

Managing Enterprise in the 21st Century

BMSW4006

Beauty Salon-Products and services(resit/rework)

Alexandra Lavinia Ilie -2022000

Lecture-Afzal Munna

A beauty salon is a facility dealing with male and female aesthetic treatments. There is a distinction between a beauty salon and a beauty parlour: a beauty salon is a well-designed room in a private area, generally featuring more than a beauty salon can have (Alberino, 2018). Normally, a beauty salon focuses on certain treatments or beauty properties, such as styling for men, women or both. A beauty salon is also a smaller and more community-friendly facility, generally housed in the owner's home. The Look is a full-service beauty salon. It offers clients a wide variety of services. It will always try to offer great client contentment by offering outstanding service, reliability of items and creating a pleasant atmosphere at an appropriate value for money. We will also keep the environment nice, fair and creative, with inclusiveness, opinions and work ethic. In this part of the business plan, the services offered by The Look will be discussed with the characteristics or nature of the services. The Look beauty saloon is one of the most renowned beauty salons at Ulster in the United Kingdom. It is a beauty saloon which offers full service to the customers at the reasonable cost. Make the customers appealing is the main motto of this beauty salon. The employees of this organization is 35.

A full-service salon provides everything, massaging, hairstyles and straightening, colour and perms, mani/pedis, sunbathing, waxes, almost any and every kind of personal care. The Look is a full-service beauty salon. This organisation offers the following services to their customers. The services are presented with the following image:

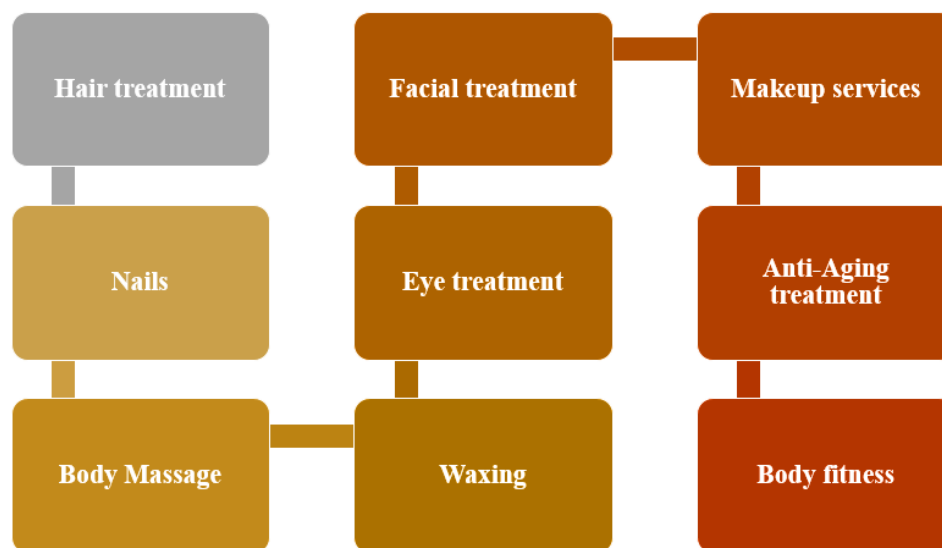


Figure 1: Services offered by The Look
Source: (Grissler and Ryant, 2016)

Hair treatment: In this modern time, people are highly conscious of their hair regardless of male, female or even child. People, especially the young generation, are highly tensed regarding their hair due to the pollution, chemical foods, unhealthy lifestyles, hair related problems that have become a common problem in this modern period (Semalty, Semalty, Joshi and Rawat, 2016). “The Look” will offer full-fledged hair treatment to its customers according to their needs. The following figure represents the services:



Figure 2: Hair treatment offered by The Look

Source: (Semalty, Semalty, Joshi and Rawat, 2016)

Customers will get a standardised as well as customisation facility in each of the hair treatment categories. The price of each category will vary according to the customer's requirement, nature of the services.

