



LuxeLash Mobile Beauty Service

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Table of Contents

1. Introduction

2. Business Idea Overview

3. Legal & Management Structure

4. PESTEL Analysis

5. Marketing Strategies

6. Funding & Financials

Introduction

This presentation introduces LuxeLash Mobile Beauty Service.

Aim: Present a scalable mobile beauty business concept to investors.

Focus: Market need, strategy, and financial viability.

Business Idea Overview

Mobile beauty service offering lash extensions, brows, nails, and makeup.

USP: Salon-quality services at home + convenience + Instagram-ready results.

Target: Professional women, brides, corporate clients.

Legal Format & Management



Legal Structure: Private Limited Company (Ltd)



Reasons: Limited liability, credibility, scalability.



Management:



- Director



- Lead Therapist



- 2 Mobile Therapists

Three external factors



Economic factor: The business can target clients in London who are willing to pay for premium, time-saving services, but inflation or reduced disposable income could affect spending.



Legal factor: The company must comply with professional qualifications, public liability insurance, hygiene standards, and data protection rules, which makes legal compliance essential for trust and sustainability.



Technological factor: Online booking platforms, digital payments, and social media marketing help the business reach customers quickly and manage appointments efficiently.

PESTEL Analysis



Political: Regulations & licensing



Economic: Strong beauty demand in London



Social: Social media trends drive demand



Technological: Online booking systems



Environmental: Demand for eco-friendly products



Legal: Insurance & compliance

Marketing Strategies



1. Social Media Marketing (Instagram & TikTok)



- Before/after content, influencers



2. Partnerships



- Bridal shops, corporate wellness



- Referral incentives

Marketing strategy 1: digital reach



Use Instagram and TikTok to show before-and-after results and build trust quickly.



Post short videos, client testimonials, and beauty transformations to attract attention.



Use an online booking link so interested customers can move from viewing to booking in one step.

Marketing strategy 2: partnerships and referrals



Partner	Partner with bridal boutiques, wedding planners, and corporate HR teams to access ready-made customer groups.
Offer	Offer referral credit and first-treatment discounts to encourage repeat bookings and word-of-mouth.
Use	Use premium packages and memberships to increase customer lifetime value and stability of income.

Funding Requirements

Total Required: £18,000

Allocation:

- Equipment: £5,000

- Inventory: £3,000

- Marketing: £2,000

- Website: £2,500

- Others: £5,500

Financial Overview

Monthly Revenue: £5,200

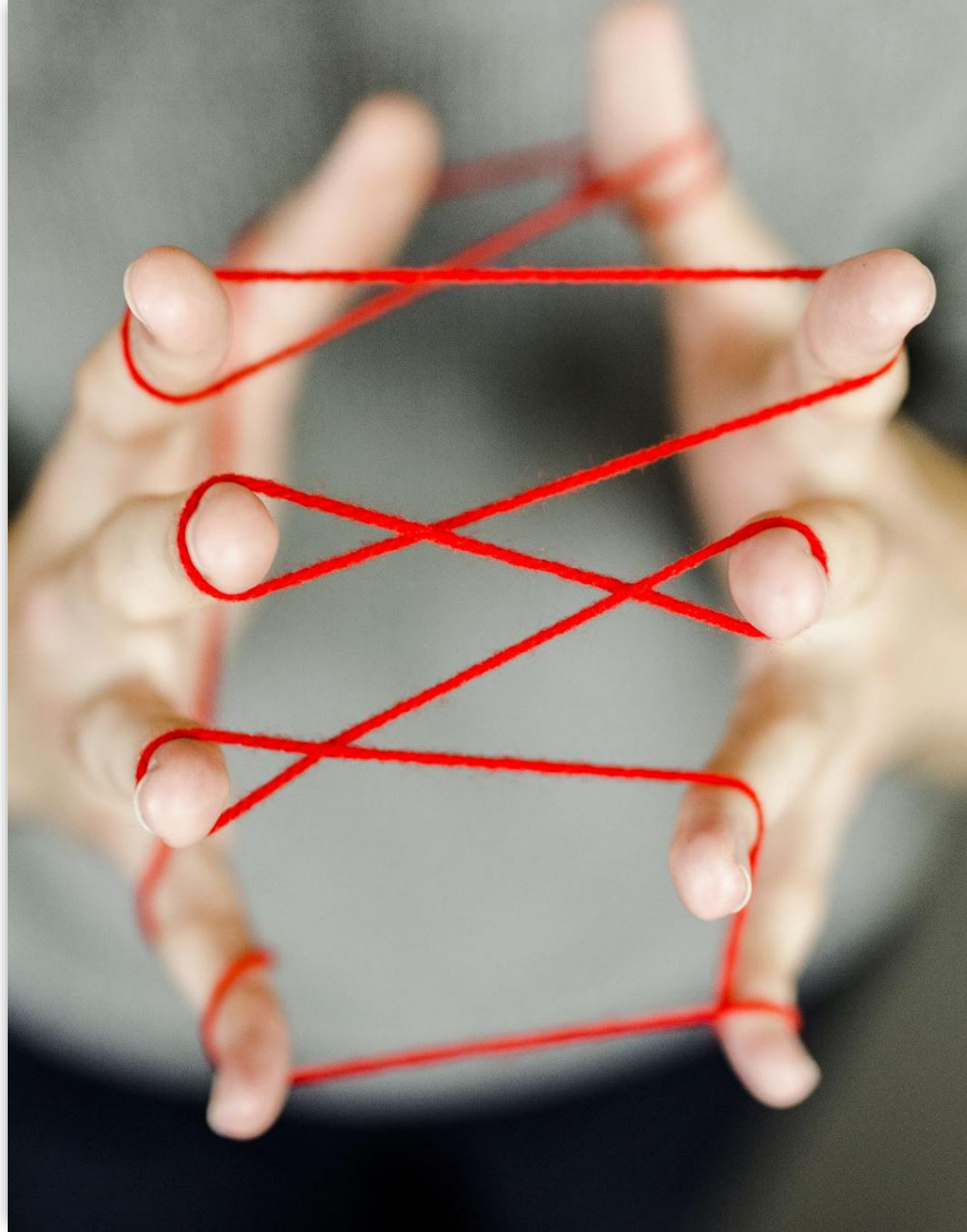
Monthly Costs: £3,500

Break-even: ~3-4 months

Profitability: Month 4+

Organisational Structure

- Managing Director
- ↓
- Lead Therapist
- ↓
- Mobile Therapists (2)



Financial Breakdown

Revenue	£5,200
Costs	£3,500
Profit	£1,700
Break-even	3-4 months

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