

CertHE skills for the workplace
Academic and employability
skills

(BMSW4001)
ACE practical portfolio

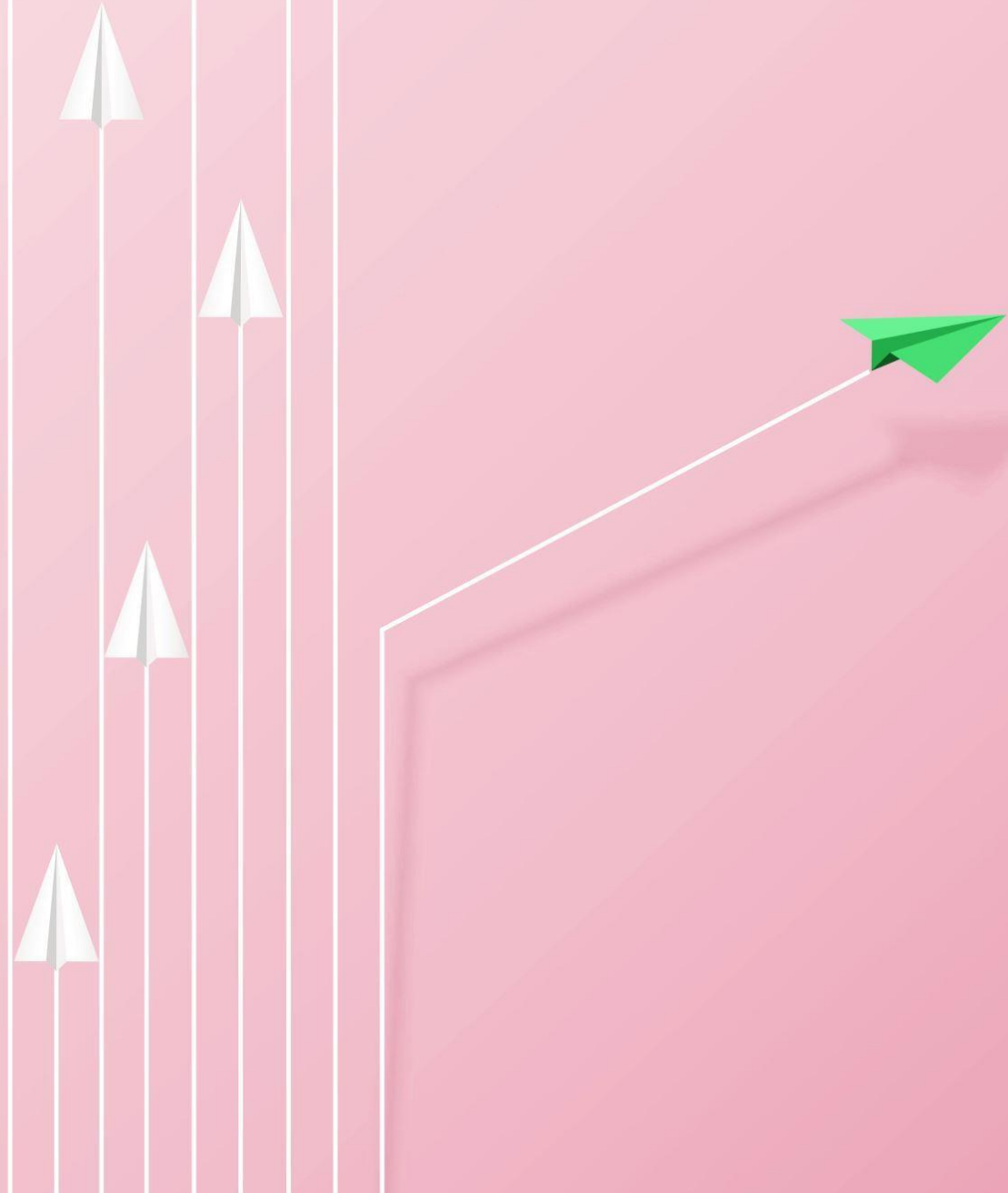


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Owning an Afro Caribbean hair and beauty salon



- The UK beauty industry is valued at £12.14 billion in 2022 vs the global beauty industry market size of £395.7 billion.

