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Overview of the Business Idea

The Nail Lab is a professional salon offering a range of high-quality nail services such as manicures, pedicures, acrylic, and gel enhancements, spa treatment, and nail art. I have an experienced as a Nail Technician since 2018 as a home-based technician offering these services therefore, I have built a loyal client base. My aim is now to expand into a physical salon location allowing a better availability, improved facilities, more luxurious and improved customer experience for my existing clients and new clients.

A professional nail salon named Nail Lab will establish in its physical location in Birmingham's busy Sparkhill area. I have experience as a nail technician as home based for the past 7 years that has decided to move into a high street salon. Strong demand and devoted customer base, along with Sparkhill's favourable location as a growing neighboured with many schools, university, retails stores and high foot traffic, are the primary factors behind this shift. In addition to manicures, pedicures, nail art, acrylic and gel nails, and future cosmetic add ones, the salon will provide excellent nail treatments.

Management structure

The business will be managed by myself, with seven years of experience in the nail industry, will oversee the company. The staff will initially consist of a part time receptionist and one full time nail technician. To keep cost under control and provide personalised service, the organisation will continue to be minimal until more expanding needed and more staff to be hired. Possibly hiring more staff in the future for other services like eyebrows and facial treatments if expansion occurs. When hiring will take place I will focus on professionalism, customer service and hygiene standards, key to delivering an exceptional in salon experience.

Legal Format

For reasons of law, the company will start out as a sole trader as it expands and needs liability protection and more formal accounting procedures it will eventually change to a limited company (LTD). A sole proprietorship is an independent business owned by a single individual who is entitled to all profits and responsible for all debts and obligations, making it the simplest form of business structure (Twin, 2025)

The advantages of a sole proprietorship are simple and inexpensive to establish as it requires minimal legal formalities compared to other business structures. I will have full control and decision-making authority allowing for flexibility in managing services, pricing, and marketing strategies. On the other hand, the disadvantages are as follows, unlimited liability meaning I am the only one responsible if the business risks any financial difficulties. Also, I will be having limited access to capital. In order to overcome these challenges will buy business insurance for the unlimited liability problem, For financial limitations, I will keep records and building a strong credit history can improve eligibility for a small business loans and grants for my future expansion. I can then change into a Ltd if I am expanding and hiring more staff into my business.

Marketing strategies

The Nail Lab will target women between the ages of 14 and 45 including working professionals, students, and brides, events guest seeking the perfect polished manicure and pedicure to feel unique and special on their special days and day to day.

Establishing an active social media presence on Facebook, TikTok and Instagram that features customers transformations, behind the scenes videos and manicure design will be crucial. As the part of a grand opening a first-time guest will receive complimentary nail art and reduced treatments. This will also be advertised on all the social media platforms. Also, flyers and brochures will be created and given on street to promote the new salon and attract customers. In addition, word of mouth will spread the good news about the salon so more people will get to know about the business.

Another way of marketing will be a loyalty program implemented to keep loyal customers and referral program will give discounts to current customers who suggest friends. Furthermore, for cross promotion, the salon will collaborate with nearby beauty salons, bridal shops, and wellness facilities. The business will be on beauty bookings websites to boost its online presence and draw in customers looking for nail services.

Pestle Analysis

PESTLE analysis identifies and evaluates how Political, Economic, Social, Technological, Legal, and Environmental factors impact business operations. The strategic planning framework helps business and project managers in the decision-making process. I have conducted a Pestle Analysis for my Nail Lab business.

Political factors include the requirements that salons comply by local government rules about rubbish disposal, hygienic requirements, and licensing. Regulations pertaining to insurance and employment must also be followed by beauty companies like my business. ("What Simpler Recycling Reforms Mean for Salons and Spas") Also health and safety regarding use of chemicals and waste disposal.

The state of the **economy** including changes in disposable income and inflation can have an impact on how much consumers spend on cosmetic procedures. Nonetheless despite unfavourable economic times, beauty and self-care businesses frequently continue thrive as customers priorities little luxuries and relaxation time. Competition from other salon, to overcome this I will make sure the salon is well promoted, loyalty program and offers to attract customers.

Social trends indicates that women between the ages of 18 and 45 are particularly interested in wellness, beauty, and self-care customers. (Masory). The demographic profile of the target market such as age, gender and lifestyle also affects the salons service offerings and marketing approach. Also advertising on social platforms to promote and bring brand awareness.

Technological advancements provide improved customer experiences. These channels will be essential for increasing brand awareness and customer interaction. Particularly popular on social media sites like Instagram and TikTok are nail art and personal grooming. In keeping with the brands' ideal there is also a trend towards products that are ethically and environmentally make it possible. Through digital loyalty programs, online booking platforms, card payments, and social media marketing I will promote my business, advertise and attract. Point of sales system that accepts mobile

and contactless payments are now expected and this will be into my business included.

Environmental Concerns about the environment still affect consumer behaviour. Customers are choosing salons that provide eco-friendly, vegan and cruelty-free products more. In a crowded market, this offers a chance to stand out. Therefore, my business will use eco friendly and cruelty free products to meet customers' expectations and wants.

Legal In my business I will have Employment Law and make sure the staff is treated fairly and with respect. Also health and safety laws meaning clean environment, tool sterilisation and infection control.

Amount of funding required and the source of funding.

To successfully launch The Nail Lab, I will require minimal of £23,500 as a start-up finance. This will be finance through a combination of personal savings, start-up loan from the government and family and friends. I plan to contribute with £10,000 from my personal savings to demonstrate my commitment and reduce the need of borrowing more. The loan borrowed will be of £10,000 and the amount of £3,500 from friends and family because they have an unlimited time offering in returning the money back and 0 interest rate. The mix of funding will reduce reliance on high interest rate ensuring I have the flexibility to manage first cash flow while keeping investing on products and equipment's to offer the best customer service.

CASH FLOW

	MONTH
Cash in	1
Government start up loan	£10,000
Sales (total sales of product and/or services)	£3,000
Friends and Family	£10,000
Personal Savings	£3,500
Total cash in-flows (A)	£26,500

Main start-up expenses expected in the first month of the operations.

The initial expenses will allow the salon to open with a professional, functional and attractive environment that meets customers' needs and expectations especially the legal standards

Below is a breakdown of the estimated startup costs for the first month of operation.

	MONTH
Cash out-expenses	1
Rent or premises costs	£1,750
Business rates for your business premises	£500
Utilities (gas, electricity, water)	£700
Insurance	£500
Telephone and internet	£150
Marketing and advertising expenses	£1,500
Vehicle running costs	£400
Equipment purchase or leasing	£6,000
Postage, printing, stationery	£350
Transport and delivery	£0
Professional fees (legal, accounting etc.)	£800
Cost of sales (Cost of product)	£3,000
Wages your own	
Staff wages	£2,200
Any other	£0
Any other	£0
Total cash out-flows (B)	£17,850
Your net cash flow (A-B)	£8,650

Conclusion

Relocating to a salon in Sparkhill is a big and calculated step after seven years of operating successfully as a home-based nail technician. Increased client capacity, business expansion, and improved professional visibility in a bustling and diverse community are all made possible by this move. The salon is well-positioned to succeed because of its solid experience base, devoted client base, and in-depth knowledge of client needs. In addition to offering increased accessibility and visibility, the physical site opens doors for service expansion employee hiring and the development of a reputable brand in the neighbourhood beauty market. I will be expanding and hiring more staff, having more services to offer to my customers like eyebrows, facial and body treatments. I am grateful for the help received from the government loan, family and friend. Its helps me open a physical salon, fulfilling my dream and opening a career in an industry I love working into.

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