



Academic and Employability Skills

Beauty salon

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– CONTENTS –

1

Opening a Beauty Salon – Key skills needed

2

SWOT Analysis

3

Skill overview

4

Summary

Opening a Beauty Salon

Key skills in developing a small business:

1. **Creative skills** – creative thinking is imperative in the beauty industry. You always need to be one step ahead and also bring out what is beautiful in the most innovative way.
2. **Analytical skills** – creativity must be mixed with an analytical mind in order to understand the market you want to enter.
3. **Good communication** – the main role is to attract customers and investors and also to have the ability to negotiate and work with others (suppliers, external vendors)



Opening a Beauty Salon

Key skills in developing a small business:

4. **Negotiation skills** – you always need to be one step ahead of others and also to know how to obtain what is best for your business;
5. **Goal orientated** – the focus must be always on growth and development. The beauty industry is in continuous expansion and while it is needed a long term vision you need also to remain Flexible;
6. **Organizational skills** – A beauty salon is a fast pace environment to work in and it will need on point time management organizational approaches.



SWOT ANALYSIS

Strengths

Variety of services;
New equipment;
Experience and knowledge;
Location of the business;

Weaknesses

New business;
Flexibility of staff and working hours;
Competitive rates;

Opportunities

Local business partnerships;
Increase online booking;
Good marketing development

Threats

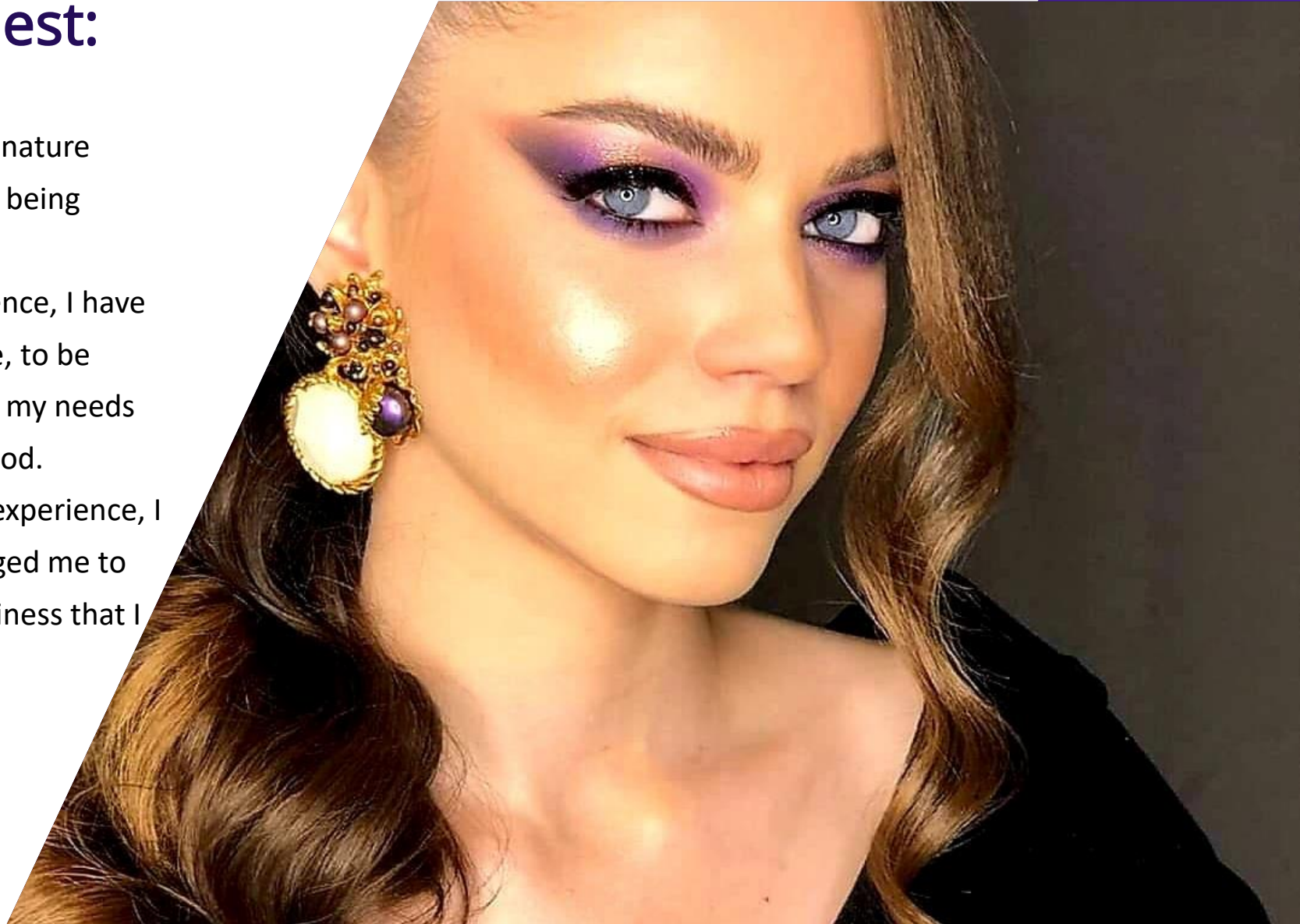
Home visits by stylists and beauticians;
New salons opening in the area;
Increasing costs for stylists and technicians



Skill overview

What I have best:

1. **Creative skills** – I have developed my creative nature through different extra activities, one of them being improving my makeup skills.
2. **Good communication** – From my past experience, I have learned to work with different types of people, to be involved with vendors, to learn how to express my needs and to make sure that what I need is understood.
3. **Negotiation skills** – Also, due to my previous experience, I have been put in different situations that obliged me to learn how to put my ideas forward in the business that I represent.



