

Enterprise and Entrepreneurship (LCLM4006)

Assignment 2 – presentation

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B

BEAUTY BY B



*My business plan is to open a new beauty salon called Beauty by B'

- the Aim of this business plan is to invest £50,00 for my business to establish 'beauty by b' with the investment we will begin to proceed the renovating of the business by buying equipment our products and our hair extensions.

Overview of the business idea

- My salon will be based in London, so it's easy to commute to using public transport.
- My salon fulfils a need in the market because our target audience is women of colour (Maharaj, 2025).
- **Treatments:**
- Eyelash tint.
- Lashes.
- Makeup services: natural and full glam.
- Wedding makeup.
- Nails.
- Pedicure.
- **Skincare treatments:**
 - Hydra facial.
 - Teenage facial.
- **Dermal fillers (18+ only):**
 - Lip fillers.
 - Chin fillers.
 - Fox eye.
 - Botox.
- Wash, hair treatment, and hair install.
- Our goal is to help every client feel confident and refreshed, and we care about our customers' opinions (Lazarchuk, 2023).
- Any faults on our behalf within 3 days will be fixed free of charge. Anything after that will be considered due to improper aftercare.



Section 2 - Legal Format and Management Structure



- **Legal format:**
- At B's Beauty, the owner (Blessing Maha) is a sole trader.
- The owner will be responsible for managing the business, paying for expenses, and having full control over any decisions.
- I will also be handling the money and profits.
- Paying my beauty therapist's.
- **Management structure:**
- As the salon manager, I will be taking full responsibility for making sure that the salon is up to standards and will be handling finances and getting in contact with suppliers.
- I will also be doing some of the treatments with my clients.
- I will hire three beauty therapists who will be employed by the salon.
- They will be expected to follow the salon procedures and will receive training to ensure they provide a high standard of service.



Section 3 – PESTEL Analysis

external Factors:

Political

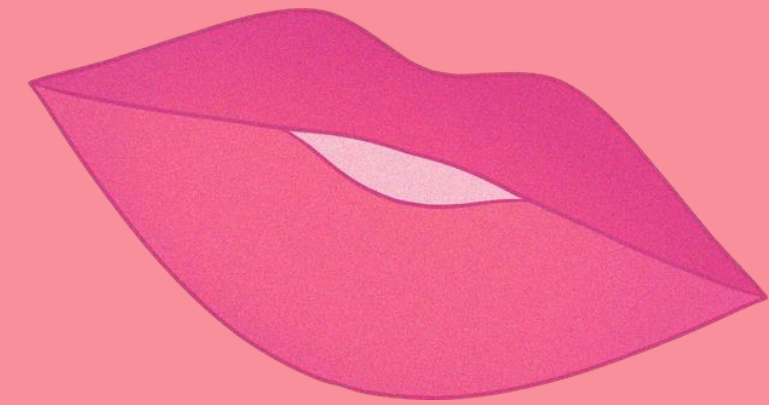
At B's Beauty, all staff must have a minimum of Level 2 and Level 3 Beauty Therapy qualifications before carrying out treatments. for any advance treatments- dermal fillers , facial this due for health and safety regulation safe treatment

Economic- due to cost of living there a chance that the amount of customers may vary due to people spending their money elsewhere on bills, electric, and food, and might prioritize other things than Atlanta (2022) getting beauty treatments every month

Legal:

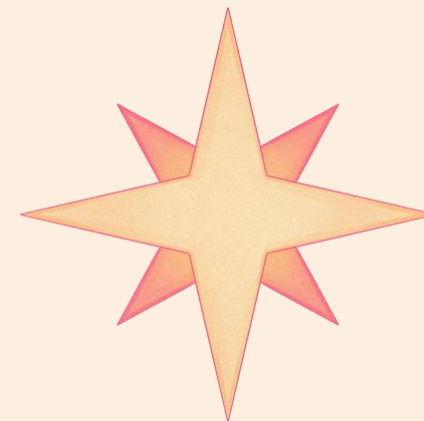
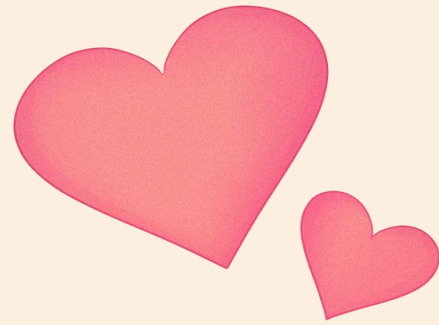
following health & safety and business need to comply with health &safety at work act 1974

Secure public liability insurance for the business products staff and treatments



Section 4 - Marketing Strategies

- When it comes to the beauty industry, there are always new trends, especially on social media, such as TikTok. Our main target audience is women who want to look good for themselves, so it can be women of any age, including students, working mums, or women in full-time employment.
- At my beauty salon, our main customers are women aged 18+ and women of colour. We try our best to value our women and make them feel comfortable in a diverse and welcoming environment.
 - **Why should you come to B's Beauty?**
 - We focus on quality, not quantity, and the customer's experience is what we value the most.
 - At B's Beauty, we are a peaceful, welcoming environment where our clients can open up, feel seen, and feel comfortable.
 - It is a very professional salon where we help our women to build their confidence.
 - At B's Beauty, we will use social media—Instagram, Snapchat, and Twitter—to advertise the business and also host social events.
 - **Advertising & Promotion:**
 - Email.
 - Website.



Section 5 - Funding Requirements and Allocation



- In order to start B's Beauty, I will need **£50,000** of investment. The money will go towards the following:
- **The funding will be used to:**
- Rent and decorate the salon.
- Buy beauty equipment, such as treatment beds, chairs, lamps, and trolleys.
- Purchase beauty products and stock.
- Buy furniture for the reception and waiting area.
- Pay for business insurance and licences.
- Cover marketing costs, including social media advertising, a website, and business cards.
- Pay staff wages until the business starts making a regular profit.

