



All about BEAUTY

Business Plan

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Student Number:2029015

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I. Introduction:

“All About Beauty” is a full-service beauty salon that aims at consistently servicing prominent clients. Satisfaction with excellent service, high-quality products, and comfortable interior Atmosphere of acceptable price/performance ratio. We are also friendly and just A creative work environment that respects diversity, ideas, and diligence

II. The Business

1.Name of Business:

“All About Beauty”, I chose this name because the word beauty Usually has a positive impact on people, it pleases the senses and comfortably enhances the mind and spirit.

I thought it was good to embark on an entrepreneurial journey so I got opinions and ideas from friends, family and even potential clients in order to take several perspectives. We all agreed that it makes a great first impression.

I also checked that there are no other beauty salons with this name in the UK, to avoid any kind of confusion or unfair competition.

2. Business Owner:

I, Magdalena Grabowska will be the owner of “All About Beauty” as a sole trader. Therefore, I will have absolute and full control over my business, monitor its assets, and also, profit from all after-tax profits.

My constant need of developing myself and my career led me to doing my hardest to reach the highest position of the domain.

3. Mission Statement:

Our mission at “All About Beauty” is to provide personalized services and products through highly professional and creative techniques that I learned over the years in order to celebrate the authentic beauty of my customers. My

clients are my priority and my role is to meet their expectations and hopefully exceed them to ensure their satisfaction.

4.Aim and Objectives of Business:

I have always been passionate about beauty; I have experience as I have been working previously in many different beauty salons. I would like to open a place, located in Swansea, UK, where a wide range of treatments will be offered. All in one place.

The objectives of my business will be mostly:

a)Culture:

The salon will target women between the ages of 16 to 60 that fall under middle- and high-income households in Swansea, and its neighboring communities. As there is big Polish community and the majority of my

clients are Polish I would like them to find all beauty services in one place. A place where they can socialize, meet each other and all while receiving a wide range of cosmetic services.

b)Quality:

I would like to have a reputation for doing quality business and using the finest products and equipment. The cost of products and equipment in the salon is tax deductible, so my business can be kept up to date with the industry's most advanced tools. A quality investment goes beyond buying the best chairs, blow dryers and shampoos. long term speaking, Investing and training future professional staff is the key to improving the overall quality of my salon.

c) Profit:

Forecasting total sales involves setting an annual sales target and calculating how to achieve that target based on average sales per customer. For example, if my salon has 100 clients per month and my total monthly revenue is \$ 10,000, my average revenue per client will be \$ 100. To reach the \$ 1 million annual goal, my salon must book 10,000 clients over a 12-month period. This is reduced to about 34 clients per day if the salon is up and running 6 days a week. This is why I need to customize advertising campaigns, marketing activities, referral programs, attract potential customers in order to ultimately increase profits.

5. The reason why I chose this business:

As a single mother who's from Poland and living in Wales I went through a lot of struggles to be where I am today: I worked for 8 years from home.

However, I found myself motivated to improve myself and need to reach higher objectives. I have always been passionate about beauty and I worked previously in several salons. That's why I would like to open a new place where a wide range of treatments will be offered. All in one place "All About Beauty": facials, permanent makeup, nails, eyelash extensions, and hair service that is located in Swansea.

6. The rationale of my business idea:

The number of women in Swansea in 2019 is 122 903. Therefore, the percentage of female population is 51%. They would go to a beauty shop with an average of two times a month.

I want "All About Beauty" to set itself apart from other beauty salons. I did a little research to find that my company's competition will be other beauty shops existing in Swansea:

1) Alexa Elegance Beauty its strength is Affordable hair services however its weakness is an established client base

2) The Beauty Room Swansea its strength is that it Uses high-quality and safe hair and nail products and materials BUT as a weakness, it has a slow rollout of promotional campaigns

I allowed myself to make this little comparison: THEY provide hair and nail services to both men and women, both salons aren't very reachable (websites are almost always down or under construction) so clients can't book appointments BUT I will be offering more services with better equipment and products. Our website is fully functional and meets all the client's needs. Our prices are also more affordable

My business environment will be comfortable where my clients can relax and be pampered. Soft drinks are served to customers at the service entrance. The TV is located in the Waiting room and hair drying.

7.SWOT:

An analysis of the industry, in which “All About Beauty” will operate, is presented below:

Strengths:

“All About Beauty” will be providing my expertise in beautification. Long term speaking, Other beauticians will also be highly efficient to provide services to the customers. They will be trained very well before they serve a customer.

“All About Beauty” has physical evidence and a location convenient for targeted customers.

As “All About Beauty” does not need to invest high in fixed asset it can easily invest high in growing expertise of hairdressers which will be standardizing my service.

The effective promotion strategy which will help “All About Beauty’s” to position the brand name inside their customer’s mind.

I will have the complete control over the operation of the salon as I will manage the entire management of “All About Beauty”.

Weaknesses:

Moderately high initial setup cost.

Required high budget for promotional campaign as we are a startup company.

Opportunities:

Continuous increase in demand due to improving GDP per capita of our targeted group of customers.

“All About Beauty” will target all the women of Swansea which is almost 51% of its total population.

“All About Beauty” will be able to expand its operation in future also by providing quality services.

Threats:

As the entry barrier is moderate and the demand for such kind of saloon services are increasing and many new competitors will enter into the industry.

Thus, threat of new entrants will be higher. Technology will be another threat for this type of industry. Competitors can take advantage of this to move on.