This leaves a great opportunity for people like myself who want to help grow the black industry and create mainstream services for our basic needs.

- The UK beauty industry loses £2.9 billion a year by ignoring Black, Asian, and multi-ethnic consumers' needs

Important skills needed to run a successful salon

- confidence
- Task delegation
- Time management
- organization

Other important skills

- Financial management
 - Attention to detail
 - Customer service
 - Communication
 - Teamworking
 - Leadership skills

Confidence will help you to bring everything together. Confidence comes from knowing you're prepared, you've done the best you can, and you are prepared to take on any challenge you might face.

Task delegation is the ability to effectively delegate tasks and manage your team which provides you with more time, improving your time management and can also help you keep organized. I feel like this is an important skill to have as it allows you more time to improve your other skills.

Strengths

- Organization
- Teamworking
- Customer service
- Leadership skills
- Time management
 - communication
 - Task delegation
- Work experience

Weaknesses

- Lack of confidence
- Poor financial management
 - No official qualifications
- Lack of experience in managing a salon

Opportunities

- Gaining further education in university
- Social media to help with marketing

Threats

- Competition with other salons
- Limited employees available with the intended knowledge and/or experience

Examples of my strengths

Organization : at work

- Unpacking and sorting bottles
- Preparing cups and straws
- Setting out menus
- Stocking and sorting fridge

At home

- Washing and folding clothes
- Preparing food in advance
- Unpacking weekly food
- Daily chores

Teamwork :

- Taking/completing orders
- Cleaning
- Pre-opening preparation

Task delegation

- Assigning different cleaning/ prep positions
- Assigning different floor positions

Time management:

- To do lists
- Plan weekly calendar
- Setting goals
- Prioritizing
- Setting deadlines

Communication:

- Interacting with staff remember to be honest & fair
- Listening to staff solutions/problems
- Communicating different orders/ transactions

Customer service:

- Remembering regulars and their orders
- Building a connection with customers/making them feel welcome
- Responding quickly to customers want/needs

Work experience :

- Experience as a floor manager / team leader
- Running business social media page
- Providing at home services for people/ managing myself
- Experience as a stylist in a afro Caribbean hair salon

Leadership skills:

Task delegation
Communicating
Time management
Teamwork
Problem solving

My weaknesses :

- **Lack of confidence**
- **Poor financial management**
- **No official qualifications**
- **No salon managing experience**

How can I improve these to be successful?

- Set high goals
- Focus on my progress
- Track spending to improve finances
- Cut out unnecessary recurring spends
- Create realistic budgets and stick to them
- Going to university to improve my knowledge and gain qualifications
- Hiring people with the correct qualifications needed
- The only way to gain experience is to actually do it.
- Make sure I know the skills needed
- Do research/ seek advice from other professionals

Opportunities

- ❑ Gaining further education and expanding my knowledge in university

- ❑ Using my social media to help market and promote my business

How can I improve these?

