

Maliyah

GROOMING
SALÓN

Thank you
FOR TRUSTING US
WITH YOUR PET

WHERE PETS LEAVE BEAUTIFUL
AND FEEL LOVED



Pampered
Loved
Perfected





MODULE: ENTERPRISE AND ENTREPRENEURSHIP

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ASSESSMENT TASK 2: PRESENTATION

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INTRODUCTION

- Maliyah grooming Salon is a professional pet grooming studio that provides comprehensive grooming services, including specialized treatments tailored to various coat types.
- Our method is entirely personalized: each service is modified to suit the pet's age, personality, health requirements, and coat features.
- Our aimed to meet the needs of both type of clients, walk-in customers and regular visitors, with adaptable appointment options and Home visits available for those needing additional assistance.



BUSINESS PLAN

- Maliyah grooming provides comprehensive grooming services and styles for to meet every dog's grooming needs.
- we provide personalized each service to suit each the pet's personality.
- The use of high-quality products and operate in a calm, low-noise environment designed to minimize stress for anxious animals.
- Maliyah grooming gives owners complete peace of mind saving them time and assisting them in maintaining their pets' health and happiness.
- We offer flexible appointment options including home visits for customers who require extra support.



OVERVIEW BUSINESS IDEA



Maliyah grooming salon is a professional pet grooming business based in se19 area of London.

- Core purpose: our aim is to provide high-quality, low-stress grooming services tailored to pets of all breeds and temperaments.

- Key differentiators: Maliyah salon stands out from other local grooming businesses through compassionate pet handling, multilingual customer support, fully transparent pricing, and convenient pick-up and drop-off services.

- Our mission: to improve pet care standards by making professional grooming accessible to busy professionals, elderly owners, families, and clients from diverse cultural backgrounds.

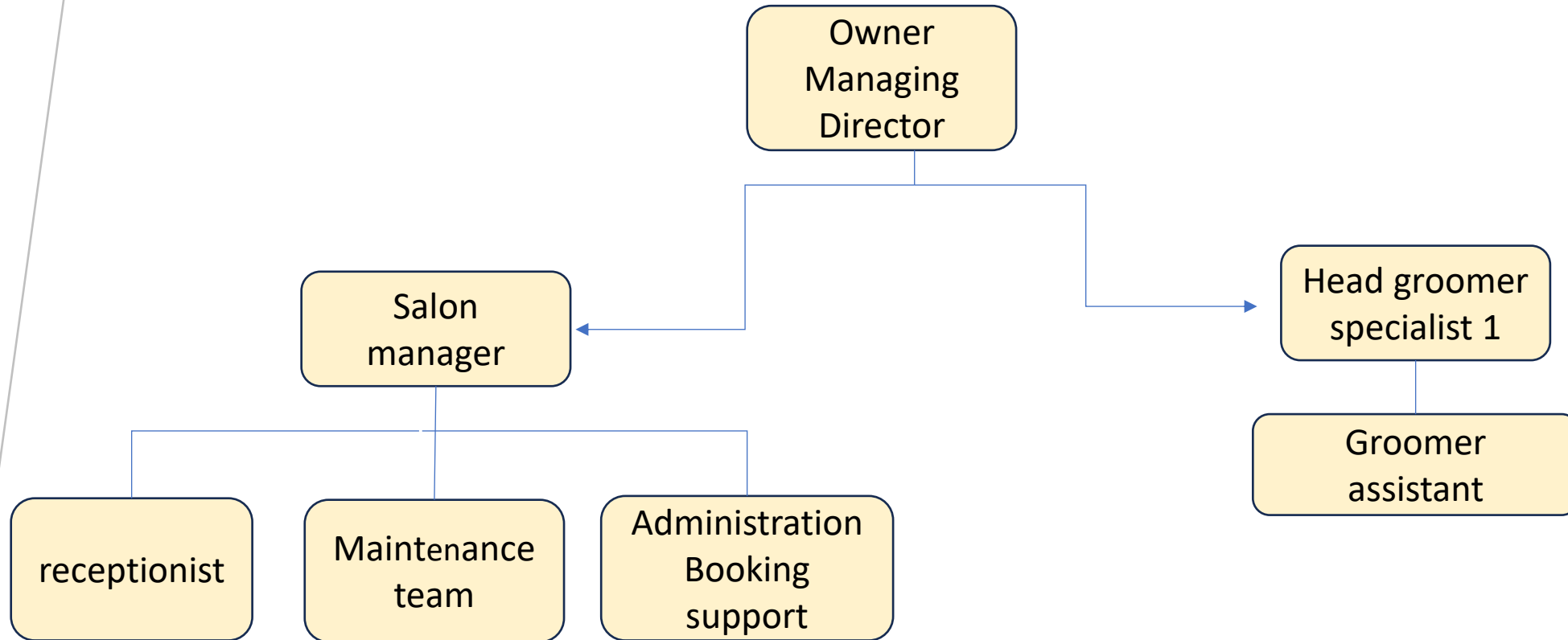
- Values: we want to build trust and positive reputation withing the pet owning community by prioritising animal welfare, customer satisfaction, and personalised care.