III. Services:

These are the services that “All About Beauty” will provide to the clients:

- permanent makeup
- Aesthetic treatments: fillers and Botox
- Facials; Body waxing , Massage
- body treatments;
- Hair services ; Cuts , perms , colors
- Nails; Manicures, Pedicures , Polish ...

Prices vary for every service and the required tools, equipment, and products to deliver the service; however, services range from £30 to £ 200

IV. Marketing activities

1. Logo:

I chose pink colors because they're often associated to love, kindness and femininity. Along with the face looking up and sparkles to symbolize beauty.

2. What I will use:

The business will utilize digital and print advertising, including year distribution and ad boosting on social media, to reach a wider audience. Both digital and print promotional materials will highlight the salon opening discounts.



All about BEAUTY

3. Marketing Mix:

“Marketing mix is a combination of all of the factors at the command of a marketing manager to satisfy the target market.” McCarthy (1964)

Marketing mix classifies marketing Variables in two categories: the first is product : service, package, brand, and Price

The second is advertising: promotion, sale, Advertising, distribution channels, new product development.

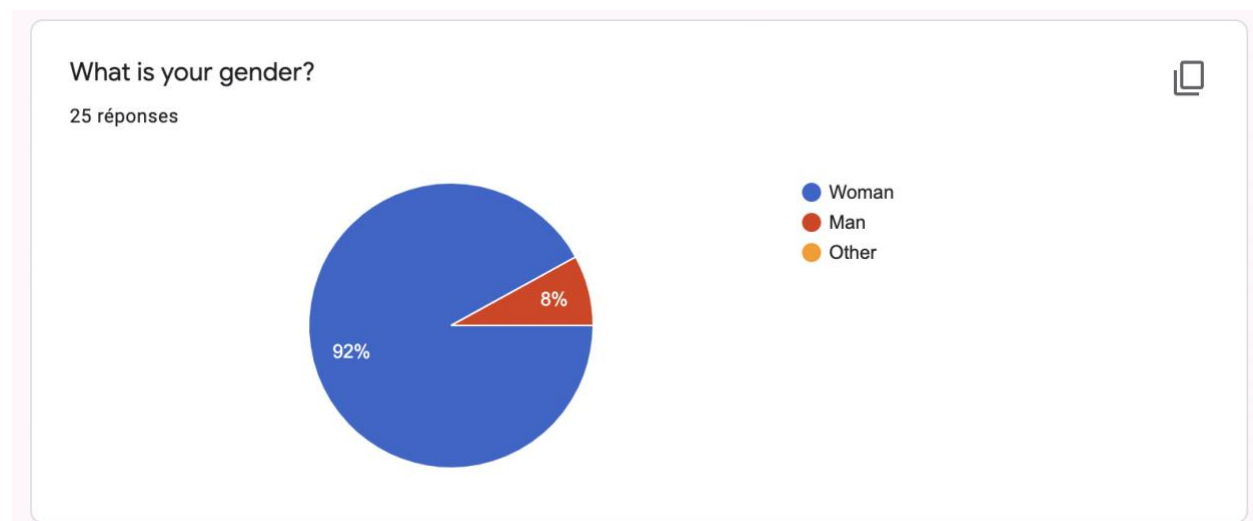
All these materials are specially designed to generate demand for the product or service in question, with later added people (employees).

This made me recognize the importance of the relationship between development skills and Purchasing environment in marketing and consider undertaking this concept for my marketing plan.

4. Questionnaire:

I made a questionnaire to understand my clients better so I know for sure how to make my marketing plan and to establish if there will be demand for my services.

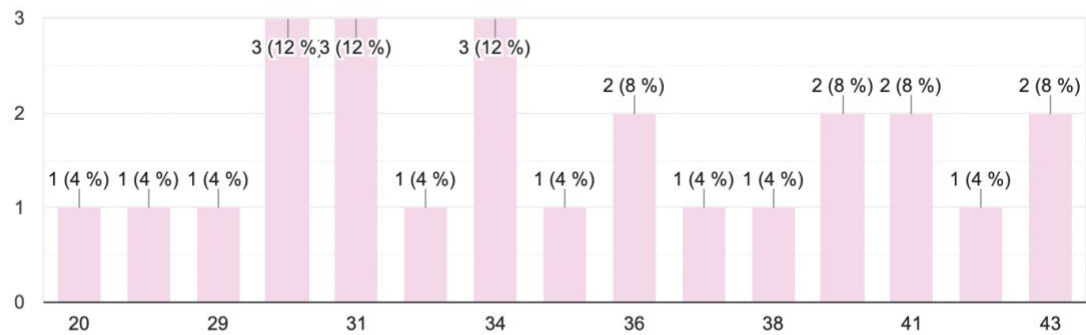
The first question was about the gender in order to know for sure that the people answering are women because they're my main target and having men answering can make the results inexact.



The second question was about the age of the person answering.

How old are you?

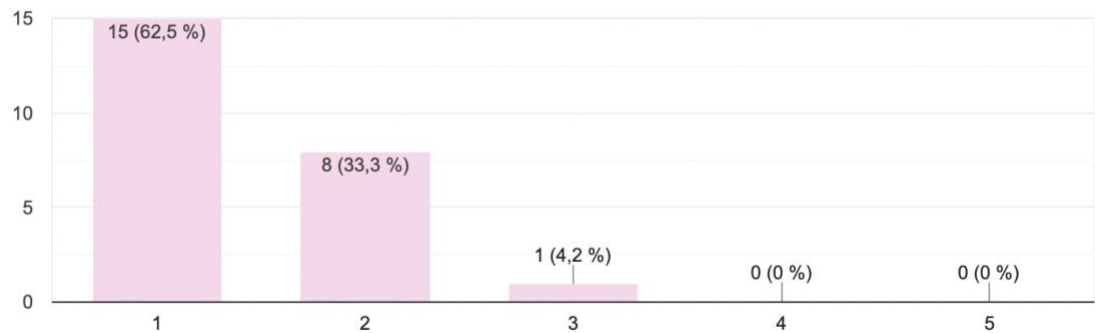
25 réponses



the ages of the answers range between 20£ and 43£.