6. breakeven analysis:

Total fixed costs = £5,550

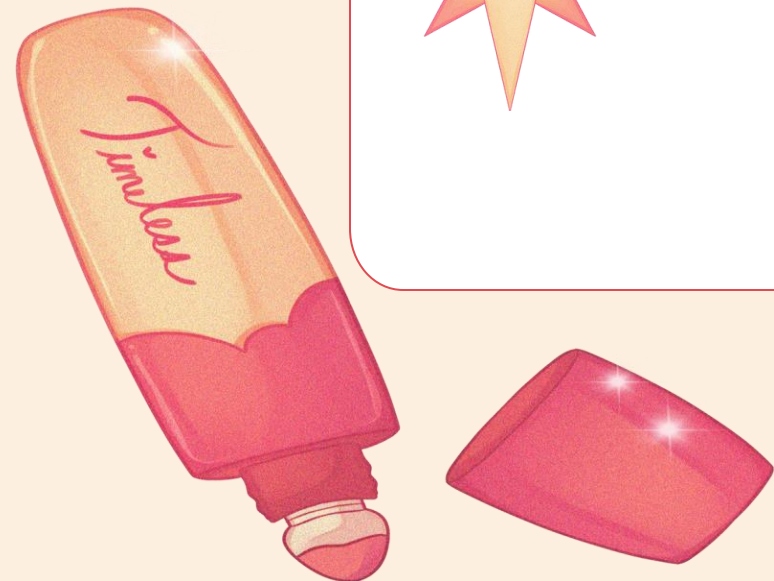
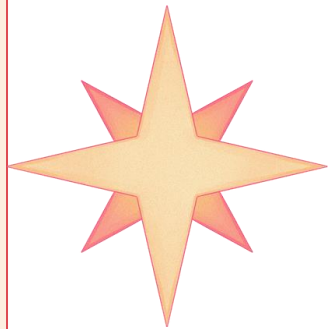
£428 treatments added all together 6 treatments divided by 6

$£428 \div 6 = \textbf{£71.33}$

**Average treatment price = £71.33 take away(40 pounds average product price)
would mean every customer would be spending £31.33 - estimate**

178 monthly costumers any money after that would help the salon gain profit

3-6 months to see profit



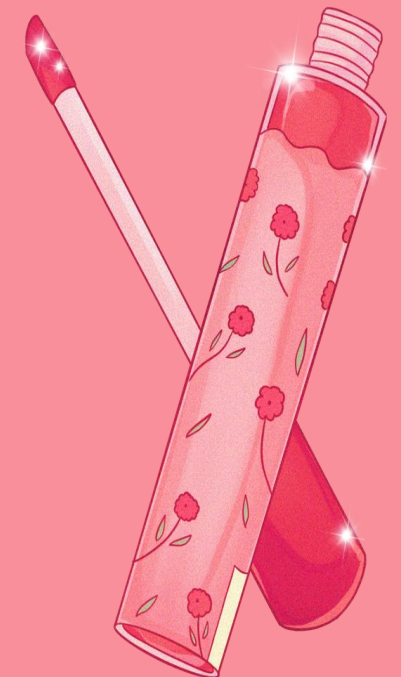
7) financial forecast 6 months



Financial forecast 6 months	aug	sept	oct	nov	dec	Jan
Fixed	£5,500	£5,550	£5,550	£5,550	£5,550	£5,550
Variable cost	£800	£1,200	£1,500	£1,700	£2,000	£2,200
Total cost	£6,300	£6,700	£7,000	£7,200	£7,500	£7,700
Revenue	£3,500	£5,000	£7,500	£9,000	£10,500	£12,000
Profit/loss	-£2,800	-£1,700	£500	£1,800	£3,000	£4,300

Investment needed = Total Startup Cost + (Operational Cost - Revenue up to the break-even point)

Investment capital needed = £50.000



Startup Cost	
Furniture	£15,000
Accessories	15,000
Toileteries	10,000
Renovation	10,000
Total	£50,000

Fixed Costs	per month
Rent	£1,800
Bus. Rate	£350
Gas bill	£200
Two Emp Salary	£3,500
Accountant	£200
Total cost	£5,550



Startup Cost	aug	sept	oct	nov	dec	Jan
Electricity	£250	300	350	400	450	500
Raw materials	£100	120	140	160	180	200
hourly paid Emp	£0	300	400	500	600	700
Total Var cost	£350	£720	£890	£1,060	£1,230	£1,400

Conclusions



In conclusion :
this business plan

I hope you believe that this will potentially be a successful business and can fit a gap in the market for women as there is always a new trend in the beauty industry. I was able to plan and provide a start-up cost, fixed costs, variable costs, and how I will run my business and how I will be able to maintain a high-quality luxury salon by promoting on social media and using marketing, which will help my business to grow and be successful over time.

Thank you for listening, Blessing maha

Any questions?



Blessing maha

References list :

Atlanta, E. (2022) *The beauty gap: How the cost-of-living crisis is ruining women's confidence*. Dazed Digital, 12 December. Available at: <https://www.dazeddigital.com/beauty/article/57734/1/the-cost-of-beauty-how-the-living-crisis-is-causing-a-confidence-crisis> (Accessed: 27 July).

Maharaj, C. (2025) *Beyond the roots: Exploring the link between Black hair and mental health*. University of Reading Research Blog, 15 May. Available at: <https://research.reading.ac.uk/research-blog/2025/05/15/beyond-the-roots-exploring-the-link-between-black-hair-and-mental-health/> (Accessed: 27 July).

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