

BUSINESS PLAN

Title: (Stylin Chic ITD)

Name of the Students and ID
Number:

Beatrice Salca- ID1921081

Daniela Apetrei- ID2016760

Andrea Nankova Eduardo Barros
dos Santos- ID2019914

Vasile Daniel Baiculescu – ID
2015926

Group: 3

Lecturer Name: Dr Oluwaseun
Adegbite



TEAM MEMBERS AND ROLES GROUP

- Team members

Name of the Students and ID Number:

Andrea Nanvoka Eduardo Barros dos
Santos- ID2019914

Vasile Daniel Baiculescu – ID 2015926

- Roles

- PowerPoint made by

Andrea Nanvoka Eduardo Barros dos
Santos- ID2019914

Vasile Daniel Baiculescu – ID 2015926

- Roles

Beatrice Salca- ID1921081

- ❖ MANAGEMENT TEAM

Daniela Apetrei- ID2016760

- ❖ MARKETING PLAN

Andrea Nanvoka Eduardo Barros dos
Santos- ID2019914

- ❖ PRODUCT AND
SERVICES/BUSINESS COMPANY
OVERVIEW

Vasile Daniel Baiculescu – ID 2015926

- ❖ FINANCIAL PLAN

BUSINESS / COMPANY OVERVIEW

BEFORE

PREȚURI MAKE UP

- MACHIAJ DE MIREASA - £50
- MACHIAJ DE SEARA SIMPLU - £45
- SMOKEY EYE - £55
- ARABIC MAKE UP - £60
- MACHIAJ DE ZI - £35

Toate machiajele au genele incluse in pret 😊

AFTER

BEAUTY

Stylin Chic Ltd

Make up & Lash Extensions



Certified

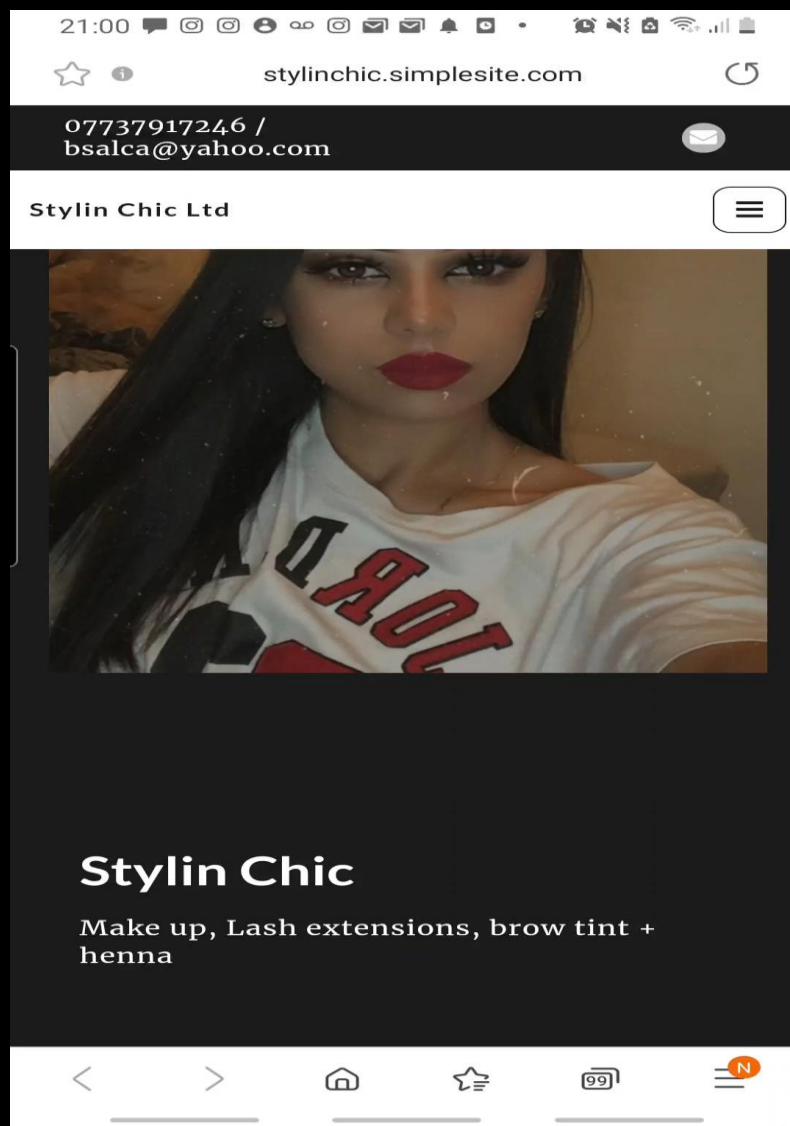
TECHNICIAN AVAILABLE

Make up, Lash extensions, brow tint + henna!
CALL NOW: 07737917246

This is the link of the Business:

