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Business Plan for Glow Mobile
Hairdressing

Executive Summary:

Glow Mobile Hairdressing is a start up mobile salon business that provides professional hairdressing services directly to customers in their homes throughout the West Midlands. The business aims to deliver convenient, affordable and personalised hair services while promoting sustainability using eco-friendly hair products and reducing customer travel.

The target market includes busy professionals, elderly individuals, parents with young children, and customers with mobility difficulties who may prefer home-based services rather than visiting traditional salons. The business will use digital marketing strategies, including Instagram, TikTok and Facebook, alongside local advertising and customer referral schemes to attract and retain customers.

An estimated start-up investment of approximately £2,000 is required to purchase professional equipment, sustainable hair products, insurance, marketing materials and booking software. Funding will be obtained through personal savings and a small business start-up loan.

Glow Mobile Hairdressing aims to establish a strong customer base by offering flexible appointment times, personalised customer care and environmentally responsible business practices. These features provide the business with a competitive advantage within the growing mobile beauty industry.

The business is expected to succeed due to increasing demand for convenient home-based services, growing environmental awareness, and the rising popularity of mobile beauty businesses in the UK.

Overall, the business is financially viable due to low start-up costs, strong market demand, and the ability to generate consistent service-based income.

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Overview of Business Idea

Glow Mobile Hairdressing is a mobile hairdressing business that provides professional hair services directly in customers' homes within the West Midlands. The services include hair cutting, colouring, styling and basic treatments, offering customers a convenient alternative to traditional salons.

The UK beauty and personal care industry continues to grow, with strong demand for beauty services across the country. According to Statista (2025), the beauty industry in the UK generates significant annual revenue, showing consistent consumer demand.

The target market includes busy professionals, elderly people, parents with young children and individuals with mobility issues. These customer groups often prefer home-based services due to time limitations or accessibility needs.

The business also focuses on sustainability by using eco-friendly hair products, reducing waste and minimising unnecessary travel for customers. This supports growing environmental awareness among consumers.

Glow Mobile Hairdressing is a strong business opportunity because demand for convenient, personalised and mobile services continues to increase. The ageing population and busy modern lifestyles further support the need for home-based services.

The unique selling point of Glow Mobile Hairdressing is its combination of professional salon-quality services, eco-friendly products, and fully mobile convenience, offering customers a personalised and time-saving alternative to traditional salons.

Figure 1. Hairstyling Image from CM Hair and Beauty Supplies (2023).



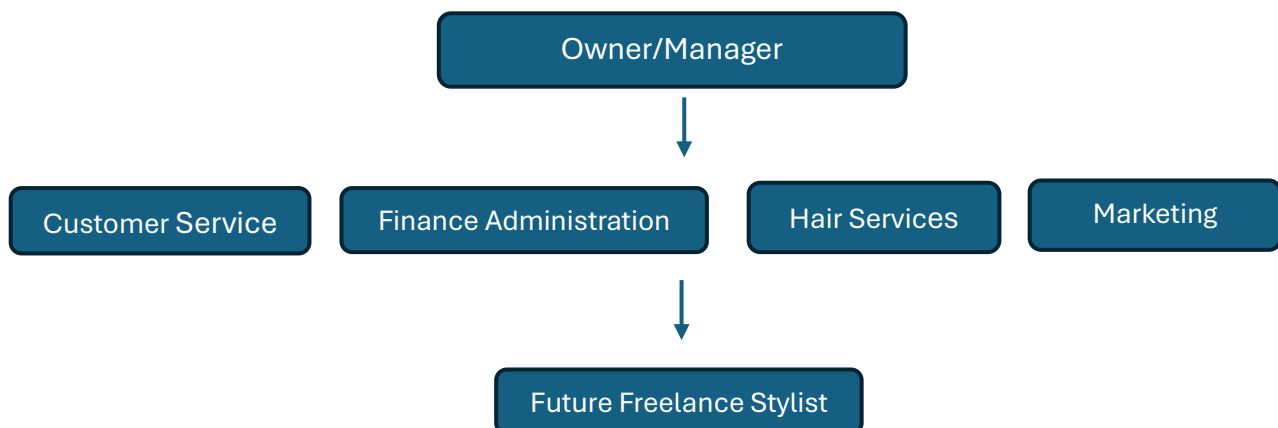
Legal Format and Management structure

Glow Mobile Hairdressing will operate as a sole trader business. A sole trader business structure is generally used by small startup businesses because it allows the owner to maintain full control of operations and decision-making (Mariotti and Glackin, 2016).

This legal structure has been selected because it is relatively easy to establish and is suitable for small entrepreneurial ventures with limited startup capital (Mariotti and Glackin, 2016). Sole trader businesses are commonly used for small startup enterprises within the beauty industry.

The management structure will initially be simple. The owner will manage appointments, customer service, finances, marketing, and hair services. As the business grows, additional freelance hairstylists may be hired.

Although a private limited company offers limited liability protection, it requires greater administration and financial reporting. As Glow Mobile Hairdressing will initially operate on a small scale with limited start-up capital, the sole trader structure is considered more appropriate.



PESTEL Analysis

Political

The business must comply with UK health and safety regulations, hygiene standards, and insurance requirements relevant to beauty services.

Economic

During periods of economic uncertainty, customers may reduce spending on luxury services. However, affordable and convenient beauty services continue to attract customers.

