

Key partners My business called Jummy hair salon will rely on having strong partnerships to ensure a good quality service is being provided. Key partners that I will include in my business will be good quality hair bands specifically for afro hair types such as Cantu's hair products as one example. I will also partner with hair extension and popular braiding hair suppliers such as x-expression. Equipment and salon furniture suppliers will ensure the salon is well equipped with styling chairs, wash basins, hood driers and steaming machines	Key Activities The key activities of my African hair business will be to include being able to provide a range of services such as braiding, locs and other natural hair care treatments such as deep condition and scalp treatments and styling without extensions. Consultations will take place before hair appointments as their essential to understand each customer's hair needs recommend the best styles and products. Booking and appointment management will be done online and in person to ensure convenience. Marketing on social media platforms such as Instagram, TikTok and Facebook to help to promote the business Staff training and development will be an ongoing activity to improve their skills and help them to keep up with new trends in the African hair industry.	Value Proposition Economic- my salon will offer high quality African hair services at competitive prices by offering student discounts, loyalty schemes and flexible payment options. My customers will also get good value for money because their hairstyle's will be long lasting and I'll use high quality products. Social- There is increasing demand for African hair stylists. My business will celebrate black culture by offering braids, locs and other protective hair styles in an inclusive environment that helps customers feel beautiful and confident. Political -my business will comply with UK government regulations for salons including health and safety, employment rights and tax laws. This builds trust with customers because they know my salon is a	Customer Relationships I'll provide a friendly service by always trying to listen to customers when possible and making sure they always leave satisfied with their results. This is important because it increases the likelihood of customers returning to my hair salon. I'll remember client's preferences and hair history to offer personalised service that's tailored to their needs. I also offer loyalty programs and reward points which will encourage clients to return and birthday discounts. I'll also keep in touch with customers through WhatsApp messages after appointments to also offer hair care advice to help them to maintain their hair styles. Maintaining customer relationships like this will not cost a lot.	Customer Segments All my customers will receive and expect a personalised hair care service. Majority of my customers will be black women aged 16 plus who want professional African hair styling and hair treatments. For everyday looks or special occasions. This will include students who might want trendy styles such as no-ten braids for example, working mothers and brides that need beautiful protective hair styles for their weddings. Some of my customers will probably be men who may need to get loc maintenance or to get their braids done and children who will need braiding and protective hair styles.
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	Key Resources The key resources I'll need for my business will be a large shop that's in a good location that visible to potential customers. I'll also need styling furniture and equipment such as chairs,dryers,wash basins, hair gel,combs,brushes,straightners and hair quality hair products for afro hair textures . I'll also need qualified hair stylists that specialise in afro hair care and styling and also a receptionist to manage appointments and customer enquires	trustworthy business and also ensures professional standards are maintained.	Channels The main channels I'll use will be social media plat forms such as Instagram, Facebook and TikTok. where ill post hairstyle's I've done and the results from hair treatments. I'll also use WhatsApp business for easy communication with my customers and to send reminders of appointments made that da also I will make a online booking system on my website and google business profile so make booking appointments easy for potential customers. This is cost effective because aside from the website being created none of these are very expensive to do.	
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Cost Structure

The main costs my African hair business will have will be rent for my salon place and things like staff wages, internet, phone bills and business insurance. These are necessary fix costs to keep the business running smoothly. Other costs will be hair products for example braiding hair, hair towels, shampoo, conditioner and start-up costs like a salon deposit. These initial costs being covered will help to create a successful business

Revenue Streams

My main source of revenue will be from African hair services such as giving hairstyles like twists, braids etc. Additional revenue will be made from doing things like loyalty schemes, birthday discounts and selling hair care products in the salon for customers to use.

12-MONTH CASH FLOW FORECAST

JUMOKE BALOGUN
JUMMY HAIR SALON

Key:

	These cells auto-calculate and are locked so you can't edit
	Insert your own text/numbers into these cells as relevant.

Select your starting month:

		MONTHS													
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total anticipated sales		£0	£8,140	£7,380	£7,620	£6,930	£7,460	£7,150	£8,360	£7,100	£7,178	£8,290	£7,070	£7,750	£90,428
Value of your Start Up Loan		£140,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	£140,000
Other sources of cash or equity		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Existing assets for business purposes		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash in-flows (A)		£140,000	£8,140	£7,380	£7,620	£6,930	£7,460	£7,150	£8,360	£7,100	£7,178	£8,290	£7,070	£7,750	£230,428

			MONTHS												TOTAL
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	
Total anticipated cost of sales		£0	£4,690	£4,215	£4,088	£3,198	£3,913	£3,903	£4,418	£3,738	£4,250	£4,525	£3,953	£4,258	£49,145
Existing assets for business purposes	SHOP AND FURNITURE	£140,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£140,000
Rent or premises costs		£0	£0	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£11,000
Business rates for your business premises		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Utilities (gas, electricity, water)		£0	£0	£200	£220	£210	£230	£210	£180	£216	£190	£200	£210	£190	£2,256
Insurance		£0	£0	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£550
Telephone and internet		£0	£0	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£25	£275
Marketing and advertising expenses		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Vehicle running costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Equipment purchase or leasing		£0	£0	£150	£0	£0	£300	£0	£0	£0	£0	£120	£0	£60	£630
Postage, printing, stationery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Transport and delivery		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Professional fees (legal, accounting etc.)		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (if PSB is in deficit)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Your salary (over and above your PSB needs)*		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Staff costs		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Start Up Loan monthly repayment - First Loan		n/a	£0	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£800	£8,800
Enter other		n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
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Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Enter other		£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total cash out-flows (B)		£140,000	£4,690	£6,440	£6,183	£5,283	£6,318	£5,988	£6,473	£5,829	£6,315	£6,720	£6,038	£6,383	£212,656

Your net cash flow (A-B)	£0	£3,450	£940	£1,438	£1,648	£1,143	£1,163	£1,888	£1,272	£863	£1,570	£1,033	£1,368	£17,772
Your monthly opening business bank account balance	£0	£0	£3,450	£4,390	£5,828	£7,475	£8,618	£9,780	£11,668	£12,939	£13,802	£15,372	£16,405	£17,772
Your closing cash position	£0	£3,450	£4,390	£5,828	£7,475	£8,618	£9,780	£11,668	£12,939	£13,802	£15,372	£16,405	£17,772	£17,772

YOUR NOTES OR COMMENTARY

Use this space to explain any of the information you have provided in the fields above.

References

1. British beauty council (2026) -public guidance
2. kolter (2017)- principles of marketing
3. porter (2008)-competitive strategy
4. osterwalder and pigneur (2010) -business model generation
5. statista- UK hair care market