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Module: LCLM4005

TASK 1: COMPARE TWO JOB ADVERTS

1. Overview of the two job adverts

Advert 1:

The first advert is for a Salon Manager, hairdresser at Avalon Hair Studios, offering a salary range of £40,000 – £50,000 (Avalon Hair Studios Ltd., 2026). This role combines hands-on hairdressing with managerial responsibilities, including supervising stylists, maintaining customer service standards, managing budgets, and supporting the salon's commercial performance.

Advert 2:

The second advert is for a Salon Manager, senior stylist at Unparalleled Hair, with a salary range of £33,500 – £49,500 (Unparalleled Hair, 2026). This position is aimed at a senior stylist ready to step into management, focusing on keeping the salon organised, polished, and commercially sharp while delivering high-quality consultations and client care.

2. Key skills and knowledge required

Both adverts highlight several shared skills and knowledge areas essential for the role of a salon manager, in which technical hairdressing skills are central to both Positions. First, Avalon requires a qualified stylist capable of delivering a full range of services, while in the other hand Unparalleled Hair expects a senior stylist with strong technical ability who can maintain high standards on the salon floor.

Second, both adverts emphasise leadership and team management. Avalon explicitly mentions supervising staff and managing stylists and assistants, whereas Unparalleled Hair focuses on the ability to “step up” and lead the team, supporting the salon's growth and maintaining high standards.

Third, commercial and business awareness is a shared requirement. Avalon expects the manager to handle budgets and drive sales performance, while Unparalleled Hair highlights the need to keep the salon “commercially sharp,” linking performance to their uncapped bonus structure. Finally, both roles prioritise exceptional customer service. Avalon aims for five-star service and professional complaint handling, while Unparalleled Hair stresses quality consultations, client care, and maintaining a polished salon environment.

3. Importance of leadership and team management

Leadership is the most significant shared skill because it directly influences the salon’s performance, client satisfaction, and staff development. If I were to take on such a role in a busy salon environment, as the manager I would need to motivate stylists, maintain high technical standards, and ensure smooth daily operations. Avalon requires a manager with proven experience supervising staff and handling operational responsibilities, showing that leadership is central to maintaining service quality. Unparalleled Hair, on the other hand, emphasises leadership potential, seeking someone who can step up, organise the salon, and support team growth. In such a role, I would need to develop effective leadership to ensure consistent client experiences, supports staff retention, and drives commercial success. For these reasons, leadership and team management are essential for any Salon Manager role.

TASK 2: REFLECTIVE SELF-ASSESSMENT (SWOT)

This reflective self-assessment uses a SWOT framework to identify my strengths, weaknesses, opportunities and threats as they relate to employability for a salon manager role. Evidence is drawn from my CV and work history at Rama Hair & Beauty and from current study in Business & Management.

1. Strengths’ summary

Across my experience at Rama Hair & Beauty, I have developed a strong set of professional strengths that support my progression in the hair and beauty industry. My leadership skills have grown through supervising stylists, supporting apprentices,

and helping the salon run smoothly during busy periods; i have employed good communication to give clear instructions and offer guidance to my team members. This has strengthened my confidence in delegating tasks, guiding others, and maintaining high standards on the salon floor whilst modelling good practice that my team can also follow. Alongside this, I have strong technical skills gained through my Level 2 Hairdressing qualification and over seven years of hands-on experience. I am confident in cutting, colouring, styling, and completing complex services for a range of hair types. Another key strength is **customer service**, as I consistently aim to deliver a five-star experience by **listening** carefully, **managing** expectations, and **resolving** issues calmly. I also use active **listening** skills to **communicate** clearly with clients and colleagues, which helps create a positive and organised salon environment. Together, these strengths show that I am **capable, reliable**, and ready to take on more responsibility in a future managerial role.

2. Weaknesses summary

Although I have strong experience in the hair and beauty industry, there are several areas where I recognise the need for development. One weakness is my limited formal management training. Most of my leadership skills have been gained through hands-on experience rather than structured courses, which means I sometimes rely on instinct instead of established management methods. Another weakness is my limited experience with formal business reporting. While I am confident with day-to-day salon operations, I have had fewer opportunities to produce structured reports such as KPI summaries, financial forecasts, or performance reviews. This is an important skill for future managerial roles and potentially running my own business one day. I also find it challenging at times to balance multiple responsibilities during very busy periods. When the salon becomes fast-paced, I tend to prioritise client-facing tasks, which can delay administrative duties and so my organisational skills need to be further developed. Finally, I am still developing confidence with some advanced digital tools used in modern salons. Strengthening these areas will support my progression into management and help me perform more effectively in a senior role.

