

Simply Divine Beauty Salon

**Managing Enterprise in
the 21st Century
BMSW 4006**

Group : 2

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Executive Summary/Content

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A stylized silhouette of a woman sitting in a beauty salon chair, facing right. She has long, flowing hair and is wearing high heels. The background is a light pink color with faint floral patterns.

Business / Company Overview

Our Company : It's a Beauty Salon named Simply Divine
From Hair to toe - a beauty salon will offer you a complete
treatment and care for your body

Type of Business :

- ~Beauty
- ~Personal Care Services
- ~Professional Full-Service

- ~ we will satisfy our customers offering a complete range of
beauty care solutions
- ~One hour in over beauty salon can help you to feel
special. You wil forget all your stress and feel relaxed during
your sessions with your beauty experts

Location : Birmingham City Centre

Legal Structure : Partnership



Product and Services

~Hair-cutting : Women Hair Cut / Men Hair cut

~Colouring : Basic tint / Ombre / Highlight

~Styling : Blow Dry

~Make-up : Day / Night / Wedding

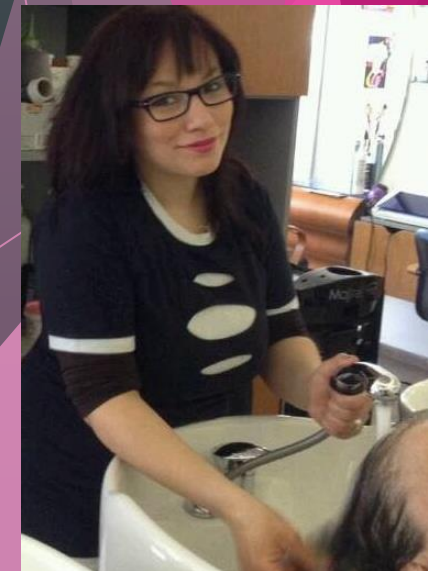
~Facials and skin care treatments

~Eyelashes

~Eyebrow style : tint/shape

~Nail treatments, manicures / pedicures, gel polish

~Massages : full body/ back massage



Market -*Competitor's* Analysis

What make us different :



Skin friendly chemical and organic cosmetics



Reduced prices with promotional discounts



Newest technology



Great customer service

There are 5 other beauty salon in the area. Two hairdressers, one barbershop, one nail salon, and a spa. However, no one offers the complete services packages that we will offer. Given the search for convenience and fast services is high, we expect we can take one third of the market over the coming two year.

Market Audit-SWOT Analysis

Strengths

- Competitive prices
- Knowledge of Beauty trends
- Communication skills
- Finest customer services
- High Staff morale

Weaknesses

- Expensive location
- Expensive products
- Few employees are new
- Turnover of employees
- High Electricity bills

Opportunities

- VIP customers
- Fashion shows
- scaling up after primary success of a fresh product
- Developing adoption of online services

Threats

- Economic downturn
- Chemicals
- Developing commoditisation of goods in service industry
- Challenge of HR in coming years.

Market Audit-PESTLE Analysis

Political

- no prominent threat to Birmingham from the disruption in a business setting due to political instability and terrorist threats.
- Government commitment to support fashion shows , beauty contest

Economic

- Impact on workforce , increasing NINO
- Increasing taxes
- Simply Divine` Beauty Salon could avail lively economic markets and simple liquidity of availability in Birmingham`s equity market to amplify further internationally

Social

- Perceptions of beauty is changing , and the people are following trends

Technological

- Using professional equipment

Legal

- Lawful protection of IPR rights, copyrights and patents in UK.
- Qualified staff
- The necessary documents to be in accordance with the law

Enviromental

- Habitual inspection by environmental firms
- use of sanitized products



Target Market

- ▶ Target Market #1 over *existing* list of current and past customers and clients

Target Market #2 :

~ 20/50 Unisex (men/women)

~Models

~VIP

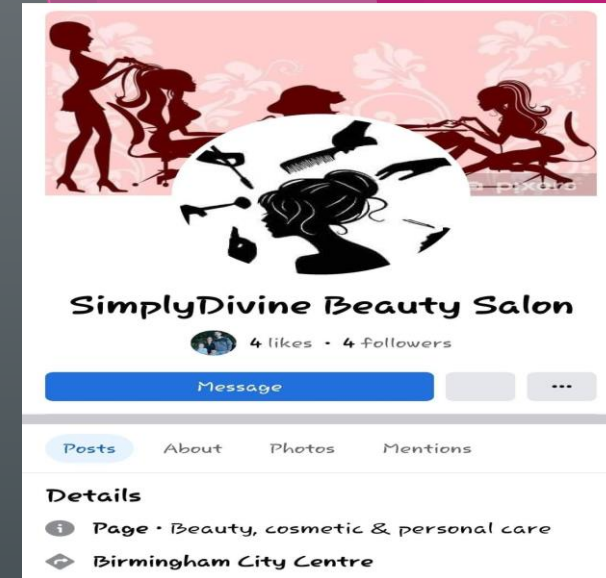
- ▶ Focus on better services than over competitors

