

Key partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Mouna Beauty Salon (MBS) works with a range of trusted partners to ensure high-quality products and services. These include hair extension suppliers such as Great Lengths and Beauty Works, professional colour brands including Wella, L'Oréal and Olaplex, and beauty wholesalers such as Sally Beauty for retail products and salon consumables. The business also works with self-employed chair	The salon's main activities include providing professional hair consultations, hair cutting, colouring, styling and premium hair extension services. Other activities include booking management, processing payments and deposits, creating content for Instagram and TikTok, social media responding to customer enquiries, purchasing stock, retailing professional haircare products,	. Mouna Beauty Salon provides premium-quality hair and beauty services at affordable prices while delivering exceptional customer service and expert advice. The salon offers a complete beauty experience under one roof, including haircuts, colouring, hair extensions, blow-dries and beauty treatments. Customers benefit from personalised consultations, high-quality products, experienced	The salon builds long-term relationships by offering personalised consultations and dedicated customer care. Loyalty schemes and prepaid maintenance appointments encourage repeat visits, while aftercare advice helps customers maintain healthy hair between appointments. The business stays connected with clients through social media,	Mouna Beauty Salon mainly targets professional women aged 25–45 who value high-quality hair and beauty services. The salon also serves women seeking luxury hair extensions, regular colour maintenance, bridal and special occasion clients, and customers who want professional styling for events. Local residents and people who discover the business through social media platforms such as TikTok and

renters who increase service capacity, local furniture and equipment suppliers, professional software providers such as Fresha for appointment bookings and	maintaining salon cleanliness, managing chair rental agreements, training staff where required, and ensuring compliance with health, safety and HMRC regulations.	professionals, convenient online booking, and a welcoming environment. The business also promotes sustainability by using responsibly sourced hair extensions and	appointment reminders, promotional offers and referral rewards. Customer feedback is regularly collected to improve services and increase customer satisfaction.	Instagram form an important part of the customer base.
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Square for payment processing, an accountant, local photographers for marketing content, and waste recycling companies to ensure environmentally responsible disposal.	Key Resources The business relies on skilled hairdressers, colour specialists and hair extension technicians. Other essential resources include a well-equipped salon with four to six styling stations, high-quality salon furniture, premium hair products, appointment and customer relationship management (CRM) software, a professional website, strong social media presence, booking systems, and sufficient start-up capital to cover approximately three months of operating expenses.	environmentally friendly practices where possible.	Channels Mouna Beauty Salon reaches customers through its high street salon location, professional website with online booking, Instagram, TikTok and Facebook pages, Google Business Profile, email and SMS marketing, online reviews, and word-of-mouth recommendations. These channels help attract new customers while maintaining relationships with existing clients.	
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Cost Structure	Revenue Streams
The salon's main costs include salon rent, utilities, business insurance, staff wages and chair rental agreements, professional hair products and extensions, beauty supplies and consumables, furniture and equipment maintenance, software subscriptions such as Fresha and Square, website hosting, marketing and advertising, professional training, accounting fees, licences, cleaning services, waste disposal, and general administration costs. Additional expenses include stock replenishment and emergency maintenance.	Mouna Beauty Salon generates income from multiple sources. The primary revenue comes from haircuts, colouring services, hair extensions, blow-dries and styling. Additional income is earned through beauty treatments, retail sales of professional haircare products, bridal and special occasion packages, maintenance appointments, chair rental fees from self-employed stylists, consultation fees where applicable, and promotional package deals. These multiple revenue streams help provide stable and sustainable business growth.

Mouna beauty salon

Student number / 2508292

Reference / Business plan • IBISWorld. (2024). *Hair & beauty salons industry in the UK*. IBISWorld.

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U.S. Small Business Administration.

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RUNNING COSTS	
• Rent is £950 a month for a small high street unit. There are no business rates because the unit qualifies for full small business rate relief.	
• Marketing is £350 a month for the first three months to get the salon known, then £180 a month.	
• My business plan describes the salon at full strength, with four to six styling stations and a team including colour specialists and extension technicians. Year one is the build-up to that. I open with four stations and grow the team out of real trading rather than forecasting it on day one.	
• I work on my own for the first four months. A part-time apprentice joins in month 5 on £950 a month, and a part-time stylist joins in month 9, taking wages to £2,100 a month. Both figures are gross and include employer National Insurance and pension. The Employment Allowance covers the National Insurance.	
• Chair rent brings in £650 a month from month 5 with one stylist, and £1,300 from month 9 with two. The salon has four stations and the renters work on different days to my staff, so there is always space.	
• Card and software costs are £45 a month plus about 1.75% of card takings, so they go up as sales go up.	
• Utilities go up over winter and come back down in spring, which is normal for a salon.	
• Training is £45 a month. This builds up towards the colour and extension certification my staff need, which is what lets me grow the higher-priced services.	
• I set aside £45 a month for repairs. I added this after two unexpected equipment repairs in the first six months.	
• The loan repayment is £386.66 a month, based on £20,000 over 60 months at 6% fixed.	
CASH AND RISK	
• The salon stays in credit every month. It uses more cash than it brings in for the first three months while I build up clients, which is why I take the loan and put my savings in before I open.	
• By month 12 I expect 156 chargeable services a month, which is comfortably within what the team can handle.	
• If sales came in well below plan, I would hold off hiring the apprentice, cut marketing to £100 a month, and stop my £100 monthly savings. That frees up about £1,130 a month.	
• I am not taking any money out above what I need to live on in year one. Anything left over stays in the business as a buffer.	
• I do not have an overdraft. If I need one I will speak to the bank before it becomes urgent.	