How many times a month do you go to a beauty salon?

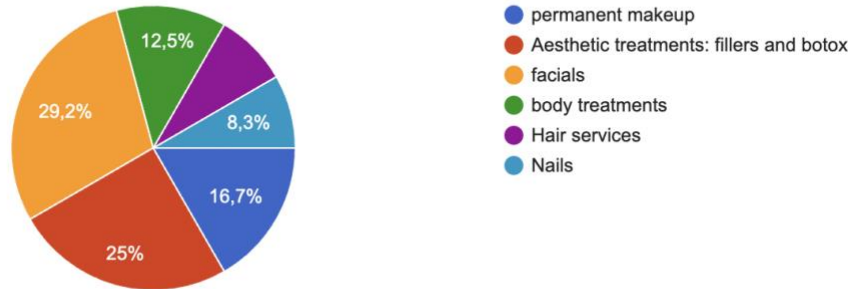
24 réponses



62,5% of the answers mentioned that they go at least once a month to a beauty salon

What treatment would you be interested in the most?

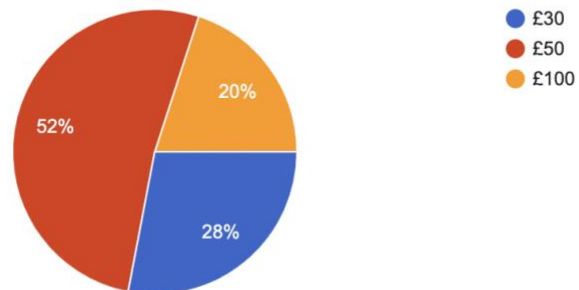
24 réponses



People are interested in my services in the following order

What range of prices would you be willing to pay for a facial treatment?

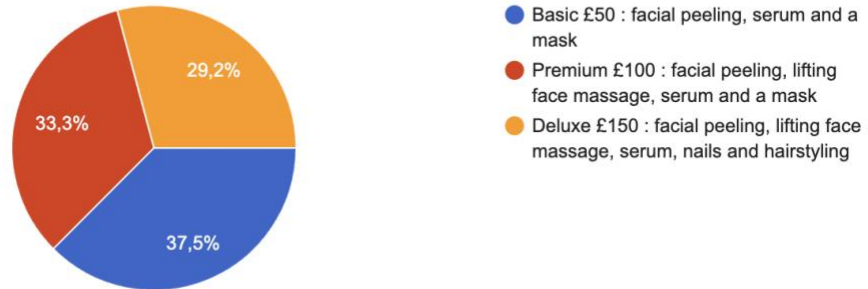
25 réponses



52% are willing to pay up to 50 for facial treatments

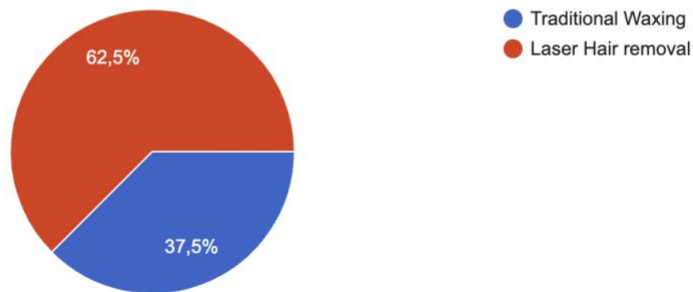
Which package would you prefer?

24 réponses



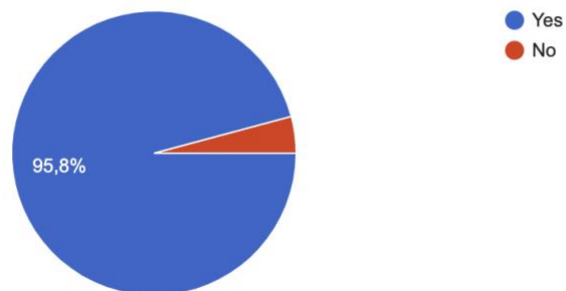
Which technique would you prefer?

24 réponses



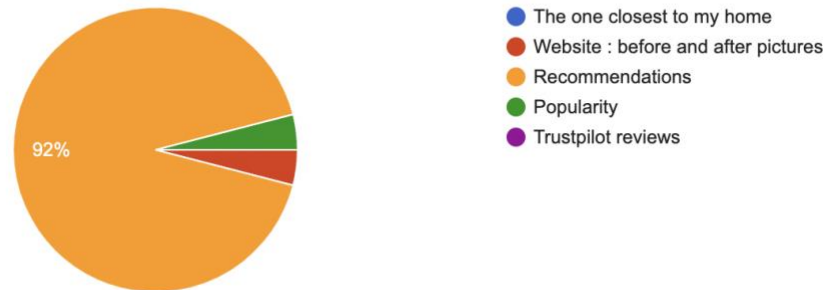
Would you buy a voucher with our services as a gift for someone you know?

