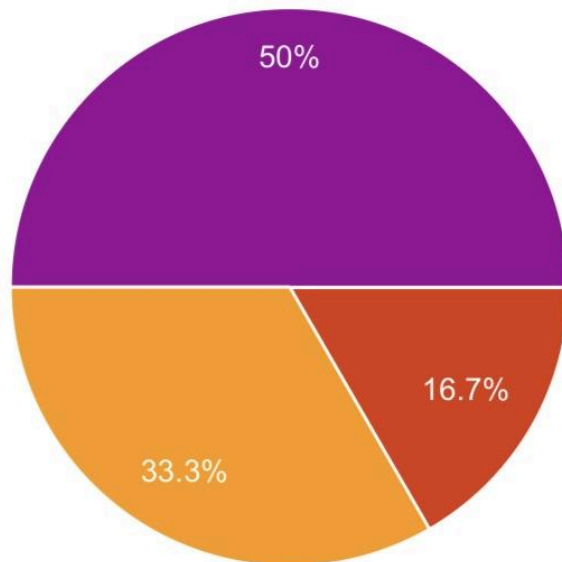
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7 responses



6 responses

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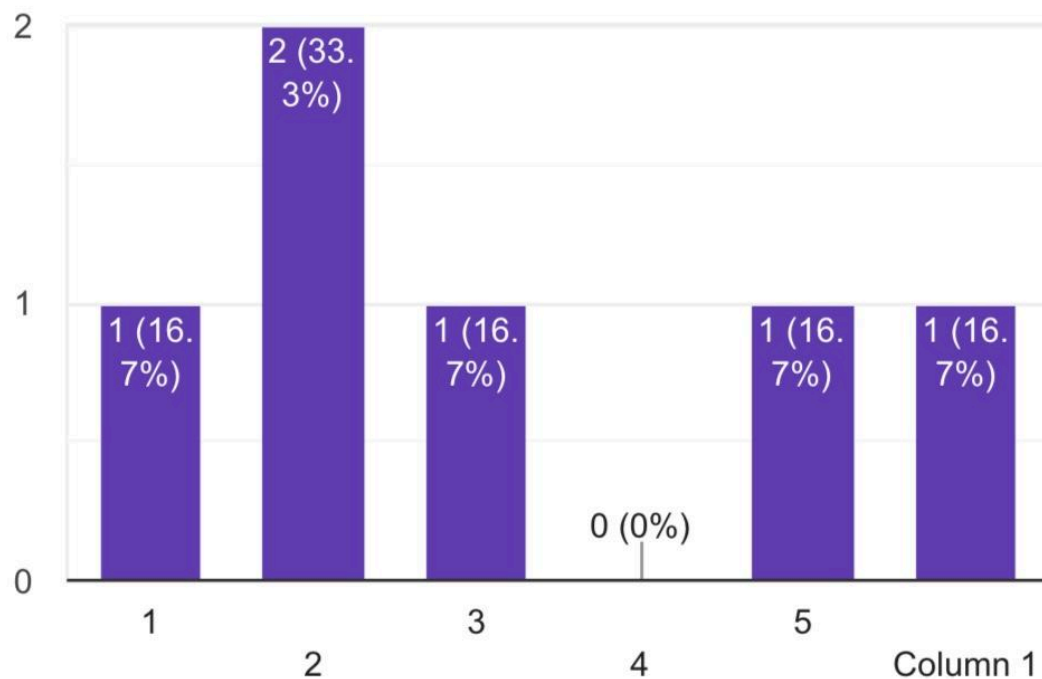


- Where do you usually purchase your eyelash product or book a service
- Local store/salon
- Online retailer
- Brand website
- Social media referral
- Option 6

On a scale 1-5 how satisfied are you with your current eyelash routine or product

 Copy chart

6 responses



https://docs.google.com/forms/d/e/1FAIpQLScA4DSHUDuweMkKwZ41qnKHqhQeY0Fd_1REO1MbrjVOGxT9xA/viewform?usp=header

Conclusion:

This research confirmed demand for a personalized, flexible lash service. It also helped me choose my service hours and pricing to stand out in the local market.

