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| <p><b>Key partners</b></p> <p>B Beauty will engage with the following key partners:<br/> Beauty from DRC and Africa<br/> Transport Companies<br/> Hair Importers<br/> Models<br/> Our suppliers are from China<br/> Who offer world class customer service with a local feel and training solutions that will educate and inspire and drive our customers<br/> Accounting<br/> Lawyer legal advice<br/> Business Association<br/> Equipment<br/> Training providers<br/> Marketing suppliers</p> | <p><b>Key Activities</b></p> <p>Providing beauty treatments:<br/> Black hair care and styling<br/> Beauty treatments- makeup<br/> dermal fillers aesthetics<br/> Maintain hygiene and safety standards<br/> Marketing the salon and managing the salon and stocks<br/> Providing hair<br/> Manging appointments<br/> customers service marketing<br/> staff training inventory management,<br/> maintaining hygiene standards financial management</p> | <p><b>Value Proposition</b></p> <p>Our value proposition is to provide authentic and organic ranges for women's beauty 100% safe.<br/> Safe environment at B's beauty your safety is our priority we use premium and approved products in a sterilized professional clinic setting, we believe in enhancing your natural beauty, not changing it.<br/> Subtle beautiful results that look like you. <b>PESTEL analysis</b><br/> <b>.Technology:</b> Many businesses are using digital technology to develop products and engage with customers. BB will use social media to reach a range of customers<br/> Legal: following health &amp; safety and business need to comply with health &amp; safety at work act 1974<br/> Secure public liability insurance for the business</p> | <p><b>Customer Relationships</b></p> <p>At B's beauty we pride ourselves on delivering safe, high-quality aesthetic treatments and advanced training.<br/> Lazarchuk (2023)<br/> our goal is to help every client feel confident refreshed &amp; we care about our customers opinion.<br/> Any faults on our behaves within 3 days will be fixed free of charge anything after will be down as too improper aftercare<br/> We will also maintain following ups through aftercare at B's beauty which will help the business build a strong long-term relationship with our clients</p> | <p><b>Customer Segments</b></p> <p>Our company focuses on black beauty and hair For decades the beauty industry has treated black women as an afterthought (Maharaj, 2025) and at B's beauty we cater to all skin tone, and we listen and hear our customers in 2026 the evolution of black beauty is in full effect black women aren't just changing the beauty industry they are the beauty industry thanks to new generation who refused to accept less, makeup and beauty now enhances their skin celebrates our features and reflects their power</p> <p>Wedding brides:<br/> B's beauty is an enthusiast professional makeup artist, and our goal is to elevate your beauty even on your special events from soft glam too creative looks</p> |
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|  | <p><b>Key Resources</b></p> <p>Camera / phone for pictures &amp; promotion: to help us capture our amazing clients and our customers special days and moments to remember by.</p> <p>Makeup kit – products we will use on our customers</p> <p>Studio – location for clients to arrive to</p> <p>qualifications: B's beauty is trained and bringing the latest techniques and highest standards to every treatment with the beauty therapy diploma level 2&amp;3,</p> | <p>products staff and treatments</p> <p>Economic: due to cost of living and because of the economy some people may visit beauty salon less frequent Atlanta (2022) or may find cheaper treatment or alternative and prioritize spending their money on other things for example rent bills etc.</p> | <p><b>channels</b></p> <p>Email, websites &amp; events</p> <p>Social media TikTok</p> <p>Instagram Facebook</p> <p>Snapchat: I use social media to promote b's beauty by using social media we are our promoting and advertising across the world</p> <p>From friends &amp; family (Word of mouth)</p> <p>Ads &amp; promoting</p> <p>Websites &amp; portfolios</p> <p>Events</p> | <p>Women attending special events</p> <p>People who want to learn &amp; practice makeup</p> |
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**Cost Structure**

Studio rent – the cost of renting the workspace £1,500  
Beauty products – skincare, makeup products £1000 products  
Equipment's – beauty bed, £600 chair lamps mirror £250 sterilising  
Utilities'- electricity water Wi-Fi heating £300  
Insurance – business public liability insurance  
Staff wages x3 £6000  
Qualifications & training for keeping up skills up to date due to trends £500  
Marketing – social media £250

