

Enterprise and Entrepreneurship

- **Mouna tazarni**
- **Student number / 2508292**

Slide 1 - cover page

Business Plan

- Mouna hair and beauty salon
- Prepared by / Mouna tazarni
- Location / north London
- Focus . Professional in hair extension and beauty services



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Introduction

My name is Mouna

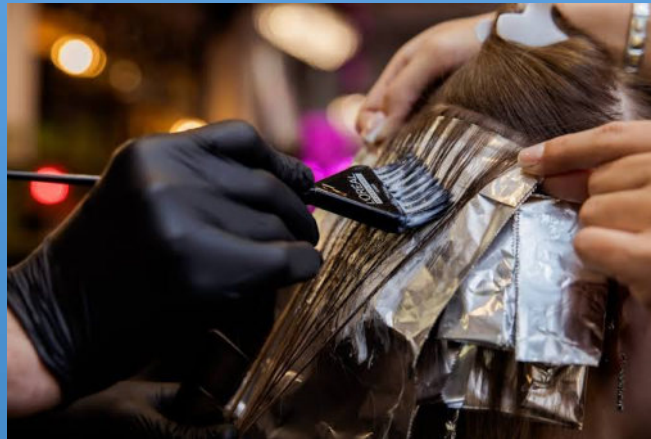
Today I will present my business plan for Mouna hair and beauty salon

The aim of this presentation is to explain my business idea

The services I will provide

Plan to build a successful salon

Cash flow



Section 1 - Overview of the Business Idea

- **My business is a modern hair and beauty salon that offers professional beauty services in a welcoming and relaxing environment**
- **Hair cutting**
- **Hair colouring**
- **Hair styling**
- **Hair treatments**
- **Hair extensions**
- **Many people want professional beauty treatment to look and feel confident .**
- **My salon will provide high quality services at affordable prices with excellent customer care .**



Section 2 - Legal Format and Management Structure

- 1. Specify the legal structure**
2. I will register my salon as s sole trader because
3. It is simple to set up
4. It has low start up costs
5. I will have full control of the business
- 6. State the management structure of your business**
7. Manage the business
8. Finance and marketing
9. Customer service
- 10.** Book appointments
- 11.** Process payments

Example: An organisational chart of hair and beauty salon

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graph TD; Owner[Mouna tazarni] --> SalonManager[Salon Manager. Ali M]; SalonManager --> HeadStylist[Head Stylist. Sami M]; HeadStylist --> SeniorHairStylists[Senior Hair Stylists. Sam]; HeadStylist --> HairStylists[Loura]; HeadStylist --> ColourSpecialists[Colour Specialists]; HeadStylist --> BeautyManager[Beauty Manager]; HeadStylist --> Beauticians[Beauticians]; HeadStylist --> MakeupArtists[Makeup Artists]; HeadStylist --> ReceptionSupervisor[Reception Supervisor]; ReceptionSupervisor --> Receptionists[Receptionists]; ReceptionSupervisor --> SalonAssistants[Salon Assistants / Sami];
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Owner
Mouna tazarni
Salon Manager. Ali M
├— Head Stylist. Sami M
| └— Senior Hair Stylists. Sam
| └— Hair Stylists Loura
| └— Colour Specialists
└— Beauty Manager
| └— Beauticians
| └— Makeup Artists
└— Reception Supervisor
 └— Receptionists
 └— Salon Assistants / Sami

Conduct a PESTEL Analysis and Align it with Business Strategy

Analyse External Factors:

1. Political / the salon must follow uk regulations and licensing requirements
2. Economic / customers spending can change during economic difficulties
3. Social / growing interest in beauty .hair and self care
4. Technological, use social media to promote the salon
5. Environmental / use environmentally friendly beauty products where possible
6. Legal / follow employment and customer protection regulation

2. Align PESTEL with Business Strategy

.1 use social media to follow trends and attract younger customers

Control costs by comparing suppliers .

. 2. Follow all health, safety and legal requirements.

Introduce sustainable products and reduce waste

Section 4 - Marketing Strategies

Primary customers / women aged approximately 18 /55

Local residents

Students and working women

Customers looking for affordable but professional beauty services

Customers preparing for weddings parties and special occasions

UNIQUE Selling points ///

Personalised service for every customer

Competitive prices

High quality products

Explain the marketing strategies you will adopt to reach and attract your customer segments.

Instagram Before and after photos hairstyles and promotions

TikTok . Short videos

Facebook. Local offers and customer reviews

Word of mouth . Encourage customers to recommend the salon

Special offers . Discounts for new customers

Loyalty scheme . Rewards for regular customers

Referral offer existing customers receive a discount for bringing a friend

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Cash flow

Hair and beauty salon

[illegible]

Investment capital needed = £25000

(£18000 + £3250 + £2550)

Funding requirements and allocation
staff wages .

. 1 : start up costs / £ 15,000

. 2 salon equipment / £ 5,000

.3 hair and beauty products / £ 2,500

4 furniture and decoration / £3,000

5 initial rent /deposit /£ 2,500

6 branding / signage / £1,000

7 insurance and registration / £1,00

1 : fixes costs : rent , insurance , internet , business software ,

2 : Variable costs , hair and beauty products

Month 1	£4,000	£3,500	500
Month 2	£5,000	£3,700	1300
Month 3	£6,000	£4,000	2000
Month 4	£7,000	£4,200	2800
Month 5	£8,000	£4,500	3500
Month 6	£9.000	4,800	4200

Conclusions

- Mouna hair and beauty salon : has strong potential on the local beauty market .
- The business will provide high quality hair and beauty services
- A strong social. Media presence will help attract new customers
- Competitive prices and excellent customer service will encourage repeat business
- My goal is to create a successful beauty business where customers feel confident ,valued and happy with their results . 1
- 1 References : [gov.uk](https://www.gov.uk) / start your business
- [gov.uk](https://www.gov.uk) /hairresser registration (England)
- Health and safety executive (HSE) beauticians

Questions?

