

J's Glow Studio

Investor Pitch Presentation

Enterprise & Entrepreneurship (LCLM4006)

Certificate in HE Business Skills for the Workplace

Founder: Jannat Islam (ID: 2425279)

Investment Opportunity – Beauty & Wellness Salon



My Story & Why Glow Studio

- After working in the beauty retail sector, I observed a critical gap in London's salon market. Young professionals and students were caught between two extremes:
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- Premium boutique spas charging £200+ for quality services they couldn't always afford
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- Budget salons cutting corners on quality and experience to keep prices low
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- The insight: Nobody was delivering quality + affordability + modern convenience in one place.
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- My background in customer service and passion for entrepreneurship drove me to solve this problem. I saw an opportunity to build a salon that respects both clients' budgets and their expectations—merging professional-grade services, transparent pricing, and seamless digital experience.
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- Glow Studio isn't just a business idea. It's a response to real market demand I experienced firsthand.

Your Investment Opportunity

- Modern, full-service beauty salon in vibrant London location
- Comprehensive services: nails, hair, makeup, lashes, skincare treatments
- Target: Young professionals, students, budget-conscious urbanites
- Mission: Quality, affordability, innovation, exceptional customer experience
- Seeking £50,000 investment for full launch & 6-month operational runway

The Market Gap

UK beauty & wellness market: **£8.8 billion in 2025**

Annual growth: **3.2%** (British Beauty Council, 2025)

- Market dominated by: luxury boutique spas OR basic traditional salons
- Gap identified: Few merge affordability + comprehensive service + digital experience
- Our USP: Quality services at accessible prices + seamless digital booking & loyalty rewards

Business Overview & Legal Structure

Structure

Registered as: **Private Limited Company**

- Owner: Jannat Islam (sole owner)
- Full control over decisions & growth strategy

Location & Setup

- Strategic, high-foot-traffic area in central London
- Near professionals, students, families
- Excellent public transport access

Factor	Impact	Why It Matters for Glow Studio
Political	Strict H&S regulations ensure client safety & professional standards	We position compliance as a competitive advantage; unlicensed competitors can't compete on trust
Economic	£8.8B UK market growing 3.2% annually; cost-of-living crisis makes "affordable luxury" more attractive	Post-recession consumers want value our pricing model directly captures this demand segment
Social	Rising self-care trends; Gen Z/millennials prioritize wellness & diverse beauty standards	Our target market (young professionals, students) align perfectly with this demographic shift
Technological	70% of bookings predicted digital by 2025; app-based loyalty increasing	Digital-first operations aren't optional they're essential. We build this from launch, not retrofit
Environmental	Eco-friendly products increasingly valued; consumers research sustainability	Partnering with certified sustainable suppliers creates brand differentiation at no additional cost to us
Legal	National Living Wage rising to ~£12/hr by 2025; employment law compliance	Higher wage floors squeeze traditional salon margins; our operational efficiency & high repeat bookings (70% target) offset this

Target Market & Competitive Edge

Primary customers: Young professionals (busy, value convenience), Students (budget-conscious), Families (seek one-stop beauty)

Value drivers: Digital booking, loyalty apps, personalized service, transparent pricing

Competitive landscape: Chain salons lack transparency; luxury spas too expensive

- Our advantage: Fill the gap quality at accessible prices with modern tech

Marketing & Digital Strategy

- Social media: Instagram, TikTok (client testimonials, beauty trends, self-care content)
- Online booking platform + app-based loyalty rewards
- Seasonal promotions & refer-a-friend incentives
- Community partnerships with local influencers
- Email marketing to nurture repeat business
- Goal: Build loyal, repeat client base through trust & engagement

Team & Operations

Role	Responsibilities
Beauty Technicians (6)	Nails, hair, makeup, lashes, skincare, waxing
Receptionist/Ops Manager	Bookings, customer service, operations coordination
Flexible Support	Part-time & freelance for peak demand periods
Training Investment	Comprehensive onboarding for consistent high standards

£50,000 Investment Allocation

Category	Amount (£)
Leasehold improvements & equipment	15,000
Product inventory & supplies	10,000
Working capital & staff wages (6 months)	20,000
Marketing & digital setup	5,000
Total Investment	50,000

Fully funded by investors: Enables professional launch, minimal personal risk.

STARTUP COSTS (One-time investment)

Item	Cost
Leasehold improvements & equipment	£15,000
Product inventory & supplies	£10,000
Marketing & digital platform setup	£5,000
Total Startup	£30,000

MONTHLY OPERATING COSTS (Ongoing)

Item	Monthly Cost
Staff wages (6 technicians + 1 manager)	£3,200
Product replenishment & supplies	£800
Rent & utilities	£2,500
Marketing & digital (ongoing)	£500
Total Monthly Costs	£7,000

REVENUE PROJECTIONS

Month	Bookings/Clients	Avg Revenue/Month	Cumulative Loss/Gain
Month 1–3	40–60 clients	£2,500	-£13,500
Month 4–6	80–100 clients	£4,500	-£22,500
Month 7–12	120–150 clients	£6,500	-£17,500
Month 13–18	150+ clients	£8,000+	Break-even achieved

Break-Even Analysis

- Projected break-even: Month 13–18 (12–18 months from launch)
- Key driver: 70% repeat booking rate + seasonal promotions
- Revenue assumptions: Average £35–45 per service; 3–5 services per client per month
- Working capital covers 6-month runway (£20,000 allocated)

Year 2 & Beyond

- Expand service lines (wellness, holistic therapies)
- Scale team & locations
- Target profitability: Month 19+ with 15–20% net margin

Risk Management & Mitigation

Market downturn: Diversify services, adjust pricing by segment

Staff turnover: Competitive wages, training programs, positive culture

Regulatory changes: Regular audits, legal compliance checks

Tech disruption: Invest in modern booking, stay ahead of trends

Competitive Advantages

Affordability: Accessible pricing without compromising quality

Digital-first: 70% of bookings online; app loyalty rewards integrated

Comprehensive: One-stop shop for all beauty & wellness needs

Community focus: Personalized touch, local marketing, trust-building

Scalability: Team & service expansion as demand grows

Next Steps & Funding Ask

- Secure premises, finalize lease, begin renovations (Weeks 1–4)
- Hire & train team, set up digital platform (Weeks 5–8)
- Launch marketing, soft opening, build early customer base (Weeks 9–12)
- Full opening, scale promotions, monitor KPIs (Month 4+)
- Seeking £50,000 investment for full launch & 6-month operational runway
- Let's build London's leading affordable, modern beauty salon—together

Thank You!

Ready to discuss investment terms & partnership opportunities

References

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