Nails services: Nail care, fingernail and toenail upkeep are vital both for medical Purposes for Male and females and stylistic purposes for females (Reinecke and Hinshaw, 2020). Good nail care may avoid fungal nail diseases, unpleasant ingestion of fingers and toes and skin diseases in the hands and feet. Nail care is particularly crucial for diabetes patients since foot illnesses, in particular, are harmful (Hillson, 2017). Therefore, the demand for Nail services has increased over time. To cope with the increasing demand of the customers. The Look will offer a variety of nail services to its customers according to their demands. The following figure represents the services that will be offered under Nail services:

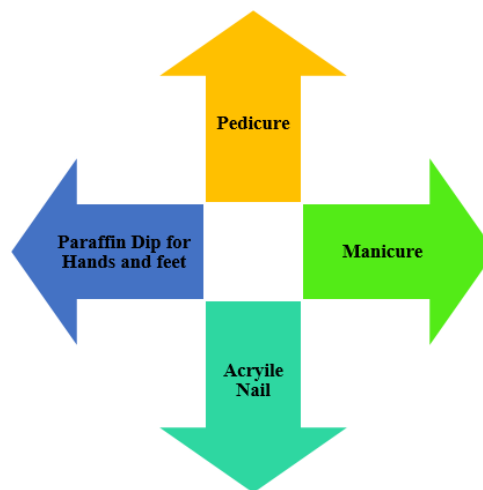


Figure 3: Nail treatment offered by The Look

Source: (Alberino, 2018)

Customers can avail services according to their needs. The price of each service will be different. Like Hair treatment, Customisation's facility is available in these services as well.

Body Massage: In contemporary times, people remain all-time busy whether it is a male or female. In every life, people need to face different types of hassle, stress. Body Massage helps a person keep themselves away from the daily stress that has been faced besides body Massage ensures the good circulation of the blood in the body. The muscles, tissues and glands are awakened due to body Massage. Therefore, its demand has been increased to a great extent (Field, 2016). The Look will offer body Massage to its customers considering the demand of this service. It will offer mainly the following three types of Massage to its customers. The following figure represents them:

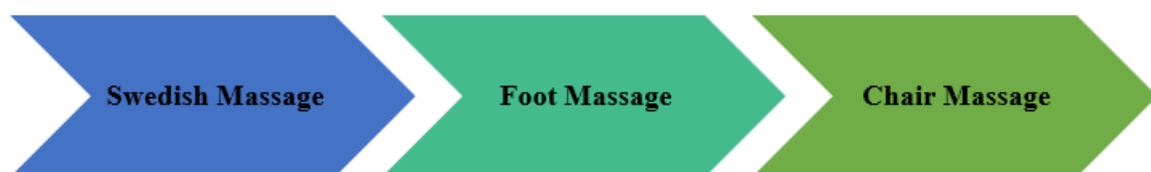


Figure 4: Types of the Body Massage

Source: (Semalty, Semalty, Joshi and Rawat, 2016)

According to the customers' demand, the beauty Salon will offer different types of body Massage to its customers.

Facial treatment: A facial treatment is a relaxation procedure that exfoliates, moisturises and rejuvenates the skin. Facials are a mild, soothing treatment that is ideal for most skin types. The face is generally washed, cleansed and moisturised during therapy. Each facial treatment is customised to suit the skin for the greatest outcomes. Studies have proven that frequent facials lead to moisturised and balanced, younger, brighter skin (Symphony Laser Center,

2021). Therefore, the demand for facial treatment has increased over the period. This organisation will provide different type's facial treatment to its customers according to their needs and skin types. These are the types they provide:

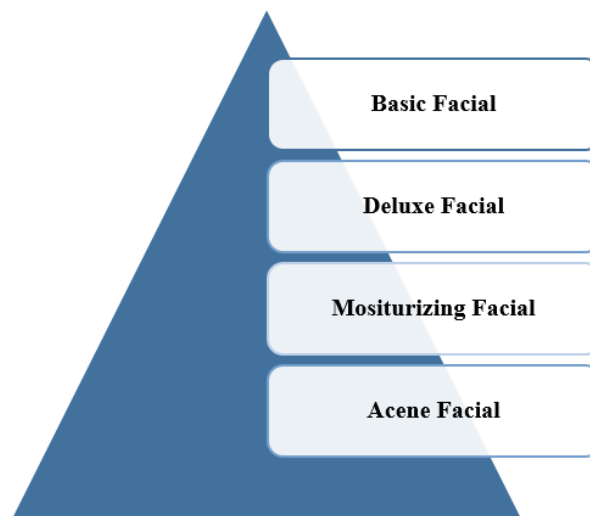


Figure 5: Types of Facials
Source: (Ganceviciene et al., 2016)