24 réponses



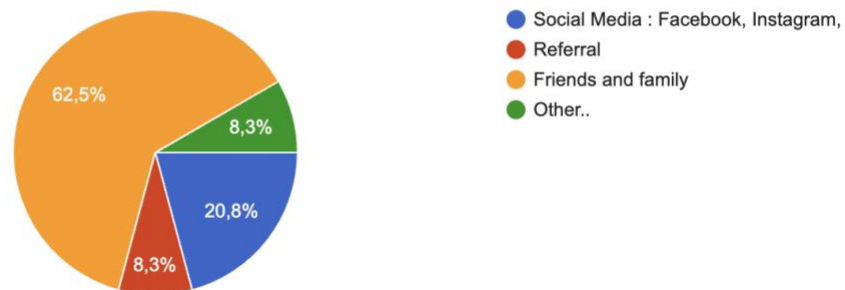
How do you choose your beauty salon?

25 réponses



How did you hear about us?

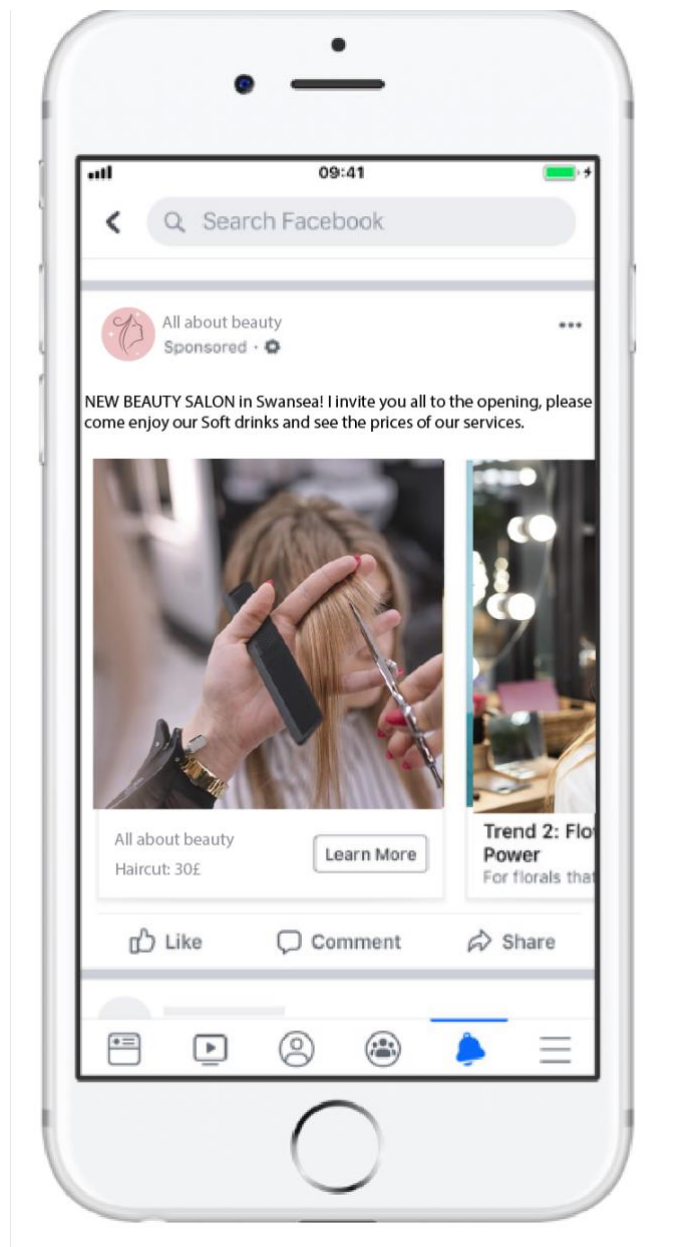
24 réponses



This questionnaire helped me understand my clients better in order to know how to handle my marketing mix plan. I concluded that there will be, indeed, demand for my services and my salon.

5.Promotional material:

Facebook ad :



Flyer :



In the beginning, I will be using online advertising with Facebook. On average Facebook advertising costs \$0.97 per click (CPC). However, this varies between countries. For example, in the UK average cost per click is £0.78. Whereas in the US it's \$1.10 (AdEspresso).

The UK and the US are similar markets, so the CPC does not differ very much. In far less expensive markets like India, the average cost per click on Facebook is just \$0.12 (eMarketer).

After receiving new clients our marketing strategy is a simple one: satisfied clients are our best marketing tool. When a client leaves our business with a new look, he or she is broadcasting our name and quality to the public. Most of our clients will be referrals from existing clients. No major advertising campaigns are anticipated. Our research has shown that word of mouth is the best advertising for this type of business. We will, however, run specials throughout the week. We will also ask clients for referrals, and reward them with discounted or free services depending on the number of clients they bring. We will also offer discounts to the new clients who have been referred. There are plans for a lottery that will offer a free trip to, say, Cancun. A client would simply refer new clients to us, and we will place a card in a box for each

client he or she brings. The more they bring, the more chances they have of winning the trip.

I'm also thinking about reducing those who make a reservation online (with our website) with coupons

V. Physical Resources:

1. The base of my business:

My business will be based in Swansea. It's a beauty salon so it will only be a bricks venture. I will be renting a large ground story to convert it into a salon

2. Business Requirements:

The biggest business requirements I will need are:

- Rent 600:
- Types of equipment 6000: this will be one of the biggest costs I will face when opening my beauty salon. Also, I need to consider one-time devices such as workstations. Such as : stations (Chairs, Mirrors,

Stations, Power Source) , shampoo bowls, dryers, administrative equipment, decor and tv for the reception and waiting area, workwear and laundry equipment.