Marketing and Sales Plan

We will focusing on different marketing strategie :

- ▶ Social Media : Facebook page , Instagram , Twiter ,TikTok
- ▶ Website, local blogs
- ▶ Advertising in paper and magazines , newspaper
- ▶ Local radio advertising
- ▶ Business Cards
- ▶ Flyers
- ▶ “Tell a Friend “(promotions cand offer discounts or services add-one for those willing to recommend service to others

(Miranda ,2022)



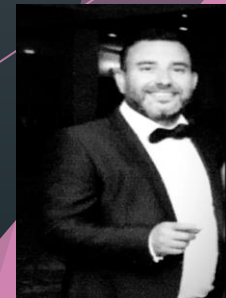
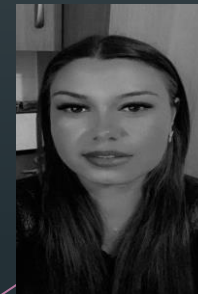
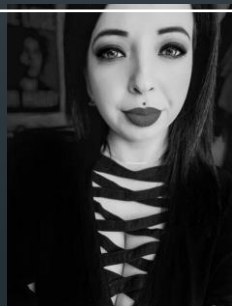
Social Media Marketing



Management Team

- ▶ We are 5 partners . 4 BEAUTY ARTIST 1 Therapist
- ▶ Monthly marketing plan

Name	Alexandra M	Madalina Z	Anamaria N	Nicoleta M	Valentin R
Responsibility	Make-up artist Hair stylist Manager	Make-up artist Beautician Advertising	Nail technician Beautician Manager	Beautician Eyelash Technician Advertising	Massage Therapist Accountant