<http://stylinchic.simplesite.com>

This is the link of the Business:
<http://stylinchic.simplesite.com>



PRODUCTS AND SERVICES

BEFORE

•PREȚURI GENE•

- ✿ CLASSIC 1D- £40
- ✿ 2D,3D - £40
- ✿ SOFT VOLUME,4D-£45
- ✿ 6D, MEGA VOLUME- £50
- ✿ HYBRID LASHES- £55
- ✿ RUSSIAN VOLUME-£60

07737917246
facebook: Betty Salca

Ultimele 3
seturi includ
foarte mult
volum

AFTER



**Stylin Chic Ltd
BEAUTY**

Services
Preturi Make-up
•Machiaj de Mireasa- £50
•Machiaj de Seara Simplu- £45
•Smokey Eye- £55
•Arabic Make up- £60
•Machiaj De Zi- £35
Preturi Gene
•Classic 1D- £40
•2D,3D- £40
•Soft Volume,4D- £45
•6D,Mega Volume- £50
•Hybrid Lashes- £55
•Russian Volume- £60

DIRECTOR: BEATRICE SALCA
ADDRESS: 02 MARKET CHAMBERS, BLACKFRIARS STREET, HR49HW, HEREFORD
WORKING DAYS: MONDAY-SATURDAY AND SOMETIMES SUNDAY
HOURS: 9-8

contacts
bsalca@yahoo.com
07737917246

MARKET AUDIT-COMPETITOR'S ANALYSIS

MARKET AUDIT-SWOT ANALYSIS

- Strength
- Weaknesses
- Opportunities
- Threats

MARKET AUDIT-PESTLE ANALYSIS

- Political
- Economical
- Social
- Technological
- Legal
- Environmental



TARGET MARKET

Marketing plan

- Marketing plan: It is a plan that is based on all the respective marketing efforts that has been used by business within an upcoming period of time and with this outline all the respective marketing strategy, promotional, advertising activities in timely constrained.
- Product: The business is based on makeup and lash extension and these are the basic services that are provided by “Stylin Chic Ltd”.



Continue...

- **Place:** The business is stated on 02 Market Chamber, Blackfriars Street, Hereford. It is a place that is being selected so that many of audience attention have been grabbed so that profitable change has been altered in respective way.
- **Process:** The Stylin Chic Ltd assure to manage the working operation and practice in timely frame and with this provide service from Monday to Saturday and Sunday too as if there is any requirement by customers along with this daily work for 8-9 hours.

MANAGEMENT TEAM

- Business objectives:
 - Increase revenue by 10%
 - Grow market share by 5%

Marketing focus:

- Acquire more customers
- Grow revenue from existing customers

Marketing goals:

- Increase average lifetime value by 5%
- Try to achieve new 500 clients per month
- Make sure they are fully satisfied with your services

Marketing strategy:

- Making good discount
- Promote your services on everywhere
- Invest in your products

Dependencies:

- Budget
- High quality products
- development resources



MANAGEMENT TEAM

Continue...

- Team Composition:
Membership should be based on representation, knowledge, and skill.

Key Roles: Legal Representative

Legal guidance & implications of actions.

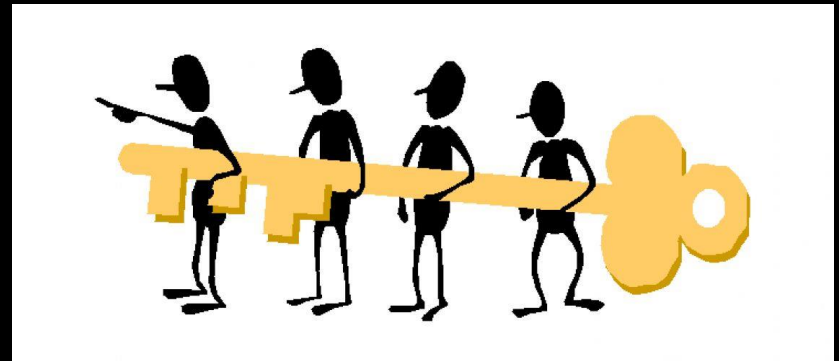
Team leader (may be CEO)- keep team updated and focused



MANAGEMENT TEAM

Continue...