Eye treatment: Light massage and reflexology methods ease the eyes and assist people to be relaxed. Based on the therapy, an eye treatment might take between a few moments and an hour. Filler injections can be used to decrease the visibility of wrinkles. This organisation will offer eye treatment to its customers. **Waxing:** Waxing is a core elimination method by applying a layer of an adhesive material, such as wax, to cling to the body's hair, and then remove the cover and pull the hair out of the pore. There are various waxing kinds suited for undesired hair removal. Waxing increases beauty. The demand of the waxing is high among the female (Al-Haddab et al., 2017). This organisation will offer a waxing service to its customers. There are types of waxing services that customers can avail themselves of; one is body waxing, and the other is face waxing.

Makeup services: Makeup makes both boys and girls attractive. Through Makeup, boys and girls make themselves pretty, attractive and gorgeous. During the special occasion, the demand for Make-up has increased to a greater extent because people want themselves to look pretty during an occasion. Therefore, The Look will offer both Events Makeup and wedding Makeup to its customers as their wishes. **Anti-Ageing treatment:** Anti-aging is a therapy that delays or stops the process of ageing. Many therapies can contribute to fighting age utilising surgical and non-surgical techniques. People want to delay their ageing process because it reduces glamour from the body, especially the face. Therefore, this organisation provides non-surgical

anti-ageing treatments to its customers (Ganceviciene et al., 2016). The following figure represents different Anti-Aging services to the customers:

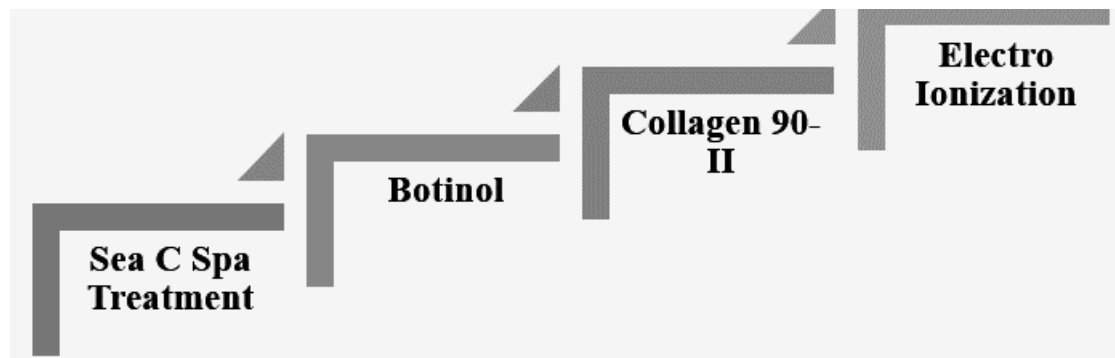


Figure 6: Anti-Aging treatment

Source: (Alberino, 2018)

Body fitness and shaping services: People are now obsessed with fast food, rich food. Their food system is quite uncontrolled and unbalanced. On the other hand, they are not doing any physical labour. In a word, the body fitness of Males and women of every age have been badly reshaped (Navarro et al., 2019). Therefore, they demand body fitness and shaping services. So, this organisation will provide this service to a limited extent according to their customer's special demands and requirements.

Collateral services:

Besides Core services, The Look will provide additional services to its customers, ensuring their relaxation and happiness. These services include: **Our living room will have more than 20 beauty treatment sites** - where every seat is pleasant and large. Each of the chairs fronts a huge mirror, delicate marble beauty desk. **We will have a big waiting area for 20 individuals** – where the customers may sit on comfy sofas, there will be beauty magazines, and our beauty brochures will also be available so that customers can know more information about our services.

