

LONDON GRACE

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COMMUNITY ENGAGEMENT

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INTRODUCTION

London grace ltd has been established up by the Kristen hazes in the year 2014. It is the small chain of the nail salon in order to have currently the in respective location of Clapham and Putney with having the plans for further expansion. The company is having the well-established idea making their customer to came to the blow dry bar movement, and as Kristin found, late night opening Nail bars where it was a social able place to go. In this repot there will be discussion on organisational analysis which have the major discussion on size structure along with micro and macro environment which is impacting the company in ways of effectiveness and productivity. There will be also discussion on training and development along with skills and knowledge that is needed to be considered for growth of company.

Sector and size

The company has been established by the Kristen Hazell in the year 2014 in order to provide the efficient services to customers as the city was too very expensive in terms of spa treatment and lack of choices of nail bars in respective city. The owner has found out it as the opportunity of something more unique. The company is established with aim of having branded lifestyle experiences along beautiful environment of store with high quality of products and refine services with affordable prices. The company has set up the concept of nail bar plus coffee shop and cocktails in order to have late night opening in order to change the feeling of customer from chore into fun and social experiences in having proper transforming of nail bar. The company owner Kristen Hazell has been named as the high street entrepreneur of the year at the NatWest Great British Entrepreneur Awards. In terms of employee company is providing equal level of opportunities to its employees without having any particular discrimination on the basis of ground, gender, sexuality, marital or civil partner along with more of pregnancy, race, colour, nationality and many more. the company is operating in sector of cosmetic nail designing in order to be best high street nailcare brand with having the unwavering focus on with young London women's who wants to have genuine experiences in her lifetime. The company is serving the coffee along with cocktails along with cake at the time of nail testaments. The company is having the mission and vision as follows respectively.

The Mission

The mission of company is in order to be the best high street nailcare brand with having the unwavering focus on with young London women's who wants to have genuine experiences in her lifetime. the company has the flowing values in order to be straight forwards along with being a quite social and high quality to remain efficient in work environment in order to provide the quality of products to its customers. The company wants to avoid the nonsense and turn out to the place where customer are catching up with friends with a glass of wine and astonishing sets of nails so there should be fun in store.

The values

The London grace has the values in order to provide quality of work along with exceptional standards of services. In order to achieve that the company is having a team which is more efficient and quickly in order to strip out the waste. The company believes itself as different with its convenient opening times, social and events space along with being affordable food and drinking offering with lack of existence of nasty brand polish. The company believes itself as different with its convenient opening times, social and events space along with being affordable food and drinking offering with lack of existence of nasty brand polish.

Structure

The company follows the structure of team members of being brilliant, talented and hardworking technicians along with baristas, The team structure is simple as the hierarchical one of vertical structure having area manager at top following with managers and superiors. the supervisors are looking towards the nail technicians and the baristas which will help in achieving goals and progressing up in London grace ranks. There is timely preview of performance along with training and development for longer level of productivity in business.

Customers and they're expectations

The company has identified the customer having the wants to experience to the one who wants to have best high street nailcare brand and genuine experiences in her lifetime forwards along with being a quite social and high quality to remain efficient in work environment in order to provide

the quality of products. The company wants to the place where customer is catching up with friends with a glass of wine and astonishing sets of nails in order to have fun in store. The London grace has the values in order to provide quality of work along with exceptional standards of services. The company tries to provide acknowledgment to customers along with gauging mood of each customers and suggestion of products they can get to their home. The company should be able to look after the responsibility in order to provide standards in food safety which allows customer in order to enjoy food without having any severe experience of illness, injury or any other respective issues.

SWOT AND PESTLE

The SWOT and PESTLE are the two basic criteria of company in order to have proper identification of macro and micro environment which is affecting the company on regular basis.