**Revenue Streams**

Hair services: twist,  
black hair wig  
install hair  
wash hair care advice  
Skincare treatments:  
Hydra facial  
Teenage facial  
Makeup services – prom, wedding full glam, natural makeup  
Dermal fillers – lip fillers, fox eye, cheeks, lemon bottle,  
Lash extensions  
Lash tint  
Eyebrow tint

**Business Model Canvas**

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| <p><b>Key partners</b><br/>Some activities and resources in your business may need outsourcing. List the key partners and activities they will perform.</p> <p>Who are your key partners?</p> <p>Who are your key suppliers?</p> <p>Which key resources are you acquiring from partners?</p> <p>Which key activities do partners perform?</p> <p>What are your motivators for this partnership?</p> <ul style="list-style-type: none"> <li>- Acquisition of resources</li> <li>- Reduction of risk and uncertainty</li> <li>- Optimisation and economies to scale</li> </ul> | <p><b>Key Activities</b><br/>Actual tasks and activities required to create and deliver the business offering. List the key activities required to be successful.</p> <p>What key activities are needed for:</p> <ul style="list-style-type: none"> <li>- value proposition</li> <li>- distribution channels</li> <li>- customer relationships</li> <li>- revenue streams</li> </ul>                      | <p><b>Value Proposition</b><br/>Your Value Proposition is the reason why customers turn to your company over another. It solves your customer's problem or satisfies your customer's need.</p> <p>What value do you deliver to the customer?</p> <p>What problem do you help to solve for your customer?</p> <p>What product and / or service will you be offering?</p> | <p><b>Customer Relationships</b><br/>It is essential to establish and maintain relationships with customers. Clarify the type and purpose of the relationship.</p> <p>What type of relationship does each of our customer segments expect us to establish and maintain with them? Which ones have you established? How are they carried out? How much will it cost?</p>                                                         | <p><b>Customer Segments</b><br/>For whom are you creating value? How can you identify your customers and the segments f customers you will have?</p> <p>Who are your most important customers?</p> <p>Are your customers individuals / business / individuals with a business</p> <p>What will they expect:</p> <ul style="list-style-type: none"> <li>- Self service</li> <li>- Automated service</li> <li>- Personal Assistance</li> <li>- Communities</li> <li>- Co-creation</li> </ul> <p>What does your customer segments look like:</p> <ul style="list-style-type: none"> <li>- Mass market</li> <li>- Niche market</li> <li>- Segmented</li> <li>- Diversified</li> <li>- Multi sided platform</li> </ul> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <p><b>Key Resources</b><br/>What key resources does your value proposition need.</p> <p>What key resources are needed for:</p> <ul style="list-style-type: none"> <li>- value proposition</li> <li>- distribution channels</li> <li>- customer relationships</li> <li>- revenue streams</li> </ul> <p>Types of resources – Physical, Intellectual (brand, copyright, patents, data) Human, Financial.</p> | <p>Which customer needs are you satisfying?</p> <p>Characteristics of value proposition</p> <ul style="list-style-type: none"> <li>- Newness</li> <li>- Performance</li> <li>- Customisation</li> <li>- Design</li> <li>- Brand / status</li> <li>- Price</li> <li>- Cost Reduction</li> <li>- Accessibility</li> <li>- Convenience / visibility</li> </ul>             | <p><b>Channels</b><br/>How will you communicate?</p> <p>Through which channels do our customer segments want to be reached?</p> <p>How are you planning to reach them? Are your channels integrated? Which ones work best? Which ones are most cost effective? How do you plan to integrate them in you customer routines</p> <p>Channel types – Sales force, web sales, own shops / stalls, partnership shops, wholesalers</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

## Cost Structure

What are the most important costs inherent in your business.

- Which key resources are the most expensive
- Which key activities are the most expensive

Is your business more

- Cost driven (leanest cost structure, low price value proposition, maximising automation, extensive outsourcing)
- Value driven (focused on value creation, premium value proposition)

Consider- Fixed costs such as salaries, rentals, utilities

Income, expenses, earnings or profit, sales, gross margins, break even.

## Revenue Streams

Consider how the business will charge and receive income.

What are your customers willing to pay?

What do they currently pay and how does your offering differ?

What is your revenue model?

What are your pricing structures?

How do your customers pay now?

How would they refer to pay?

How much does each revenue stream contribute to the overall revenue?

Will you use: Fixed pricing, list pricing, product feature, customer segment or value dependent

# Business Model Canvas

## References list

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## Appendix - cashflow