We will have giant LCD TV- We will offer a gigantic LCD TV for our customers to spend their waiting period conveniently. Furthermore, we want to ensure that customers do not feel bored during their waiting period at our organisation. **We will offer a Wi-Fi facility to the customers** - Wi-Fi is available to our clients, and they may check their e-mail and social media newsfeed and messages and go through any webpage while waiting or during their beauty treatments. This service will assist us to position our firm because we have employees and university students as our main consumers. **We will offer snacks facility to our customers:** In the salon, there will be a little meal corner of the famous fast food supplier Starbucks, where our clients will have sandwiches, croissants, baked goods, juice and coffee. Besides, our

customers are treated once they enter our business till, they leave our salon for the following visit. **Call centre service:** We will offer call centre services for our customers. Before coming to our beauty salon, customers will get the chance of getting an appointment, which will reduce their idle time.

Moreover, customers may get necessary information about our services and their costs in advance. Besides, any beauty tips or any problems if the customers have faced can solve from our centre. This will reduce customer's problems.

Characteristics of the offered services of “The Look”:

The Look services will have some unique characteristics that make it different from other beauty salons. The following figure represents the unique features of this organisation’s services:

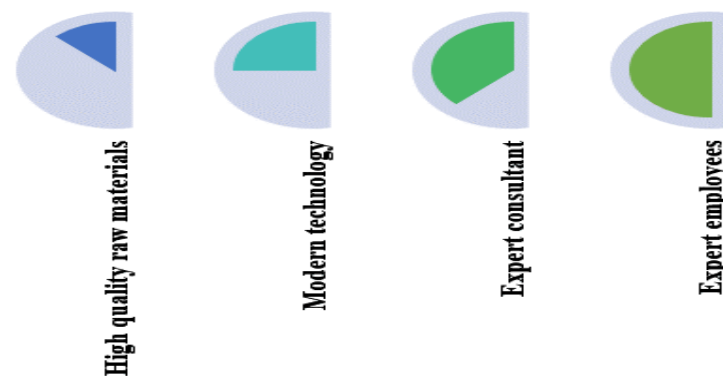


Figure 7: Characteristics of the services provided

Source: (Grissler and Ryant, 2016)

High-quality Materials: We will use all the high-quality materials for the customers. The raw materials will be collected from different renowned brands of the world such as Avon, Shiseido, Kao, Estee Lauder and many other companies. The raw material will be collected from different nations where the best products of particular items have been produced. We will not compromise the raw materials because it relates to the health concerns too. Besides, the company will make some customised, high-quality products which are required for the customers. **Modern technology:** All the modern IoT devices will be used in the beauty salon to get accurate and quality full services without almost zero error. Besides, modern technology will reduce the service time of the customers; therefore, customers will get high notch services quickly. This will provide benefits to the job holder customers and students. Then **expert beautician consultants** will be in our salon.

They will suggest the best and suited services according to the need and budgets of the customers. Customers may not have enough experience or skills to understand which service is better for them. Our consultant will help them in this case. All of our consultants will have a high diploma degree in dermatology, and lastly, **all the employees will be highly qualified** and must have ample practical experience regarding the services. Every employee will be dedicated to particular services, which indicates the division of work will be maintained. For instance, the employees involved in hair cutting will only do hair cut while the employees who indulge in Body massages will do only body massages. This will make the employees more expert to their work. As a result, the quality of the services will be enhanced to a great extent.

Conclusion:

The Look will always focus on the customer's services. Customer's services will remain at the heart of this organisation. These organisations will always be ready to reshape their services according to the need of their customers and the market. Through services, this organisation will wish to build a relationship like family members to the customers because if the organisation cannot make up a familial relationship with the customers, the customers will switch to the brand of the competition (Christopher, Payne and Ballantyne, 2015). This organisation will increase its area of customer's services over time. Error in the services and customers will be seen as a top important in our organisation. Besides, this organisation will increase its collateral or secondary services with the increase of the customers. These may include home services to the customers, weekly consulting hours for the customers Etc. These services will depend on the responses of the customers. Moreover, this organisation will establish an in-house research and innovation centre to provide the best and unique services to its customers.

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