LEGAL FORMAT AND MANAGEMENT STRUCTURE



- **LEGAL STATUS:** initially, we will operate as a sole trader, with intentions to transition to a limited company as the business grows. this structure is straightforward, cost-efficient, and well-suited for launching a small business in the united kingdom.
- **MANAGEMENT:** the enterprise will be guided by an experienced groomer possessing formal qualifications in animal care and handling. as we expand, we intend to recruit 1–2 trained assistants to facilitate daily operations.
- **RESPONSIBILITIES:** management of daily operations, grooming services, and ensuring pet safety, communication with clients and management of appointments, sourcing of products, maintaining hygiene standards, and adherence to animal welfare regulations, marketing initiatives and financial tracking.
- **COMPLIANCE:** we are committed to fulfilling all legal obligations in the uk, encompassing animal welfare standards, insurance, health and safety regulations, and registration with the local council.

ORGANISATIONAL CHART OF MALIYAH SALON



PESTLE ANALYSIS

POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	ENVIRONMENTAL	LEGAL
• Must obtain and maintain a valid animal welfare licence from Croydon Council • Full compliance with the Animal Welfare Act 2006 and local hygiene standards • Eligible for small business grants, enterprise support and business rate relief • Local councils encourage and prioritise responsible independent pet services	• Above-average household incomes in SE19 area • Pet care remains a priority even during cost-of-living pressures • Strong demand for transparent pricing, value packages and flexible payment options • Market growth for premium, wellbeing-focused grooming services	• Diverse multi-cultural community with high pet ownership • Pets viewed as family members; demand for gentle, low-stress handling • Need for multilingual support, flexible appointments and extra conveniences • Strong preference for trusted local businesses over large chains	• Online booking, digital records and contactless payments essential • Instagram/Facebook are the main ways owners find and review services • Use of modern, quiet, low-stress grooming tools and equipment • Professional website and Google profile needed for local search visibility	• Customers prefer natural, biodegradable and eco-friendly products • Strict rules for safe disposal of hair, waste and chemical materials • Need for energy/water saving measures and proper soundproofing • Sustainable practices build trust and competitive advantage	• Comply with Animal Welfare Act 2006, Health & Safety at Work Act and Consumer Rights Act • Mandatory insurance: public liability, animal care and employer's liability • Follow GDPR for all customer and pet personal data • Meet fire safety, hygiene and employment regulations

MARKETING STRATEGY

Target Area: SE19 & surrounding South-East London communities and surrounding areas

Core Goal: Build trust, grow a loyal customer base, and become the preferred local grooming salon.

TARGET AUDIENCE

- Families, working professionals, and elderly pet owners
- Owners of all dog breeds, including nervous/young/older pet
- Local residents who value gentle care, convenience, and fair pricing
- Diverse community seeking friendly, multilingual service

IMPLEMENTATION PLAN

- Month 1: Launch website, social pages, and Google listing; distribute flyers locally
- Month 2: Start introductory offers and referral scheme
- Month 3: Launch loyalty programme and regular social media content
- Ongoing: Collect reviews, update services, and build community links

