



Assignment 2

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Task 1

To begin my job search, I looked for two different hair stylist and colourist positions in London across various job boards. In the first advertisement, which I found on Indeed UK ([indeed.com](https://www.indeed.com), 2026) for Amazon Salon (2026), I noticed that the employer is looking for a stylist who possesses exceptional customer service skills, high flexibility, and advanced technical knowledge in complex colour techniques such as balayage and highlights. Similarly, in the second advertisement from the Hair & Beauty Jobs website (<https://hairandbeautyjobs.com>) for Smith & Gardner salon (2026), I found that they require a senior hair stylist with outstanding customer care skills, professional cutting and styling abilities, and a minimum of 8 years of active floor experience alongside NVQ Level 2 and 3 certifications. When comparing the two adverts, I identified several common skills that both employers demand, such as expert hair cutting, trend-aware styling, precise colour formulation, and exceptional communication. What is most important for employers in the modern beauty industry is the ability to combine high-level technical artistry with flawless customer care. Therefore, from analyzing both of these advertisements, I have learned that a professional hair specialist must have outstanding communication skills, a high level of technical expertise in colour application, and a strong focus on delivering premium customer service.

After reviewing these requirements, I realized that communication is one of the most vital skills for my future employment. In my career as a Hair Stylist and Colourist, I will need to use this skill every day when conducting thorough client consultations, managing their expectations, and advising them on suitable home care solutions. I understand that effective communication will allow me to accurately interpret what a client wants, explain complex chemical or technical color processes clearly, and ensure a welcoming atmosphere in the salon. Furthermore, I believe it will help me build professional relationships within my team and maintain long-term loyalty with my clients. For example, during a complex colour correction service, I know that transparent communication is crucial to maintain trust and manage the client's hair journey safely. By developing this skill further through hands-on industry experience and advanced training, I will be able to perform my salon duties more effectively and contribute to the business's commercial success.

Task 2

A SWOT analysis is a foundational strategic planning framework used to critically evaluate an individual's internal factors (Strengths and Weaknesses) alongside external marketplace dynamics (Opportunities and Threats) (Mind Tools, 2026). In academic and career development modules, conducting targeted SWOT research is highly important because it bridges the gap between a student's current professional profile and the real-world expectations of competitive industries. For an international specialist, this exercise enables strategic self-assessment to leverage transferable expert technical skills, systematically address personal regional adaptation barriers, and identify actionable pathways for long-term employability and enterprise success.

Strengths	Weaknesses
20+ years of expert shop floor experience.	Limited local client network in London.
Mastered advanced colouring (AirTouch, Balayage).	Lacking explicit UK-native technical NVQ credentials.
Deep technical alignment with Wella products.	Adapting to localized British salon jargon.
High client retention and rebooking rates.	Time constraints from balancing university and work.
Niche expertise in Trichology and diagnostics.	

Opportunities	Threats
Joining the Tierney Salons Foundations programme.	High competition in the London luxury sector.
Using module LCLM4005 to learn business management.	Fast trend lifecycles driven by UK social media.
Marketing via Instagram (@snezhana_beauty_master).	Rising operational and product material costs in the UK.
Accessing advanced UK-specific industry masterclasses.	Economic shifts impacting consumer luxury spending.

First of all, after conducting my SWOT analysis, I realized that my key strengths are my extensive 20-year international technical expertise combined with advanced communication and digital skills. Having strong digital skills allows me to manage modern salon booking systems and showcase my portfolio on social media like Instagram (@snezhana_beauty_master) to attract trend-aware clients. In the hairdressing industry, effective communication is the foundation of success because it directly impacts the accuracy of client consultations, technical Wella colour formulations, and long-term customer retention. These internal strengths give me a significant commercial advantage in delivering exceptional customer care and connecting with premium London clients professionally.

On the other hand, my main professional challenges involve navigating a new regional market after relocating to London and overcoming an initial language barrier. My current English level (ESOL Entry 2/3) can occasionally limit my fluency regarding localized British salon jargon and specific client consultation nuances. To overcome these weaknesses and improve my employability, I am focused on combining my active university studies with hands-on experience on the salon floor. Utilizing structured internal training, such as the Tierney Salons Foundations programme, will allow me to rapidly build a local client network, sharpen my professional English, and integrate seamlessly into the UK luxury beauty industry.

Evidence of Readiness

To demonstrate my immediate readiness for employment within the premium UK hairdressing sector, I have compiled the following professional and academic evidence:

Professional Portfolio & Digital Presence: An active, curated industry Instagram platform (@snezhana_beauty_master) showcasing advanced technical execution in complex colouring (AirTouch, Balayage) and precision cutting.

Tailored Application Documents: A comprehensive, up-to-date Curriculum Vitae (CV) demonstrating 20+ years of floor experience alongside a targeted Cover Letter specifically adapted to the standards of Tierney Salons .