- Giving the best training
- Taking care of our customers
- coming with big ideas to every meeting



FINANCIAL PLAN

- ❑ Cashflow Forecast
- ❑ Profit and Loss

- Start-up Cost: £25,000
- Total Income:
- Total Expenses:
- Gross Profit:
- Net Profit:

CASHFLOW FORECAST

	Book1										
	A	B	C	D	E	F	G	H	I	J	K
1	Opening Balance £	SEP	OCT	NOV	DEC	JAN	TOTAL				
2		0	£5,500	£ 3,895.00	£ 9,320.00	£ 4,231.00					
3	CASH FLOW										
4	Sales	£ 5,000.00	£10,800.00	£ 10,000.00	£23,000.00	£25,000.00	£ 73,800.00				
5	Business loan	£25,000.00	£0	£0	£0	£0	£ 25,000.00				
6	TOTAL INFLOW	£30,000.00	£10,800.00	£ 10,000.00	£23,000.00	£25,000.00	£98,800.00				
7											
8	CASH OUTFLOW										
9	RENT	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£10,000.00				
10	SALARIES	£ 5,000.00	£ 4,000.00	£ 6,000.00	£ 4,500.00	£ 7,000.00	£25,000.00				
11	MARKETING	£ 900.00	£ 900.00	£ 900.00	£ 900.00	£ 900.00	£ 4,500.00				
12	LOAN REPAYMENT	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 500.00	£ 2,500.00				
13	EQUIPEMNT	£ 600.00	£ 600.00	£ 600.00	£ 600.00	£ 600.00	£ 3,000.00				
14	OTHER OUTGOINGS	£ 700.00	£ 500.00	£ 500.00	£ 700.00	£ 800.00	£ 3,200.00				
15											
16	TOTAL OUTFLOW	£ 9,700.00	£ 8,500.00	£ 10,500.00	£ 9,200.00	£11,800.00	£49,700.00				
17											
18	NET CASH FLOW	£ 4,000.00	£ 3,870.00	£ 5,000.00	£ 4,200.00	£15,000.00	£32,070.00				
19											
20	CLOSING BALANCE	£ 4,000.00	£ 5,000.00	£ 9,800.00	£ 7,000.00	£ 5,000.00	£30,800.00				
21											
22											
23											
24											
25											
26											

PROFIT & LOSS

Business Name: Stylin Chic LTD
Time period 01/09/2021-01/01/2022

Financial statements i

Revenue

Sales	£ 73,800.00
Less: Sales returns and allowances	
Net sales	£ 73,800.00

Cost of goods sold

Beginning inventory	
Add: Purchases	3000
Freight-in	500
Direct labour	800
Indirect expenses	2000
Inventory available	£ 6,300.00
Less: Ending inventory	
Cost of goods sold	£ 6,300.00
Gross profit (Loss)	£ 67,500.00

Expenses

Advertising	£ 1,000.00
Amortisation	£ 150.00
Bad debts	£ 2,500.00
Bank charges	£ 7,500.00
Charitable contributions	£ 2,000.00
Commissions	£ 3,400.00
Contract labour	£ 2,200.00
Depreciation	£ 1,000.00
Dues and subscriptions	£ 1,590.00
Employee benefit programmes	£ 4,500.00
Insurance	£ 5,000.00
Interest	£ 2,000.00
Legal and professional fees	£ 900.00
Licences and fees	£ 550.00
Miscellaneous	£ 2,000.00
Office expense	£ 3,440.00
Payroll taxes	£ 4,477.00
Postage	£ 1,630.00
Rent	£ 2,000.00
Repairs and maintenance	£ 9,000.00
Supplies	£ 2,500.00
Telephone no.	£ 256.00
Travel	£ 1,000.00
Utilities	£ 1,000.00
Vehicle expenses	£ 2,400.00
Wages	£ 3,500.00
Total expenses	£ 67,493.00

Net operating income £ 7.00

Other income

Gain (loss) on sale of assets	30800
Interest income	
Total other income	30800

Net income (Loss) £ 30,807.00

REFERENCES

- Chernev, A., 2020. The marketing plan handbook. Cerebellum Press.
- Westwood, J., 2019. How to write a marketing plan: define your strategy, plan effectively and reach your marketing goals (Vol. 152). Kogan Page Publishers.
- [SimpleSite.com](https://www.simplesite.com)