Include sample survey graph or pie chart

FINANCIAL RESOURCES

Startup Costs

Item	Cost
Lash Kit & Tools	£400
Bed. Chair & Lighting	£300
Insurance	£120
Website & Branding	£200
Launch Marketing	£150
Total Startup Costs	£1.170

Monthly Operating Costs

• Product Restocking	£100
• Utilities (home-based portion)	£50
• Ongoing Marketing	£50
• Booking Platform Subscription	£20

Sources of Finance

- Personal Savings: £700
- Family Loan: £500 (repayable over 12 months)

Financial Narrative

By managing overheads

Cash Flow Forecast (Selected Months)

Month	Income	Net Profit
January	£300	£80
June	£850	£600
Dec	£1.200	£900

10. SWOT Analysis

Strengths

Qualified & experienced

Personalized service

Weaknesses

New brand in competitive market

Limited time capacity (solo operator)

Opportunities

Threats

Social media growth

Price competition

Trends in semi-permanent beauty

Changing regulations

Biggest Weakness:

New brand, no existing client base

Actions to Overcome It:

1. Offer introductory pricing and referral discounts
2. Collect and showcase testimonials from first clients
3. Collaborate with local influencers for exposure
4. Ask every client to post a tag or review after service.

Reflection on Creating My Business Plan: Lashes by Nisha

Creating my business plan for Lashes by Nisha has been a highly insightful and empowering experience. It allowed me to combine my passion for beauty with practical business knowledge, while also reflecting on my personal journey and aspirations. As a full-time student, a mother, and someone with caring responsibilities, the process challenged me to be strategic, organized, and honest about both my strengths and limitations.

The inspiration for this business came from my own challenges with time, self-care, and confidence. Eyelash extensions gave me a practical and emotional boost, and I quickly realised that other women might benefit from this too — especially those who are balancing multiple roles like I am. Developing Lashes by Nisha gave me a sense of purpose: to create a service that enhances natural beauty while being flexible and supportive of clients' busy lives.

One of the key things I learned while writing this plan was how crucial structure and goal-setting are in business. Defining a mission statement and SMART objectives helped me translate my ideas into realistic, actionable goals. For example, aiming to gain 100 repeat clients within the first year is both ambitious and achievable if I stay focused on service quality and customer care. These clear targets will keep me accountable and allow me to measure progress effectively.

I also learned about the value of understanding my business environment. Through market research and a SWOT analysis, I gained insights into my potential customers and the

competitive landscape in Cardiff. It confirmed that clients value personalized, flexible lash services — which reinforced my Unique Selling Proposition (USP). It also highlighted my biggest challenge: starting out with no existing client base. This prompted me to develop creative solutions, such as a launch promotion, referral schemes, and social media engagement strategies.

Choosing the sole trader model was a practical decision based on my situation. While I recognise the risks of unlimited liability, I appreciate the simplicity, control, and low setup costs. This structure suits my initial plan to operate from home while I grow the business organically.

One of the more challenging but valuable aspects of this process was considering future staffing and scalability. It forced me to think beyond the day-to-day and envision what Lashes by Nisha could become in two or three years. Mapping out a future organisation chart with an assistant and an apprentice made the idea of growth feel tangible, not just a dream.

Finally, I reflected on the emotional side of entrepreneurship. I realised that even small tasks — like sending emails or writing this plan — can feel overwhelming when life is already full. But this experience reminded me of the importance of communication, persistence, and self-belief.

Overall, this business plan is more than a requirement; it's a reflection of my resilience, creativity, and commitment to building something meaningful. Lashes by Nisha is not just about beauty — it's about confidence, empowerment, and creating a space where others feel seen and valued.