International Credentials & Continuous Professional Development (CPD): A verified history of senior technical hair stylist diplomas, specialist certifications in Trichology, and ongoing language development pathways (ESOL).

Academic Progression: Active enrolment at the University of Wales Trinity Saint David (UWTSD), validating the continuous development of my core employability, communication, and business management skills.

Task 3

Employability Goals

To ensure strategic professional growth and leverage my academic achievements, I have structured my employability goals into three actionable and time-bound pathways:

Short-Term Goal (Language, Academic Success & Consultation Fluency)

Goal: To transition from my current English level (ESOL Entry 2/3) to professional and academic fluency. This advancement will allow me to fully comprehend university lectures, engage effortlessly in academic tasks, and breakdown boundaries when connecting with local people and salon clients.

Target Date: By June 2027 (End of the academic year).

Medium-Term Goal (Premium Salon Placement & Client Base Building)

Goal: To secure a Senior Stylist/Colour Technician position at Tierney Salons, successfully complete their intensive Foundations training programme, and build a consistent local client base.

Target Date: By December 2026 (Within the next 4 months).

Action: Submitting my tailored CV and Cover Letter, passing the practical trade test, and utilizing strategic digital marketing via Instagram (@snezhana_beauty_master) to boost local rebookings.

Long-Term Goal (Academic Progression & Serial Entrepreneurship)

Goal: To pursue further advanced business-related degrees at this university to master enterprise management. This knowledge will directly empower me to launch and scale our family Ukrainian street-food truck venture (specializing in stuffed pancakes) in London, running it parallel to my premium hair career.

Target Date: By September 2028 (Within 2 years).

Personal Development Plan

	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	1.To secure a Senior Stylist/Colour Technician position at Tierney Salons and pass the practical trade test by December 2026 . 2.To study English consistently using language apps and coursework to break the initial language barrier and master localized British salon jargon. 3.By the end of December 2026, I will recruit at least 20 new local clients in London through active digital marketing on my professional Instagram (@snezhana_beauty_master).	1. To successfully complete the 2nd year of my university programme with high marks by June 2027. 2.To progress from my current English level (ESOL Entry 2/3) to advanced working and academic fluency by January 2028 through intensive courses and private tutoring. 3.To finalize the detailed logistics, financial planning, and official licensing for our family Ukrainian street-food truck venture by August 2028.	1.To successfully launch our family-run Ukrainian food truck business in London, specializing in traditional stuffed pancakes, by April 2029. 2.To apply for and progress to further advanced business and enterprise management degree modules at this university by September 2028. 3.To build a strong, balanced dual-career path that allows me to manage my street-food business while working as an elite hair colour specialist in London
Section 2 - Skills and Knowledge to be Learned	Goal 1: To master premium salon onboarding standards and adapt to localized UK technical styling requirements and trade tests	Goal 1: To develop high-level academic writing, professional research methods, and	Goal 1: To master operations management, supply chain logistics, and cash flow

	Goal 2: To develop advanced verbal communication skills and overcome the initial language barrier regarding British salon jargon. Goal 3: To learn data-driven social media marketing, photography for hair portfolios, and local hashtags to attract London clients via Instagram (@snezhana_beauty_master).	strict time-management skills to complete 2nd-year university tasks on time. Goal 2: To acquire advanced grammatical accuracy and fluent professional vocabulary through specialized English training courses and private tutoring. Goal 3: To gain deep knowledge of UK small business management, commercial accounting, local food safety regulations, and street-food licensing.	tracking required to successfully run a food truck venture. Goal 2: To learn strategic leadership, corporate scaling, and advanced business development methodologies during further university studies. Goal 3: To develop elite multitasking, work-life balance, and strategic scheduling skills to handle a dual-career path without burnout.
Section 3 - Next Steps	Action 1: Submit my tailored CV and Cover Letter to Tierney Salons via Indeed And prepare for the trade test. Action 2: Use grammar/vocabulary apps	Action 1: Practice advanced conversational English on the salon floor and book one-on-	Action 1: Apply for the advanced BA (Hons) Business Management degree pathway at this university

Exact Timing you complete the goals	daily and utilize university feedback to ensure successful 2nd-year transition. Action 3: Update my Instagram (@snezhana_beauty_master) weekly with technical color portfolios to engage London clients Target Date: By December 2026	one online tutoring with a private teacher. Action 2: Review the first-year business plan with mentors to detail the operational logistics of the street-food truck. Action 3: Research local London council requirements for street-food trading, food hygiene certification, and pitch licensing. Target Date: By August 2028	to scale enterprise knowledge. Action 2: Acquire the physical food truck assets and launch the traditional Ukrainian stuffed pancakes brand in London. Action 3: Execute a structured weekly routine to manage senior salon shifts alongside active street-food operations. Target Date: By April 2029
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References

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