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Module Name: Enterprise &
Entrepreneurship
Module Code: LCLM4005
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- Skilled licensed barbers
- Operations Manager
- Marketing & Customer Service Team

• **Legal Format:**

- Limited Liability Company (LLC) for liability protection and flexibility
- Licensing and permits as per local regulations

- **Cuts For You**

- **Product/Service Offering:**

- Mobile barbering services bringing professional grooming directly to clients' homes, offices, or events.
- Services include haircuts, shaves, beard trimming, and grooming packages.

- **Management Structure:**

- Founder & CEO

•**Political:**

- Regulations for mobile services and licensing
- Local business policies

•**Economic:**

- Growing demand for convenient grooming services
- Economic stability influencing disposable income

•**Social:**

- Increasing preference for personalized, at-home services
- Trend towards self-care and grooming

•**Technological:**

- Mobile booking apps, GPS tracking, and digital payments
- Social media for marketing

•**Environmental:**

- Minimal physical footprint

•**Legal:**

- Compliance with health and safety standards
- Licenses for mobile business operations

Marketing Strategies

Online Presence:

- Professional website with booking system
- Active social media profiles (Instagram, Facebook, TikTok)

Local Advertising:

- Flyers, posters in gyms, cafes, and offices
- Collaboration with local events

Referral Programs:

- Discounts for referrals

Promotional Offers:

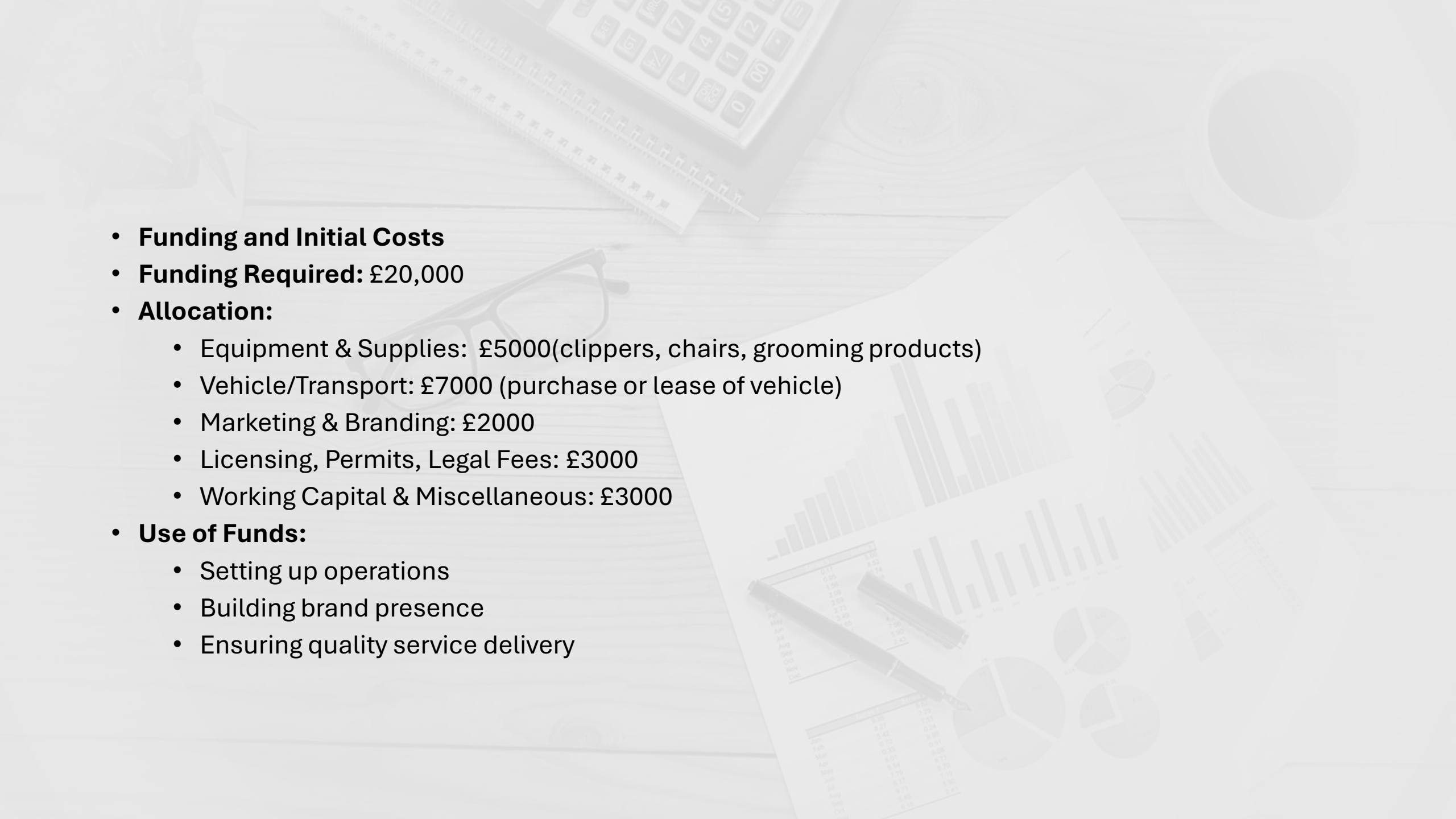
- Introductory discounts
- Loyalty programs

Partnerships:

- Collaborate with local businesses and event organizers

Customer Engagement:

- High-quality service leading to positive reviews and word-of-mouth

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- **Funding and Initial Costs**
 - **Funding Required:** £20,000
 - **Allocation:**
 - Equipment & Supplies: £5000(clippers, chairs, grooming products)
 - Vehicle/Transport: £7000 (purchase or lease of vehicle)
 - Marketing & Branding: £2000
 - Licensing, Permits, Legal Fees: £3000
 - Working Capital & Miscellaneous: £3000
 - **Use of Funds:**
 - Setting up operations
 - Building brand presence
 - Ensuring quality service delivery