3. Opportunities summary

There are several opportunities that can support my development and progression in the hair and beauty industry. One key opportunity is my current business and Management degree, which is helping me build stronger knowledge of leadership, customer experience, marketing, and business operations. This learning directly supports my goal of moving into a managerial role. Another opportunity is the strong demand for experienced stylists who are ready to take on more responsibility. With over seven years of experience, I am well-positioned to progress into a supervisory or assistant manager role, especially in salons that value practical experience. I also have opportunities to expand my skills through industry training, such as advanced colouring, textured hair, or management courses. These programmes can strengthen both my technical and leadership abilities. Finally, the industry continues to grow, with new trends, services, and digital tools creating opportunities for stylists who stay updated. By taking advantage of training, education, and career progression routes, I can continue building confidence and preparing for future management roles.

4. Threats summary

There are several external threats that could affect my career progression in the hair and beauty industry. One major threat is the high level of competition for Salon Manager roles, especially in busy areas like London where many experienced stylists are also aiming to move into management. This means employers can be selective and may prioritise candidates with formal management experience. Another threat is the impact of economic pressures on client spending. When the cost of living rises, clients may visit salons less often or choose cheaper services, which can affect revenue, staff hours, and opportunities for progression. A further threat is the rapid development of new salon technologies, such as digital booking systems, marketing tools, and performance-tracking software. Managers are increasingly expected to use these tools confidently, and falling behind could limit my competitiveness. Finally, changes in industry trends and client expectations mean

that stylists must continually update their skills. If I do not keep up with new techniques and services, it could affect my ability to meet client needs and stay employable.

Evidence of Readiness

My combined experience, education, and skills demonstrate strong readiness for employment in the hair and beauty industry. With over seven years of salon experience, I have developed advanced technical abilities, strong customer service, and practical leadership. Alongside this, my Business and Management degree is strengthening my understanding of operations, teamwork, and professional behaviours.

TASK 3: EMPLOYMENT GOALS AND PERSONAL DEVELOPMENT PLAN

Throughout this module (LCLM4005), I have gained a clearer understanding of my professional strengths, weaknesses, and future development needs. Completing the SWOT analysis helped me reflect on my experience in the hair and beauty industry and identify the areas where I feel most confident, such as leadership, technical skills, and customer service. It also helped

me recognise the skills I still need to develop, especially in management training, digital tools and balancing multiple responsibilities during busy periods.

Employment Goals

- Short-term goal (Next 6-12 months): To improve my business reporting and digital salon management skills, specifically mastering software like Phorest, while successfully balancing my Level 4 Business & Management studies with my current role. These will help me to gain more confidence and communicate freely in my social life.
- Long-term goal (2-3 years): To secure a Salon Manager position where I can

combine my 7+ years of hands-on styling experience with my business degree to run a profitable, high-performing salon team.

Personal Development Plan (PDP) (CIPD, 2023).

Action 1: Improve digital and salon software skills.

a) Timeline: Next 3 months.

b) Resources Needed: Access to Phorest Academy online tutorials (free); setting aside 2 hours per week of study time.

c) Measurement: Earning a software certification or successfully running the salon's booking/stock system independently for a full week.

Action 2: Develop formal business reporting and KPI tracking

a) Timeline: Next 6 months.

b) Resources Needed: Knowledge gained from my current UWTSD Business & Management modules; permission to shadow my current manager during end-of-month reporting.

c) Measurement: Creating a mock monthly performance report (tracking sales, retail, and retention) and having my manager review it for accuracy.

Action 3: Enhance time-management during peak salon hours.

a) Timeline: Ongoing (reviewing every 2 weeks).

b) Resources Needed: A daily planner/app to block out 30 minutes specifically for administrative duties before the floor gets busy.

c) Measurement: Successfully completing all daily admin tasks for one month without them bleeding into client-facing time.

References

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