

Business Plan  
Cuts for You  
Mobile Barber Service

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Certificate in Higher Education Business Skills for the Workplace  
Module Code: LCLM4006

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## 1. Executive Summary

'Cuts for you' is a startup mobile barber service dedicated to providing high-quality, trendy, and convenient grooming services directly to clients wherever they are. Our core offerings include professional haircutting, styling, beard grooming, and grooming packages for men and women. Operating through a flexible mobile setup, we aim to serve clients at their homes, offices, or events, ensuring accessibility and personalized service. The business will be registered as a Limited Liability Company, providing liability protection and room for growth. Our mission is to deliver expert grooming services with convenience, style, and professionalism, enhancing clients' confidence and appearance.

## 2. Overview of the Business Idea

### Services Offered:

- **Mobile Grooming Services:** Professional haircutting, beard trims, styling, and grooming packages delivered directly to clients at their preferred location.
- **Special Occasion Grooming:** On-demand services for weddings, parties, and corporate events.
- **Subscription Plans:** Regular grooming packages for loyal customers with scheduled visits.
- **Online Booking Platform:** An easy-to-use website/app for scheduling appointments, viewing services, and customer communication.

### Management Structure:

Initially, the business will be managed by a lean team:

- **Founder & Head Barber:** Responsible for overall management, service quality, and marketing.
- **Operations Coordinator:** Handles appointments, logistics, and customer service.
- **Marketing & Outreach:** Manages social media, advertising, and customer engagement.

As the business expands, additional staff such as more barbers and administrative support will be recruited.

### Legal Structure:

The business will operate as a Limited Liability Company (LLC), ensuring liability protection and flexible management. It will be registered locally, complying with health and safety regulations relevant to grooming and personal care services.

### 3. Environmental Analysis (PESTEL)

#### **Political Factors:**

- Compliance with local health and safety standards for grooming services.
- Licensing and permits for mobile service operations.

#### **Economic Factors:**

- Fluctuations in consumer spending on grooming and personal care.
- Competitive pricing strategies to attract a broad customer base.

#### **Social Factors:**

- Growing demand for convenient grooming solutions.
- Trends favoring personalized, professional grooming experiences.

#### **Technological Factors:**

- Increasing use of mobile apps and online booking systems.
- Marketing through social media platforms like Instagram, TikTok, and Facebook.

#### **Environmental Factors:**

- Use of eco-friendly grooming products and sustainable practices.
- Minimizing carbon footprint through efficient route planning.

#### **Legal Factors:**

- Adherence to employment laws for staff.
- Ensuring compliance with grooming industry safety regulations.

#### 4. Marketing Strategies

##### **Branding and Positioning:**

- Establish a brand emphasizing convenience, professionalism, and style.
- Highlight eco-friendly products and personalized services.

##### **Digital Marketing:**

- Use social media campaigns showcasing before-and-after photos, client testimonials, and special offers.
- Collaborate with local influencers to boost visibility.
- Maintain an online booking platform with SEO optimization.

##### **Customer Engagement:**

- Offer loyalty programs and referral discounts.
- Send reminders and follow-ups after appointments via app or SMS.

##### **Local Community Engagement:**

- Participate in local events, markets, and fairs to increase brand awareness.
- Offer introductory discounts for first-time clients.

##### **Exceptional Service:**

- Provide personalized grooming consultations.
- Ensure punctuality and high-quality service to build repeat business.

5. Funding Requirements and Expenses

**Funding Needed:**

Approximately £20,000 to cover initial startup costs including equipment, marketing, and operational expenses.

**Sources of Funding:**

- Personal savings
- Bank loans or microfinance options
- Angel investors interested in mobile grooming services

**First Month Expenses (Estimated):**

| Expense                             | Estimated Cost (£) |
|-------------------------------------|--------------------|
| Equipment (clippers, chairs, tools) | 5,000              |
| Marketing & Advertising             | 2,000              |
| Vehicle purchase/lease              | 6,000              |
| Licensing, permits                  | 1,000              |
| Staff wages & training              | 3,000              |
| Maintenance & supplies              | 2,000              |
| Miscellaneous & Contingency         | 1,000              |
| Total                               | £20,000            |

## 6. References

- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.
- Porter, M. E. (1980). *Competitive Strategy*. Free Press.
- Local health and safety regulations for grooming services.
- Industry market trends reports (2023).