- The stock of products 4000: Stock is an important part of salons, spas and clinics. However, if not managed properly, it can have a serious impact on your business. 1. Understand where you are Is there a process to track inventory? Do you know how much money you have on your shelves? It's important to take the time to understand your position and what you need to do to improve inventory management. How is inventory taken? First, check your current inventory and the value of that inventory for each product you use and sell. That's great if you already have a software system that keeps track of your inventory. Otherwise, you'll need a pen and paper or an Excel spreadsheet to keep track of your inventory. Know what you need Create an ordering system Think about storage

- electricity 500

VI. Financial Resources

1. Business finance:

To pay for this, I will have my savings and also a loan.

I will also rent a small part of my salon for other hairdressers in order to make more profit.

VII. Human Resources

The workforce planning process is an important part of effective workforce management. Human resource planning is the first element of a human resource management strategy. Human resource development is the process of managing the movement of people inside and outside an organization. A talent development plan determines the organization's future employment

needs and ensures that the organization has the right number of qualified employees at the right place, at the right time.

Effective workforce planning includes key elements of potential employee demand forecasting and supply analysis. It basically means the process of balancing the supply and demand of the workforce inside and outside the organization through internal and external considerations.

For my business, I will be needing:

Beauty experts

Marketing team

One Receptionist

Web Engineer

Stylist

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Appendix

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Cash Sales	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Subtotal Cash from Operations	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	0	0	0	0	0	0	0	0	0	0	0
New Current Borrowing	0	0	0	0	0	0	0	0	0	0	0	0
New Other Liabilities (interest-free)	0	0	0	0	0	0	0	0	0	0	0	0
New Long-term Liabilities	0	0	0	0	0	0	0	0	0	0	0	0
Sales of Other Current Assets	0	0	0	0	0	0	0	0	0	0	0	0
Sales of Long-term Assets	0	0	0	0	0	0	0	0	0	0	0	0
New Investment Received	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal Cash Received	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Expenditures	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations												
Cash Spending	3,200	3,200	3,200	3,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200
Bill Payments	280	8,388	8,368	8,362	8,392	9,410	9,405	9,399	9,393	9,387	9,381	9,375
Subtotal Spent on Operations	3,480	1,588	11,568	11,562	12,592	13,610	13,605	13,599	13,593	13,587	13,581	13,575
Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	0	0	0	0	0	0	0	0	0	0	0	0
Principal Repayment of Current Borrowing	0	0	0	0	0	0	0	0	0	0	0	0
Other Liabilities Principal Repayment	0	0	0	0	0	0	0	0	0	0	0	0
Long-term Liabilities Principal Repayment	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Purchase Other Current Assets	0	0	0	0	0	0	0	0	0	0	0	0
Purchase Long-term Assets	0	0	0	0	0	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal Cash Spent	4,480	12,588	12,568	12,562	3,592	4,610	4,605	4,599	4,593	4,587	4,581	4,575
Net Cash Flow	7,920	(188)	168	162	1,008	10	5	1	7	13	19	25
Cash Balance	8,420	8,232	8,064	7,902	8,911	8,900	8,896	8,897	8,904	8,917	8,935	8,960

POWER POINT PRESENTATION STARTS HERE



All about BEAUTY

“All About Beauty” BUSINESS PLAN

Owner: Magdalena Grabowska



MISSION STATEMENT

To supply services and products that enhance our clients' physical appearance and mental relaxation.

01 Business Overview

02 Market Analysis

03 Sales & Marketing

04 Physical and financial
resources

05 Human resources

06 SWOT analysis and
cash flow

OUR COMPANY

Sole Proprietorship:
« ALL ABOUT BEAUTY »
offering a wide range of
cosmetic services.
Located in Swansea,
UK.



All about BEAUTY

01



BUSINESS OVERVIEW



OUR SERVICES



HAIR

Cuts , perms , colors ...



NAILS

Manicures, Pedicures ,
Polish ...



Skin Care

Body waxing , Massage



Permanent makeup

Microblading , Lip
Blushing ...



Fillers

Lips , Botox ...

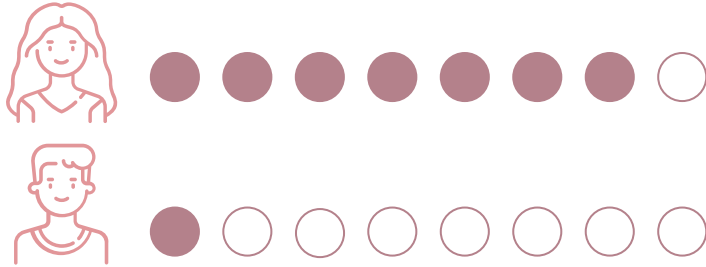


Body care

Fat reduction...