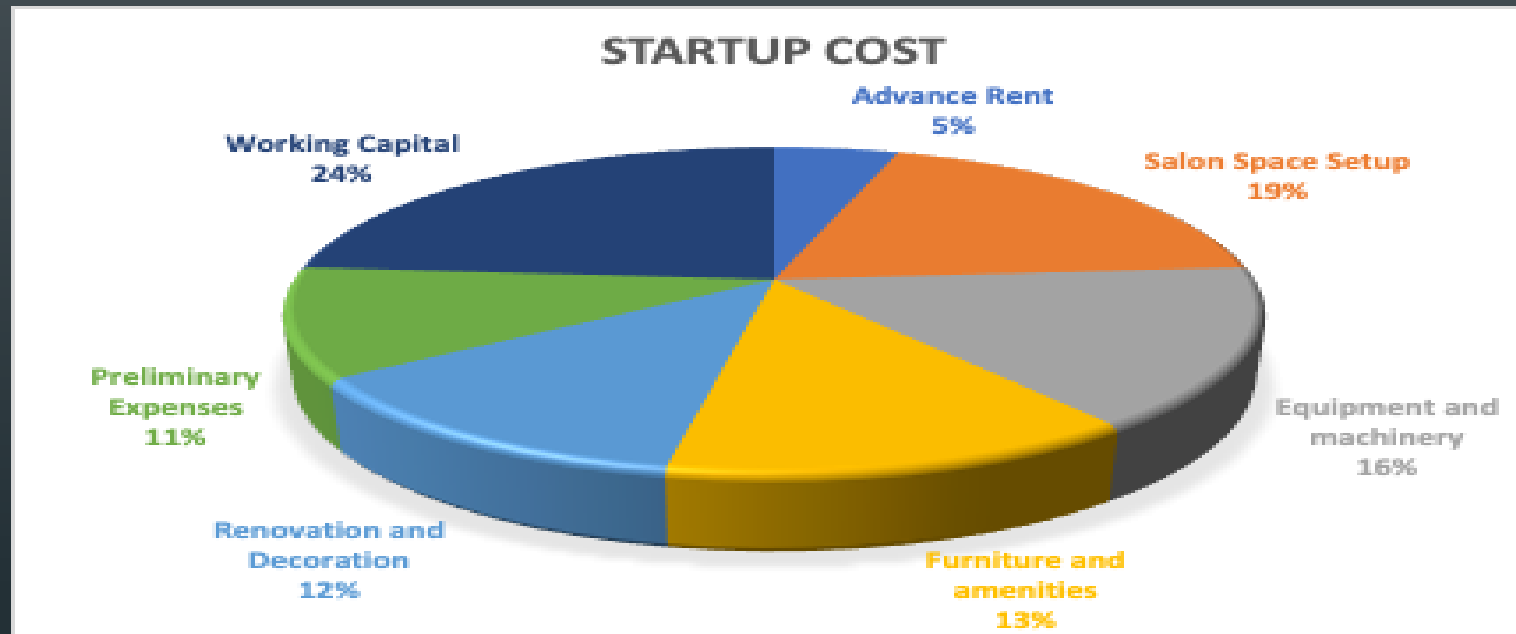
Financial plan

► Capital Investment

A new company has to set up a financial strategy in order to predict its future sales and financial success. Since it will reveal the total amount of money and time needed for the investment, it is a crucial component of the preliminary planning process. It reveals where and how much of an organization's capital is needed to improve performance and helps it plan for both the best- and worst-case scenarios.

Financial plan / Start up Cash

Advance Rent	1000
Salon Space Setup	3800
Equipment and machinery	3200
Furniture and amenities	2700
Renovation and Decoration	2500
Preliminary Expenses	2200
Working Capital	4800
Total	£20,200



Financial plan / Monthly Cash flow

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash on hand		£ 6,800	£ 3,800	£ 5,650	£ 16,000	£ 32,000	£ 45,200	£ 62,900	£ 75,000	£ 105,500	£ 125,700	£ 139,850
Sales		£ 8,500	£ 14,000	£ 22,500	£ 25,000	£ 28,500	£ 34,800	£ 39,500	£ 45,200	£ 46,002	£ 48,500	£ 51,500
Bank Loan					£ 8,000							
Investment	£ 20,200											
Total Incoming	£ 20,200	£ 15,300	£ 17,800	£ 28,150	£ 49,000	£ 60,500	£ 80,000	£ 102,400	£ 120,200	£ 151,502	£ 174,200	£ 191,350
Rent	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000
Equipment	£ 3,800	-	-	-	-	-	-	-	-	-	-	£ 6,500
Renovation	£ 2,500	-	-	-	£ 2,000	£ 1,000	-	-	-	-	-	£ 1,000
Wages	-	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 6,000	£ 8,500	£ 8,500	£ 8,500	£ 8,500	£ 9,000	£ 9,000
Material	£ 3,500	£ 2,000	£ 3,700	£ 2,100	£ 3,500	£ 4,200	£ 6,600	£ 7,300	£ 8,700	£ 10,000	£ 14,550	£ 17,400
Maintenance	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500	£ 500
Furniture	£ 2,700	-	-	-	£ 3,500	-	-	-	-	-	£ 5,500	-
Advertising	£ 1,000	£ 500	£ 500	-	-	-	-	£ 4,000	-	-	£ 500	£ 1,500
Decoration	£ 850	-	-	-	£ 1,500	-	-	£ 3,500	-	£ 2,000	-	£ 2,500
Utilities	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200	£ 1,200
Insurances	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55	£ 55
Phone & Internet	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45	£ 45
Total Outgoing	£ 17,150	£ 11,300	£ 13,000	£ 10,900	£ 19,300	£ 14,000	£ 17,900	£ 26,100	£ 20,000	£ 23,300	£ 32,350	£ 40,700
Incoming less outgoing	£ 3,050	£ 4,000	£ 4,800	£ 17,250	£ 29,700	£ 46,500	£ 62,100	£ 76,300	£ 100,200	£ 128,202	£ 141,850	£ 150,650

Profit and Loss

Business: Simply Divine Beauty Salon

Period: 31st December 2022

Sales:		£365045
Less) Direct (variable) costs:		
Materials	£ 83550	
Direct wages	£ 0	
Other	£ 0	
Total direct costs		<u>(£ 83550)</u>
Gross Profit/contribution:		£281495
Less) Fixed costs (overheads):		
Rent	£12000	
Renovation	£6000	
Salaries (incl. taxes)	£82000	
Maintenance	£60000	
Advertising	£8200	
Decoration	£10200	
Utilities	£12000	
Insurances	£600	
Phone & Internet	£600	
Depreciation Exp (Equipment)	£500	
Depreciation Exp (Furniture)	<u>£565</u>	
Total Fixed Costs		<u>(£192665)</u>
Net Profit		<u>£88830</u>

Financial plan
/
Profit and Loss

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Thank you