

Task 1 – Comparison of Two Job Advertisements

Introduction

This task compares two beauty industry job adverts. The first is a Beauty Consultant role at La Prairie Group, found on Indeed UK (2026). The second is a Head Beauty Therapist role at Third Space, found on LinkedIn (2026). Both are full-time jobs based in London. I chose these two roles because they cover different parts of the beauty industry. One is about luxury skincare and selling to clients, and the other is about giving treatments and leading a team. This makes it easy to compare the skills each employer wants.

Advertisement 1: Beauty Consultant – La Prairie Group (Indeed UK, 2026)

La Prairie is looking for Beauty Consultants for its main London stores. The advert describes the consultant as a “Maison Ambassador” who gives a luxury skincare service and builds long-lasting relationships with clients. The key skills asked for in the advert are:

- Strong retail experience and good business sense, making smart decisions that fit the brand;
- Meeting sales targets by keeping existing clients and gaining new ones, especially wealthy clients and VIPs;
- Good relationship-building skills, both with clients and with other staff in the store such as personal shoppers and concierges;
- A real passion for beauty and skincare, and a love of luxury;
- Strong communication and people skills to give a friendly, client-focused service;
- Good product knowledge, so the brand’s history, skin science and benefits are explained clearly to each client.

The most important skill in this advert is the ability to build strong, trusting relationships with clients in order to increase sales.

Advertisement 2: Head Beauty Therapist – Third Space (LinkedIn, 2026)

Third Space is a group of luxury health clubs in London. It is looking for a Head Beauty Therapist for its Canary Wharf spa. This role is about giving beauty treatments and also leading a small team. The key skills asked for in the advert are:

- A Level 3 Beauty Certificate, which is essential, and a willingness to train in all the treatments offered;
- Hands-on treatment experience, including manicures, pedicures, deep tissue massage and intimate waxing, plus a good understanding of skin;

- Experience working with guests and offering treatments, and keeping the spa clean and hygienic;
- Good business sense – understanding daily spa figures in order to meet treatment and retail targets;
- Leadership skills, such as training team members, keeping them motivated and leading the team each day;
- Strong written and spoken communication, so that bookings, consultations and treatments run smoothly for the customer.

The most important skill in this advert is the ability to give high-quality treatments to a professional standard while also leading a team.

Similarities Between the Two Adverts

Even though one role is about retail and the other is about treatments, both adverts ask for similar skills. Firstly, both employers care a lot about client relationships and customer service. La Prairie wants staff to build trust and long-lasting relationships with clients, and Third Space wants staff to be warm and friendly with customers. Secondly, both roles need good business sense and a focus on targets. La Prairie sets sales targets and asks staff to gain new VIP clients, while Third Space asks staff to understand daily spa figures to meet targets. Thirdly, both need good product and skin knowledge, so that the advice given to customers is helpful and correct. Finally, both adverts see communication and high service standards as very important. This shows that, in the beauty industry, employers want staff who can give great service and also help the business meet its targets.

Using One Skill in My Future Job

One of the most important skills in both adverts is building strong client relationships through good communication. As a business student who wants to work in the beauty industry, this is the skill I would use most in my future job. In a beauty role, I would use communication every day. I would listen to each client's needs, suggest the right products or treatments, and follow up with them so they come back again. Good communication would help me explain products clearly, answer questions with confidence, and give the kind of personal service that both La Prairie and Third Space want. It would also help the business, because clients who trust me are more likely to return and spend more. By improving this skill through my studies and work experience, I would be able to give a friendly, client-focused service and build a long-term career in beauty.

References

Indeed UK (2026) *Beauty Consultant, London Area – La Prairie Group*. Available at: <https://uk.indeed.com/viewjob?jk=5b1787294f29ffd0> (Accessed: 7 August 2026).

LinkedIn (2026) *Head Beauty Therapist – Third Space*. Available at: <https://www.linkedin.com/jobs/view/4436631105/> (Accessed: 7 August 2026).

Task 2 – SWOT Analysis

What SWOT Is and Why It Is Important

A SWOT analysis is a simple planning tool. It helps a person or a business look at their Strengths, Weaknesses, Opportunities and Threats (Mind Tools, 2024). Strengths and weaknesses are internal, which means they are about the person, such as their skills or their confidence. Opportunities and threats are external, which means they come from the world around the person, such as the job market or the economy.

Research shows that SWOT analysis is important because it helps people plan clearly and think honestly about themselves (Mind Tools, 2024). By comparing their strengths and weaknesses with outside opportunities and threats, a person can build on what they are good at, work on their weak areas, take chances when they appear, and get ready for problems. For a student getting ready for work, a SWOT analysis is useful because it shows where they are now and what they need to improve to be more attractive to employers.