Skill overview

Areas of improvement

1. **Analytical skills** – being more of a creative individual, I was not able to focus on any analytical approach

How to improve? – by being more observant and involved in the activity of the salon. By understanding all the activities and the possible problems that can appear will automatically trigger a problem solving approach and mind set;

2. **Goal orientated** – being focused on what I deliver as an individual stopped me to take a step back and seeing the big picture;

How to improve? – by starting to plan ahead, write everything down, and planning larger goals in smaller, scalable actions

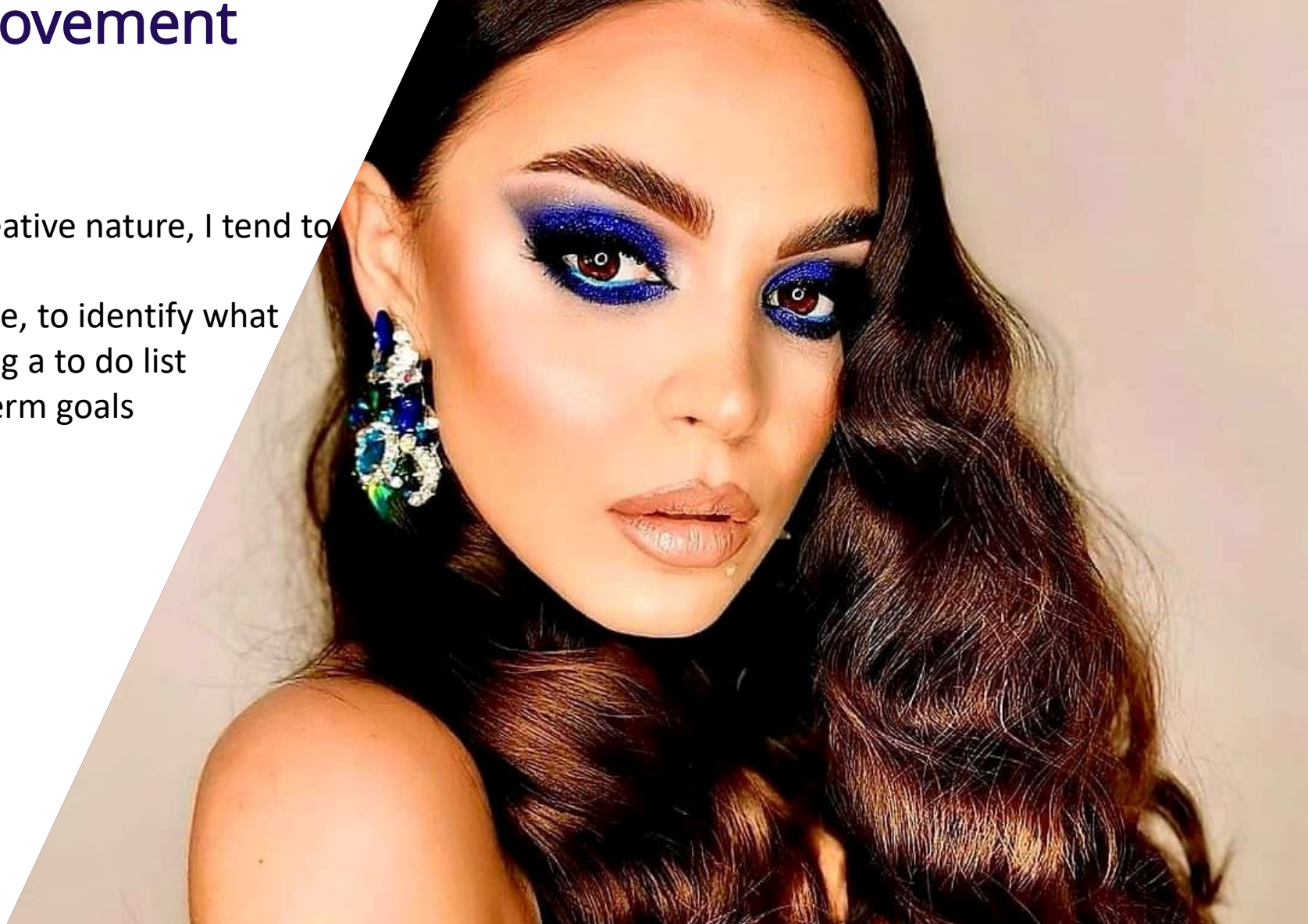


Skill overview

Areas of improvement

Organizational skills – Being of a more creative nature, I tend to be a bit scattered.

How to improve? – by learning to prioritize, to identify what is important and what can wait. By building a to do list and also, by setting short term and long term goals That can be scalable and easy to follow.



Summary

What do I want to do? – Open a beauty Salon;

What skills do I need? – To be Creative, analytical, good communicator, good negotiator, goal oriented and organized.

Do I have what I need? – I am creative, a good communicator and negotiator based on my previous experience.

Besides that, I need to work and improve my analytical, goal orientation and organization skills and it will take time but with perseverance and strict set goals I will succeed.



References:

1. <https://www.randstad.co.uk/>
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3. <https://startups.co.uk/>
4. <https://talentbridge.com/>