MARKETING STRATEGY TABLE

Channel	What we will do
Online Presence	• Create a professional website with service list, prices, gallery, and easy online booking • Set up & optimise Google Business Profile so you appear in local searches • Use Instagram & Facebook to share photos/videos of happy pets, care tips, and behind-the-scenes
Local Marketing	• Distribute flyers & business cards at vets, pet shops, community centres, and parks • Offer an introductory discount for first-time customers • Partner with local dog walkers, trainers, and rescue groups for referrals
Customer Retention	• Loyalty scheme: 10th groom half-price / free nail trim every 3 visits • Referral reward: Get £5 off when you recommend a friend • Send friendly reminders for next grooming appointment
Special Offers	• Puppy Packages: Gentle introduction to grooming for young dogs • Senior/Nervous Pet Care: Extra calm, slower sessions • Seasonal deals: Spring clean-up, summer coat prep, festive grooms • Bundle savings: Bath + groom + nail trim at a discounted price
Unique Selling Points	• Gentle, low-stress handling • Multilingual communication • Pick-up & drop-off service • Transparent pricing – no hidden fees

FUNDING REQUIREMENTS AND LOCATION

LOCATION: Maliyah Grooming Salon | SE19, South-East London

Category	Item Breakdown	Amount (£)	Purpose
Premises & Fit-out	- Rent deposit (3 months) + legal fees	3,600	Secure suitable SE19 unit; meet hygiene/safety rules; create calm, accessible space
	- Basic fit-out: plumbing, safety flooring, soundproofing, lighting	2,300	
	Signage & waiting area	450	
Equipment & Tools	- Professional tub, tables, dryers, clippers, blades, grooming kits	4,200	Reliable, low-stress equipment for all breeds/coats
	- Cleaning & safety gear	600	
Stock & Consumables	- Eco-friendly shampoos, conditioners, treats, cleaning products First supplies for 3 months	800	Quality, animal-safe products; avoid early restocking pressure
Legal & Compliance	- Licence application, insurance (public liability, animal care, employers')	600	Fulfil Animal Welfare Act 2006, Croydon Council & legal duties
	- GDPR, business registration	400	
Digital & Admin	- Website, online booking system, contactless payments	700	Easy booking, local search visibility, professional image
	- Stationery, branding	300	
Marketing & Launch	Flyers, social ads, launch offers, referral scheme Google profile & local listings	800	Build initial client base in SE19 area
Working Capital	- Rent, utilities, supplies for first 3 months	2,100	Cover costs while revenue builds; handle unexpected expenses
TOTAL		16,850	

START UP COST

Category	Total (£)
Premises & fit-out	6,350
Equipment & tools	4,800
Stock & supplies	800
Legal, licence & insurance	1,000
Website, branding & admin	1,000
Marketing & launch	800
Working capital & contingency	2,100
TOTAL	£16,850

FIXED COST

Item	Monthly (£)
Rent	1,200
Rates & utilities	280
Insurance & licence	90
Website, booking & admin	75
Regular marketing	50
1 Salon Manager	1,800
1 head groomer	1,600
1 groomer assistant	1,500
TOTAL	£6,595

SIX MONTHS REVENUE

Month	Total Grooms	Avg Price	Revenue (£)
Month 1	90	53.50	4,815
Month 2	105	53.50	5,617.50
Month 3	125	53.50	6,687.50
Month 4	150	53.50	8,025
Month 5	160	53.50	8,560
Month 6	185	53.50	9,897.50
TOTAL	710		£43,602.50

VARIABLE COSTS TABLE FOR 6-MONTH

ITEM	Month 1 (£)	Month 2 (£)	Month 3 (£)	Month 4 (£)	Month 5 (£)	Month 6 (£)	6-MONTH TOTAL (£)
Grooming products	250	300	350	400	400	480	2,180
Laundry & disposables	90	100	120	130	140	220	800
Transport	70	80	100	110	120	250	730
Payment fees	50	70	80	90	100	120	510
TOTAL PER MONTH	£460	£550	£650	£730	£760	£1,070	£4,220

PRICING LIST



GENTLE CARE. BEAUTIFUL RESULTS. HAPPY PETS.
PROFESSIONAL GROOMING WITH LOVE & COMPASSION



YOUR PET IS OUR PRIORITY

GROOMING SERVICES

	SMALL Up to 10kg	MEDIUM 10-20kg	LARGE 20-30kg	XL 30kg+
FULL GROOM Bath, dry, haircut, nail trim, ear clean & flush	£55	£65	£80	£95
BATH, BRUSH & TIDY Bath, brush, nail trim, ear clean & tidy up	£45	£55	£70	£85
BATH & BLOW DRY Bath, blow dry & brush	£40	£50	£60	£75
DE-SHEDDING TREATMENT Deep de-shedding bath & deshedding treatment	£50	£60	£75	£90
PUPPY INTRODUCTION GROOM Gentle groom for puppies up to 6 months	£40	£45	£50	£55
FACE, FEET & SANITARY TIDY Tidy face, paws & sanitary area	£35	£40	£50	£60

Prices are based on size, breed, coat condition and temperament.