The company has the following strength in order to having the offering of the best services to its other customers with high quality of products at the minimum level of prices. The company has another strength that it is offering the customer with coffee and cocktails offering in order to have the experience of major fun living in young people of London. On the other hand the company in having the experience that customer are having the enjoyment over quality of product the company is providing, they are just enjoying the level of alcohol at the bargain level of prices. The opportunity as by targeting more young working women professionals living away from home and becoming fashion conscious. Hence their target group is increasing fast. Increasing purchasing power parity leading to improved lifestyles. The company is facing the threats in order to have the increase in price levels which can have dilution in operation. The company is facing the issues in competition laws along with lack of development spec at larger scale which is another difficulty in business expansion. The company is having the effect of the macro environment in order to have as the products of company should be all under Personal Care Product Safety Act which is been allowed by FDA to have the consideration over more “hands-on” approach in order to have ensuring product safety. Company has the need to report ingredient statements, recalls, and register manufacturers. the text is about economic one as the customer are getting more of price consciousness along with that not only women, men are also trying to having additional to their body. On the other hand the social factor is turning out to be the major issues in order to have respective brand loyalty of customer to the services of London grace in order to grab

the attention of the customer for 3 seconds. But the battle to win their favour doesn't start and end in the aisle. The technologic factor is having the providence of the best use of technology in getting the best services in nail arts at the budget price to its customer in order to gaining the level of brand loyalty and best customer experience by offering the level of food with coinvent opening and fun-loving social place.

Training and development

Training and development by Appendix 1 have been turned out as the important part for the development of an organisation by the supervisors in order looking towards the nail technicians and the baristas which will help in achieving goals and progressing up in London grace ranks. There is timely preview of performance along with training and development for longer level of productivity in business. The better training and development will provide the company with better audience and high level of productivity. Training helps the employee in order to have providence of better customer experience and level working environment in order to know who is perfect to work in London grace. The company has set up of policies which have the inclusion of all level of aspects such as training, appraisal, promotions along with work conduct and grievance procedures in termination of employment. The company is having the assurance of providing the adequate level of training along with supervision in order to have the completion of work on time and safely. The company follows the structure of team members of being brilliant, talented and hardworking technicians along with baristas. The training is as such more important in order to have the proper knowledge in having the usage of equipment's. this will provide the damage or fault with having proper risk assessments along with having measure in order to have control the risk which includes the safety of employees, visitors and level of third parties safety and health.

The role of employees

The role of nail technician has been identifying as the important one in ode to have proper development of the company progress in growth and maturity in proper understanding of differs business aspects. The nail partition will be able to have providence in manicures and pedicures which is more effectiveness and effectively which is one of high level of responsibility and understandability. There will be proper training of the skills with the aiming the customer feel proud to the experience at the London grace and wants to have repetition the kind of work being

peevish. Third provide basically the retention of employees and create the level of brand loyalty among the customers. He / she will be also training in order to have the accomplishment of then either task as the main level of responsibility such as the booking appointments, ordering supplies, taking orders, preparing and serving food and drink, keeping the store clean and tidy. The employees are making the training and have the course of policies and caption which have already mentioned that there can be change in specifies role and responsibilities according to different level of marking conditions along with personal level of contribution. There can be might take of servals other responsibility for the proper functioning for the smooth running of the orientation in more effective and efficient ways. There are varsity of personal development role which helps in identifying the advisable role and business which can be related in order to have great convincing power to customers. The better training and development will provide the company with better audience and high level of productivity. Training helps the employee in order to have providence of better customer experience and level working environment in order to know who is perfect to work in London grace.

CONCLUSION

From the above report it can be concluded that London grace ltd has been established up by the Kristen Hazell in order to provide the efficient services to customers as there were lack of nail bar services and city was too out of budget for young women. The company has concept of nail bar plus coffee shop and cocktails to have late night opening to change the feeling of customer from chore into fun and social experiences in having proper transforming of nail bar. The London grace has the values in order to provide quality of work along with exceptional standards of services. The company should be able to look after the responsibility in order to provide standards in food safety which allows customer in order to enjoy food without having any sever experience of illness, injury o any other respective issues. The company have the major impact of macro and micro environment which is impacting the productivity of business. The company follows the structure of team members of being brilliant, talented and hardworking technicians along with baristas. The better training and development will provide the company with better audience and high level of productivity.

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Training Plan Template

Training Name:	Time: min	Training Type:
Nail Technician	5 h	customer service

Training Goals

1. Selling products
2. Customer care

Results

- To be able to sell products.
- To be able to understand the customers and there requirements.

Certificate Skills Covered

- Sell products
- Customer care

Time / Length	Section Goals/Results	Description	Equipment and Material (Room Lay)	Comments
2,5h	Selling products	Practice how to sell products to customers	practice	n/a
2,5h	Customer care	Practice how to understand requirements of customers.	practice	n/a