TARGET

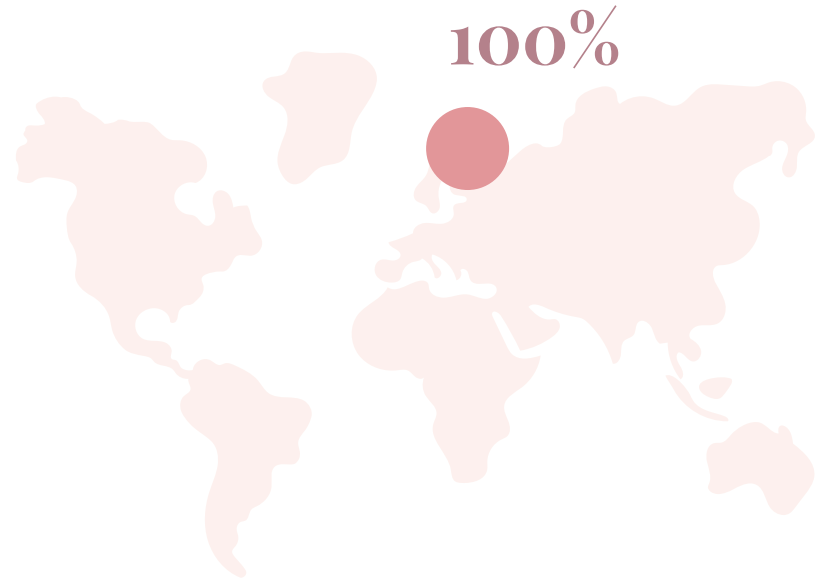
GENDER



AGE



LOCATION



02



MARKET ANALYSIS AND COMPETITION



COMPETITION ANALYSIS

	Strength	Weakness
<u>Elexa Elegance Beauty</u>	Affordable hair services	Unestablished client base
<u>The Beauty Room Swansea</u>	Uses high-quality and safe hair and nail products and materials	The slow rollout of promotional campaigns

THEM

The salons provide hair and nail services to both men and women, both salons aren't very reachable (websites are almost always down or under construction) so clients can't book appointments



US

We offer more services with better equipments and products. Our website is fully functional and meets with all the client's needs. Our prices are also more affordable.

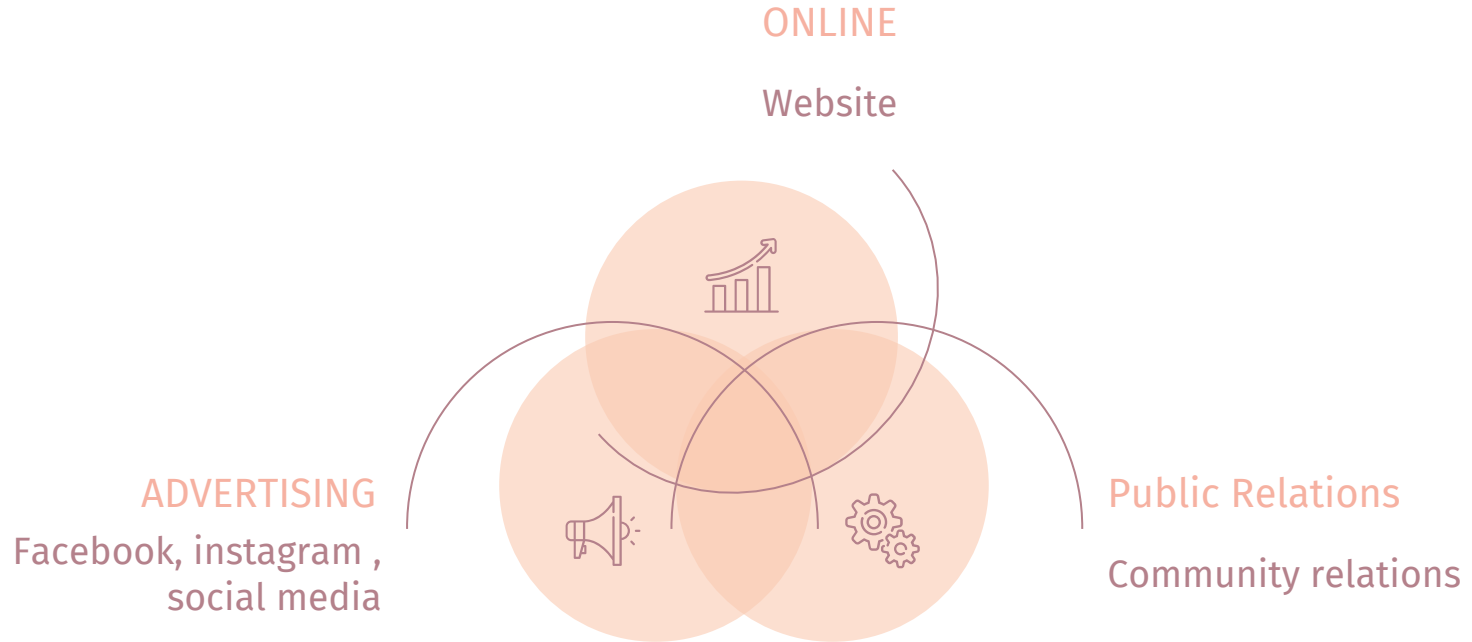
03



SALES AND MARKETING



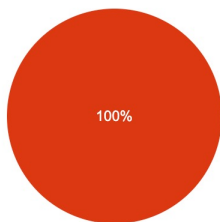
ADVERTISING AND PROMOTION



Questionnaires:

are you a man or a woman

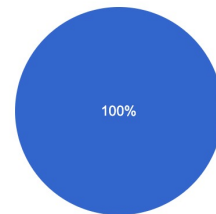
24 answers



man
woman

would you be interested in a beauty shop that offers you all the services including hair services, permanent makeup, fillers, nail beauty and body care?

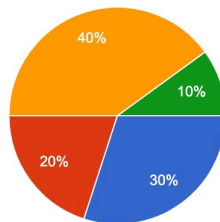
24 answers



yes :D
Not really :(

what service are you most interested in?