ADD-ON SERVICES

Nail Trim £12 / £12 / £15 / £15
Teeth Cleaning £20 / £20 / £25 / £25
Ear Cleaning £8 / £8 / £10 / £10
Paw Pad & Hygiene Trim £15
Flea Treatment Bath £15 extra
Special Shampoo / Skin Treatment From £10 extra
De-matting £20 per 30 mins
Severely Matted Coat From £30 extra
Nervous / Difficult Handling From £15 extra
Two-person Assisted Groom From £25 extra
Hand Stripping (by appointment) £70 - £120

Additional time may be required for severe matting or difficult coats.



MALİYAH FRESH
£65 - £95

- Full Groom
- Premium Shampoo
- Conditioning Treatment
- Teeth Cleaning
- Paw Balm
- Finishing Spray / Bandana

For a fresh, clean & beautifully groomed pet



MALİYAH CALM CARE
£75 - £110

Perfect for nervous, anxious or hyperactive dogs.

- Extra settling time
- Gentle handling
- Personalised grooming plan
- Full Groom
- Soothing Shampoo
- Finishing Touch

Calm, patient care for a stress-free experience



MALİYAH VIP
£95 - £140

- Full Groom
- Premium Treatment
- Teeth Cleaning
- Paw Care & Balm
- Nail Trim
- Pick-Up & Drop-Off
- Personalised Report for your pet

The ultimate VIP experience for your furry family member

PICK-UP & DROP-OFF SERVICE

Within 1 mile	1 - 3 miles	3 - 5 miles
£10 each way	£15 each way	£20 each way

Round trip discounts available
Monthly memberships for regular customers

WHY CHOOSE MALİYAH?

- Low stress & gentle handling
- Merlot & special needs welcome
- Professionally trained groomers
- Premium products
- Clean, safe & calm environment
- Multi-step friendly team
- Fully transparent pricing
- Pick-up & drop-off available

YOUR PET'S WELFARE IS ALWAYS OUR PRIORITY

Prices are based on dog size, breed, coat condition and grooming requirements. A consultation will be carried out before the first groom. Additional charges may apply for severe matting, excessive coat condition, difficult handling or services requiring additional grooming time. Your pet's welfare will always come first.

Handled with Love
Groomed with Care

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Maliyah Grooming Salon

Where every pet leaves looking good, feeling great and loved.

INVESTMENT

ITEM	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Fixed Costs	£6,595	£6,595	£6,595	£6,595	£6,595	£6,595
Variable Costs	£460	£550	£650	£730	£760	£1,070
Total Costs	£7,055	£7,145	£7,245	£7,325	£7,355	£7,665
Revenue	£4,815	£5,617.50	£6,687.50	£8,025	£8,560	£9,897.50
Profit / (Loss)	- £2,240	- £1,527.50	- £557.50	£700	£1,205	£2,232.50

INVESTMENT CAPITAL

ITEM	Total (£)
Start up cost	£16,850
Negative profit month 1	£2,240
Negative profit month 2	£1,527.50
Negative profit month 3	£557.50
TOTAL	£21,175

EXPECTED START-UP LOSSES IN MONTHS 1–3 AFTER THAT PERIOD THE LOSSES VALUES REDUCE QUICKLY. REACHING THE BREAK-EVEN IN MONTH 4, WITH RISING PROFITS OF £1,205 IN MONTH 5 AND £2,232.50 IN MONTH 6.

CONCLUSIONS

- Maliyah Grooming Salon will differentiate itself by combining professional grooming with compassionate, personalised pet care.
- Maliyah's salon is an excellent, well-thought-out business idea, perfectly suited for the SE19 market.
- The business shows a strong positive financial trend: reaching break-even by month 4 and growing steadily into profit, with only a minimal loss margin easily covered by working capital.
- With a clear gap in the grooming market, this is a highly viable concept that is very likely to succeed, build a loyal client base, and become a trusted local brand across south-east London.
- The salon will offer clear, transparent and competitive pricing, alongside professional customer communication and personalised recommendations. This helps build trust between clients and the salon, encouraging repeat visits and long-term customer loyalty.