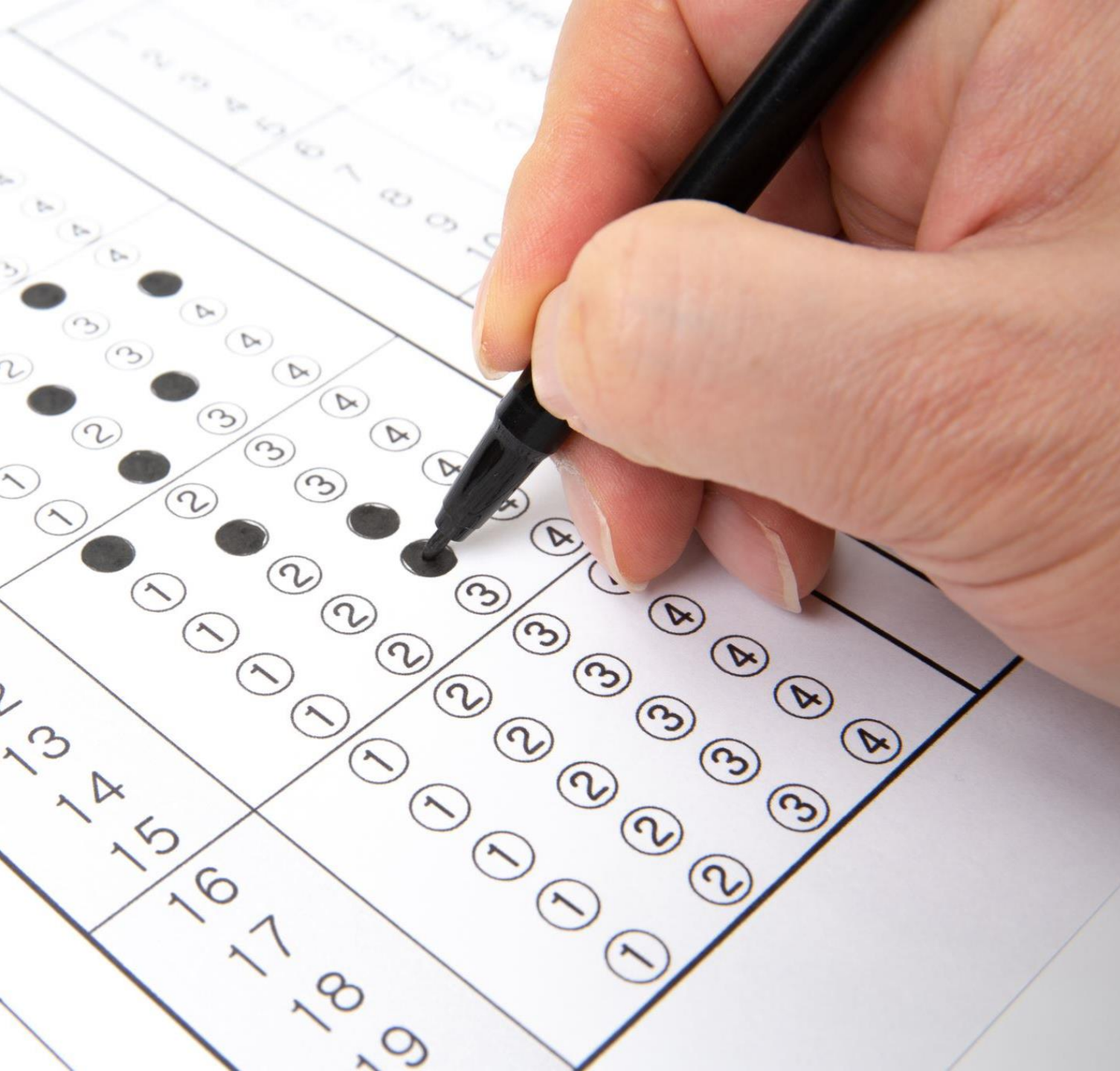
Threats

- ❑ Competing with other salons that have a large social media presence

- ❑ Limited amount of employees available with the needed qualifications/ knowledge - [treating and styling afro Caribbean hair isn't practiced/ focused on in school/college]

My understanding of running /owning a salon

- Being a successful salon owner mainly depends on your skills and how you choose to use them. To run a profitable salon you need discipline and knowledge. you also need to know and define your salons purpose and what will make it stand out or what will make it unique.
- Any great leader knows they are only as strong as their team! In this business your responsible for making people feel relaxed, happy and respected. This includes your employees as well as your clients.
- Using different platforms as a way of networking and outreach are important to gain exposure. Also introducing new marketing initiatives like weekend specials or specific holiday promotions will not only help build and keep your clientele but also help prevent your salon from downfall.



Reference list

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