24 answers

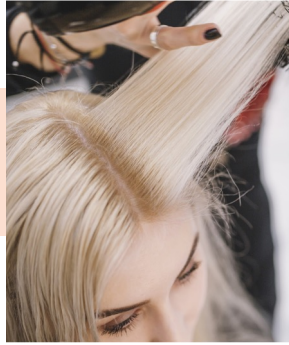


Nails
Hair
permanent makeup and fillers
body care



20%

NAILS



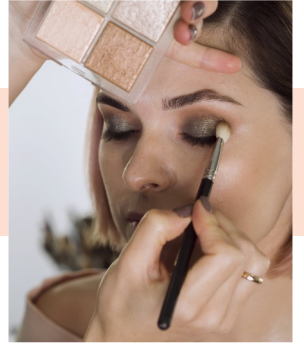
30%

HAIR



40%

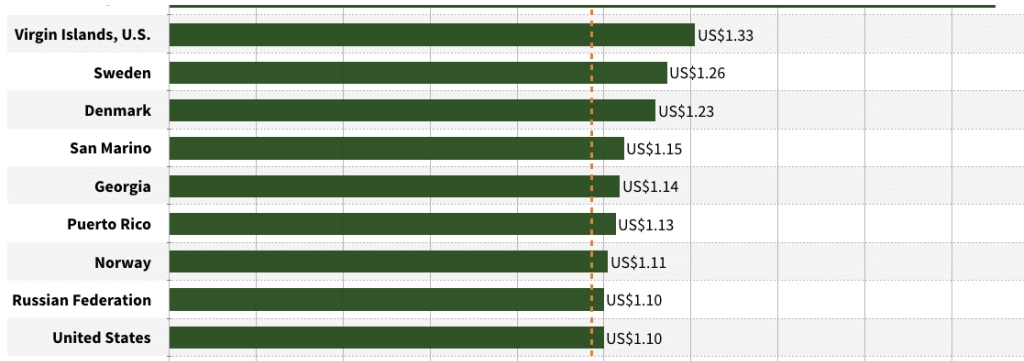
MAKEUP and FILLER



10%

Body care

Online advertising costs



04



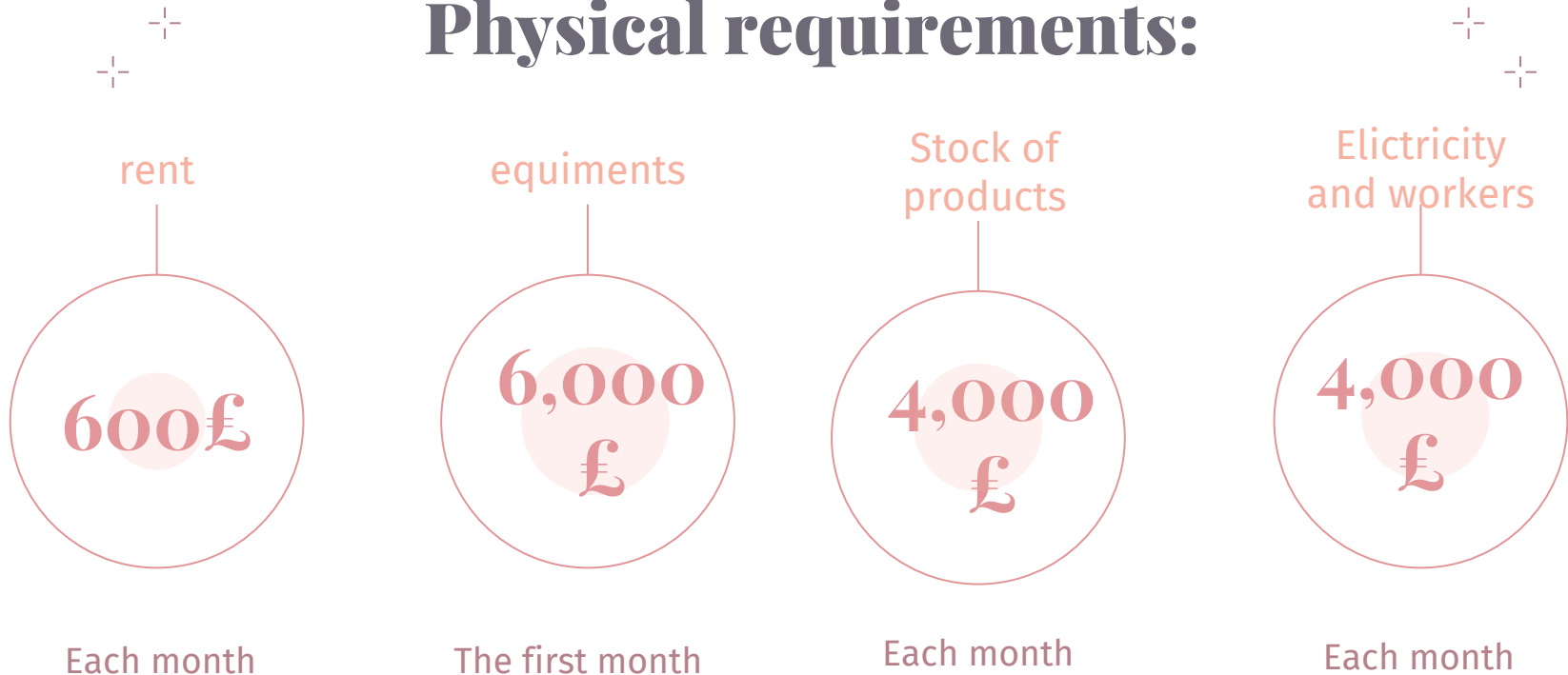
Physical and Financial ressources



My business will be based in Swansea. It's a beauty salon so it will only be bricks venture.