Strengths - Communication skills - Digital skills - Customer service skills - Teamwork - Reliability - Willingness to learn - Attention to detail	Weaknesses - Confidence level - Time management - Public speaking - Lack of experience - Handling pressure - Saying no to others
Opportunities - Location - Growing beauty industry - Networking - Social media - Training courses - Work experience placements	Threats - Financial crisis - Pandemic - High competition for jobs - Rising cost of living - Changing beauty trends - Automation of some tasks

Explaining My Strengths and Weaknesses

After doing my SWOT analysis, I found that my main strengths are my communication, digital and customer service skills. Communication is a strength because I am good at listening to people, explaining things clearly and getting on with others. These are important in the beauty industry, where client relationships and service really matter. My customer service skills are also a strength, as I am used to helping people in a friendly and patient way, which is exactly what beauty employers look for. My digital skills are another strength, because I am confident using computers and online tools. This helps with tasks like booking systems, stock records and social media, which many beauty and retail jobs now use.

My main weaknesses are my confidence and my time management. Sometimes I find it hard to speak up or put myself forward, for example when meeting new clients or sharing ideas. I can also find it difficult to manage my time when I have a lot to do at once. Noticing these weaknesses is the first step to fixing them. I plan to build my confidence slowly through practice, feedback and more experience with customers, and to improve my time management by planning my tasks and setting clear deadlines, so that both become strengths in time. My main opportunities are that I live in London, where there are many luxury beauty employers, and that the beauty industry is growing, which means more jobs may become available. My main threats are outside problems such as a financial crisis or a pandemic, and the high level of competition for jobs, which could make roles harder to get.

Evidence of Readiness

I can show that I am getting ready for work in several ways. First, I am studying Business Management to gain my certificate, which is giving me a good understanding of how businesses work, including sales, targets and customer service. This matches what beauty employers ask for, as both the La Prairie and Third Space adverts want staff who can meet sales and retail targets. Second, I have gained real experience working in a local salon alongside the owner. This has allowed me to oversee how daily operations are run, such as booking clients, handling payments, keeping the salon clean and looking after stock. Working so closely with the owner has helped me understand both the customer-facing side and the business side of a beauty setting. Third, my main strengths of communication and customer service match the skills both adverts ask for, such as building strong relationships with clients. I also know my weaknesses, such as confidence and time management, and I am already working on them, which shows that I am serious about improving. Together, my studies, my salon experience and my self-awareness show that I am preparing in a realistic way for the jobs I want.

References

Mind Tools (2024) *SWOT Analysis: How to Develop a Strategy for Success*. Available at: <https://www.mindtools.com/amtbj63/swot-analysis> (Accessed: 7 August 2026).

Task 3 – Employability Goals and Personal Development Plan

Employability Goals

My main goal is to finish my business studies and build a career in the beauty industry, ideally in luxury retail or a spa. In the short term, I want to get good grades and gain some customer-facing work experience. In the medium term, I want to get a job as a beauty consultant or therapist and learn more about products and treatments. In the long term, I want to move into a senior or team-leading role, using both my business knowledge and my beauty experience.

What a Personal Development Plan Is and Why It Is Important

A Personal Development Plan (PDP) is a way for a person to look at their current skills, set clear goals and plan the steps they need to reach them (CIPD, 2024). It usually records what a person wants to achieve, the skills they need to learn, and when they aim to do this.

Research shows that a PDP is important because it turns big goals into small, clear steps (CIPD, 2024). It helps a person think about their own progress, take charge of their own learning, and check how they are doing over time. For a student getting ready for work, a PDP is a helpful way to organise goals for the short, medium and long term and to stay on track.

	Short-Term Time Frame	Mid-Term Time Frame	Long-Term Time Frame
	What do I want to accomplish in the next three to six months?	What do I want to accomplish in the next six months to two years?	What do I want to accomplish in the next two to three years?
Section 1 – My Goals What are my overall goals that I want to accomplish in this time period?	Goal 1: Complete my business course with strong marks in the next three to six months. Goal 2: Gain part-time customer-facing experience in a retail or beauty setting.	Goal 1: Secure a role as a beauty consultant or therapist. Goal 2: Build specialist product and treatment knowledge.	Goal 1: Progress into a senior or team-leading role within the beauty industry.

Section 2 – Skills and Knowledge to be Learned What specifically do I need to learn? What project do I need to work on?	Goal 1: Develop time-management to complete tasks on time, and improve my written skills. Goal 2: Build confidence in approaching and advising clients.	Goal 1: Learn detailed product knowledge and clienteling / sales techniques.	Goal 1: Develop leadership and team-training skills.
Section 3 – Next Steps How am I going to acquire the skills and knowledge? How am I going to do this project?	Goal 1: To improve my time-management I will keep a to-do list and set weekly study targets. Goal 2: Practise customer interaction through part-time or voluntary work.	Goal 1: Complete in-store or brand product training and seek feedback from managers.	Goal 1: Take on additional responsibility and mentoring opportunities as they arise.

References

CIPD (2024) *Personal Development Plans (PDPs)*. Chartered Institute of Personnel and Development. Available at: <https://www.cipd.org> (Accessed: 7 August 2026).

Mind Tools (2024) *Personal Development Planning*. Available at: <https://www.mindtools.com> (Accessed: 7 August 2026).