Social

Modern consumers increasingly value convenience, flexible appointments, and personalised services (Statista, 2025). Mobile businesses are becoming more popular due to busy lifestyles.

Technological

Social media platforms such as Instagram, TikTok, and Facebook allow businesses to promote services visually and communicate directly with customers (HubSpot, 2024). Online booking systems also improve convenience.

Environmental

The business will use eco-friendly hair products and reduce waste where possible (British Beauty Council, 2025). Mobile services may also reduce customer transportation emissions.

Legal

The business must obtain public liability insurance and comply with local business regulations and tax requirements.

Competition

The main competitors include:

- Local hair salons
- Independent freelance hairstylists
- Mobile beauty businesses in the West Midlands

However, Glow Mobile Hairdressing offers greater convenience, flexible appointments, personalised customer service, and eco-friendly practices, which help differentiate the business from competitors.

Overall, the PESTEL analysis shows that external environmental factors are favourable for the growth of mobile and sustainable beauty services in the UK.

Competition Table

Competitor	Strengths	Weaknesses
Traditional Salons	Established Reputation, wide service range	Customers must travel, less flexible appointments
Independent Mobile Hairdressers	Convenience, home service	Limited branding, may not use eco-friendly products
Freelance stylists	Flexible pricing and availability	Inconsistent service quality, limited structure

Main competitors include traditional salons, freelance hairdressers and other mobile beauty businesses. Traditional salons offer established reputations but lack convenience. Freelancers offer flexibility but may lack consistency. Other mobile services offer convenience but may not focus on sustainability.

Glow Mobile Hairdressing stands out because it combines eco-friendly products, personalised service and home convenience, giving it a competitive advantage.

SWOT Analysis

Strengths

- Mobile service convenience
- Eco-friendly focus
- Flexible appointments
- Personalised customer service

Weaknesses

- New business with low brand awareness
- Limited capacity as a single operator
- Limited financial resources

Opportunities

- Growing demand for mobile beauty services
- Social media marketing growth
- Partnerships with local businesses
- Expansion into bridal/event styling

Threats

- High competition in the beauty industry
- Economic downturn reducing spending
- Rising product and fuel costs

The SWOT analysis demonstrates that Glow Mobile Hairdressing can capitalise on growing demand for mobile beauty services by leveraging its strengths in convenience and sustainability while addressing weaknesses through brand development and marketing.

Marketing Plan

Glow Mobile Hairdressing will mainly use digital marketing strategies to attract customers.

Social media platforms such as Instagram and TikTok will be used to promote hairstyle transformations and customer reviews because digital marketing allows businesses to communicate directly with customers and increase brand awareness (Mariotti and Glackin, 2016).

Facebook community groups will also be used to advertise services locally. Referral discounts and customer loyalty strategies can help small businesses attract repeat customers and strengthen customer relationships (Barrow, Barrow and Brown, 2021).

An online booking system will improve convenience and allow customers to easily arrange appointments. Promotional offers during the business launch period will help attract initial customers.

The business will also distribute flyers within local communities and collaborate with local bridal or beauty businesses to increase brand awareness.

According to Kotler and Armstrong (2021), digital marketing is essential for small businesses as it enables cost-effective targeting and customer engagement.

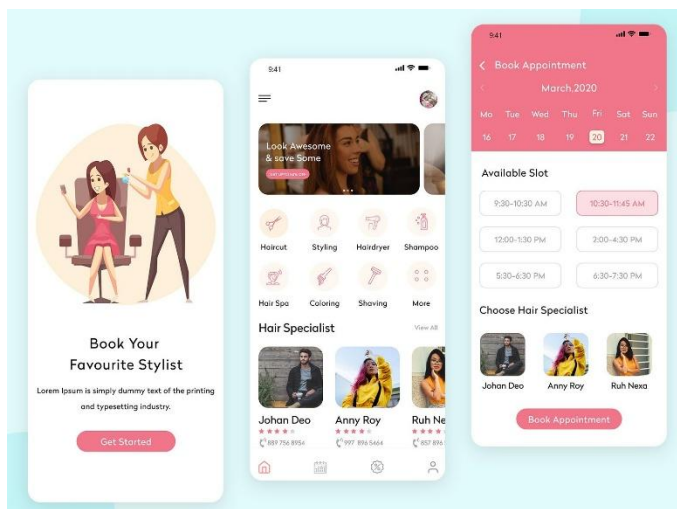


Figure 2: Mobile hairdressing setup (Pinterest, n.d.)

Funding and Expenses

Glow Mobile Hairdressing requires approximately £2,000 startup funding.

The funding will be sourced through personal savings and a small business startup loan. Entrepreneurs commonly use personal savings during the early stages of business development to support startup activities and reduce reliance on external finance (Barrow, Barrow and Brown, 2021).

Cash Flow

	MONTH
Cash in	1
Loan- start up capital	£1,500
Personal Savings	£500
Other	£0
Total cash in-flows (A)	£2,000

	MONTH
Cash out-expenses	1
Insurance	£25
Telephone/Internet	£20
Marketing	£50
Vehicle Cost	£120
Equipment	£600
Stationary	£20
Transport	£30
Professional Fees	£15
Cost of sales	£150
Owner drawings	£300
Booking software	£15
Uniform	£40
Rent/utilities	£0
Staff wages	£0
Total cash out-flows (B)	£1,385

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