Physical requirements:



In order to pay for this, I will have my savings and also a loan

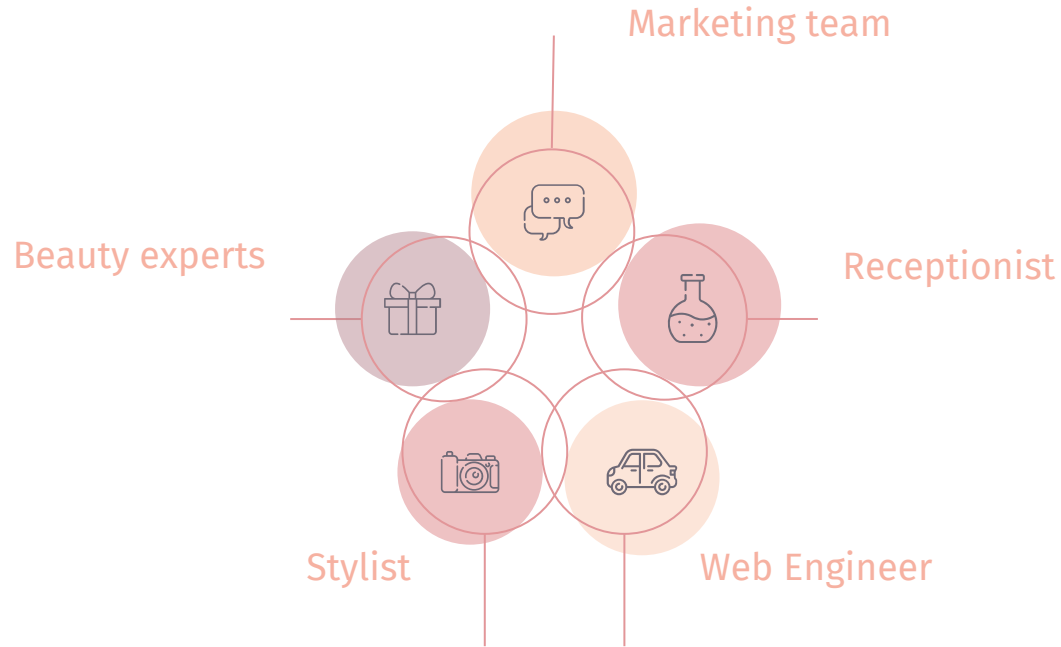
05



Human Ressources



The skills I will need:



05



SWOT analysis and cashflow:



SWOT:

Strengths

- Good qualifications and experience in permanent makeup
- Passionate about my job
- Artistic sense of beauty
- An excellent customer care and an exceptional understanding of clients' needs
- Good communication skills

Weaknesses

- Poor time management skills
- Lack of organizational abilities

SWOT

Opportunities

- Studying at the Uni will help to improve my carrier developments but also will build my confidence in myself
- New courses will develop a new skills and techniques needed to be the best in permanent make-up on the market

Threats

- Covid and lockdowns
- Tax duties from EU
- Competition

Cash Flow:

Pro Forma Cash Flow												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Cash Sales	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Subtotal Cash from Operations	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00% 0	0	0	0	0	0	0	0	0	0	0	0
New Current Borrowing	0	0	0	0	0	0	0	0	0	0	0	0
New Other Liabilities (interest-free)	0	0	0	0	0	0	0	0	0	0	0	0
New Long-term Liabilities	0	0	0	0	0	0	0	0	0	0	0	0
Sales of Other Current Assets	0	0	0	0	0	0	0	0	0	0	0	0
Sales of Long-term Assets	0	0	0	0	0	0	0	0	0	0	0	0
New Investment Received	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal Cash Received	12,400	12,400	12,400	12,400	14,600	14,600	14,600	14,600	14,600	14,600	14,600	14,600
Expenditures	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations												
Cash Spending	3,200	3,200	3,200	3,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200	4,200
Bill Payments	280	8,388	8,368	8,362	8,392	9,410	9,405	9,399	9,393	9,387	9,381	9,375
Subtotal Spent on Operations	3,480	1,588	11,568	11,562	12,592	13,610	13,605	13,599	13,593	13,587	13,581	13,575
Additional Cash Spent												
Sales Tax, VAT, HST/GST Paid Out	0	0	0	0	0	0	0	0	0	0	0	0
Principal Repayment of Current Borrowing	0	0	0	0	0	0	0	0	0	0	0	0
Other Liabilities Principal Repayment	0	0	0	0	0	0	0	0	0	0	0	0
Long-term Liabilities Principal Repayment	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Purchase Other Current Assets	0	0	0	0	0	0	0	0	0	0	0	0
Purchase Long-term Assets	0	0	0	0	0	0	0	0	0	0	0	0
Dividends	0	0	0	0	0	0	0	0	0	0	0	0
Subtotal Cash Spent	4,480	12,588	12,568	12,562	3,592	4,610	4,605	4,599	4,593	4,587	4,581	4,575
Net Cash Flow	7,920	(188)	(168)	(162)	1,008	(10)	(5)	1	7	13	19	25
Cash Balance	8,420	8,232	8,064	7,902	8,911	8,900	8,896	8,897	8,904	8,917	8,935	8,960

A hairdresser with blonde hair is styling a client's blonde hair in a salon. The hairdresser is wearing a watch and has a clip in her hair. The client has wavy blonde hair and is wearing a black top. The background is a blurred salon interior with warm lighting.

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Thank you for your attention !

