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Module Name: Enterprise and
Entrepreneurship



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Overview

It is a salon that offers multiple service simultaneously without wasting customers time

Multiple employers will work on one client depending on how many procedure will be chosen

The salon will offer different services:

1 Hair: Treatment, extensions , colour, cuts

2 Nails: Manicure, Pedicure, Gel nails, Acryl

3 Lashes: Extension, lift and tint, brows lamination, microblading

4 Facial: Chemical peels, Laser, Anti-aging, Hydrating facial

PESTEL Analysis

Political: Opening a business in the UK is very stable offering opportunities for growth and changes

Economical: Since the economical inflation has raised up, customers have a limited budget and can not be passed

Social: This factor changes without prediction, depending on trends clients change their opinion

Technological: It can help the business by improving the products and tools used in the salon

Environmental: The salon is polluting the environment by the chemicals used and products thrown away

Legal: The Health and Safety Act needs to be followed to ensure the safety of employers and customers

Marketing Strategies



The salon will have its unique website where clients can book appointments and have a preview of what to expect



It will be promoted on social platforms such as: Instagram, Tiktok , Facebook and more



By showing the services online, new clients can be attracted even from afar



Paid Ads will be founded on social media and physically (posters and boards)



Get 30% off after recommending to friends and family, so if the client is satisfied they can promote the salon

Funding

The total
amount
of funding
is £15K

£1000 monthly rent

£1000 deposit

£2500 renovation (lighting, mirrors, stations)

£3500 Hair equipment: dryers, curlers, straightener, sizers, combs

£500 Supplies: towels, brushes, gloves

£500 Products: shampoo, conditioner, dye, treatment

£1000 Eyelashes inventory: extension, tweezers, adhesive, remover, cleanser

£1000 Nail equipment: UV lamps, nail drill, dust collector

£2000 Furniture: foot spa basin, display shelving, desk

£700 license and papers

£500 Insurance

£300 Marketing

£2500 Electric and water bills

£2500 Employees income per person

Initial costs

The costs for the first month is £7350

- £1500 Hair treatment/ dye/ cuts
- £750 Lash extension/ lift
- £750 Nails manicure/ pedicure
- £1000 rent for the first month
- £850 Taxes for the first month
- £2500 income of the employee