# ARA
## BUSINESS PLAN


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# INDEX


1. BUSINESS OVERVIEW
2. PRODUCT AND SERVICES
3. TARGET MARKET
4. COMPETITORS
5. MARKET STRATEGIES
6. MANAGEMENT TEAM
7. FINANCIAL PLAN
8. SWOT
9. PESTEL

# BUSINESS OVERVIEW

1

A privately owned company catering to all  age group and any gender. Company that believes in providing multiple alternative medicine therapies.

All the services provided can be enjoyed both individually as well as in  group for certain treatments like meditation and yoga sessions.

The core value of this business is to introduce people to healthy way of living and look after their wellbeing by correcting life style and making living healthier.

2

# PRODUCT AND SERVICES

Ara Health & Beauty Clinic provides a wide range of products, treatments and services for their clients, which includes the following:

**Beauty Services**:

- Body Massage
- Body Waxing
- Face Threading
- Facials
- Steam Facials
- Eyelash Extensions
- Eyelash Tinting
- Eyebrow Tinting
- Eyebrow Shaping
- Manicure
- Pedicure

**Health Services:**

- Acupressure
- Aroma Therapy
- Baby Massage
- Colour Therapy
- Hydrotherapy
- Magnetic Therapy
- Mud Therapy
- Therapeutic Massages
- Spa
- Yoga, Exercise & Meditation

# 2

# PRODUCT AND SERVICES

At Ara Health & Beauty we will be using a variety of products to carry out the treatments on our clients such as:

- Aroma Therapy Oils (Body & Head)
- Body Massage Oils & Creams
- Baby Massage Oils & Creams
- Warm Wax (Natural & Bio Friendly)
- Hot Wax
- Paraffin Wax
- Facial Products i.e. Exfoliators, Cleansers, Tonners & Moisturisers
- Hand & Foot Products i.e. Scrubs, Hand and Foot Creams
- Eyelash Tinting Products
- Natural & Organic Products

Towels, robes and slippers will be provided to the clients.

Ara Health & Beauty also provides door to door mobile service, so our clients can enjoy their treatments in comfort of their own home.

Ara Health & Beauty Clinic we intend to provide our clients with healthy food, drink/juice options and also healthy eating recipes can be provided for them.

# TARGET MARKET

3

**Ara  Health & Beauty Clinic's target market is:**

- From birth to the elderly
- People from the local and surrounding areas
- Any gender
- Parent and baby massage service available
- Under 16 can come accompanied by a parent or guardians for simple pamper session
- Over 16 can book for any treatment or service

The competition for health and beauty are based on the following key points:

- **Prices/Costs on service**
- **Range and quality of products**
- **Range of therapy**
- **Range of technique**
- **Different package deals**
- **Atmosphere of company**
- **Customer service skills**
- **Knowledge of field area**
- **Different loyalty scheme**
- **Overall experience and environment**

# 4 COMPETITORS

Health & Beauty Clinic is an exceptional business which has all facilities for customers. With a  Unique Selling Proposition (USP).

Ara health and beauty clinic's, competitors are:

- Simi's hair and beauty salon
- Beauty Sophia's way
- Thai massage therapy
- All local beauty salons, spas,

# 5 MARKETTING STRATEGIES

Ara Health and Beauty Clinic. Strategies that will be used are the four P’s market plan; Price, Product, Promotion and Place. Rise positive brand awareness and recognition by 25% over first year, gain local press attention in the hometowns of facilities featured throughout the campaign. Benefits of using natural remedies and natural ingredients in the products.

**To promote the business the following methods are:**

- Posting leaflet
- Using social media services Facebook, Instagram, twitter
- Create a web site for the company
- Online booking services
- Free text message reminders
- Seasonal discounts
- Loyalty benefits for existing customers
- Membership
- Offers and deals on packages
- Keeping in mind low prices set
- Creating portfolio of company services
- Business cards
- Samples and demonstration

# MANAGEMENT TEAM

DIRECTOR

**ANANYA SANDHU**
SPECIALIST/
THERAPIST

DIRECTOR

**PARISA RAFI**
FINANCE
MANAGER

DIRECTOR

**HUSNARA BEGUM**
MARKETTING
AND PR

DIRECTOR

**RAZIA KHANOM**
BEAUTY
THERAPIST

**HENA SYED**
MANAGER

# FINANCIAL PLAN

We are investing £40,000 initially and by the end of the year hoping to make gross profit of £11,650 which is 29% of our total investment

# SWOT

## 1 STRENGTH

Good knowledge of the business
Big market
A large number of services, provided
Strong management team
Good customer service
Maintenance of high standar
Time management.

## 2 WEAKNESS

Financial constraints
Desired trained staff
Lack of extensive knowledge of the market

## 3 OPPORTUNITIES

Franchising
Expansion
Working with other businesses
Bulk supply of the health products to the retail market
Providing yoga and meditation to institutes/organisations

## 4 THREATS

Environmental changes (extreme weather conditions)
Change in regulatory system
Extra precaution due to health and safety

# PESTEL

9

## POLITICAL

- Changing government rules and regulation for business
- Introduce new instruction programmers for beauty cultural field through training Centre`
- Huge taxes are applied on branded cosmetic

## ECONOMICAL

- Decreasing interest rates for business loans
- Increasing cost of cosmetics
- Personal incomes are not increasing
- Increasing price of beauty cultural technical instruments

## SOCIAL

- Products and service available for age group
- Higher demand during Eid and Diwali festivals

## TECHNOLOGICAL

- Use laser treatment for pimples
- Use galvanic tools for facial treatments
- Use head massages,
- Use new skin whitening creams and technical machines
- Use social media to promote business and give opportunities for customers to get appointments online

## ENVIRONMENTAL

- Indoor salon with its own waste is collected every week
- Business away from city Centre no parking restrictions

## LEGAL

- The Business has taken care of the legal and regulatory part keeping health and safety in consideration
- Personal insurance of the business has been covered

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