

# Business plan

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## Ladies Choice Beauty Salon



### Executive summary

This proposal (business plan) outlines my business idea for hair beauty salon-an idea that I have nurtured for more than two years now. This business idea outlines the overview of the business idea (Ladies Choice Beauty Salon) and the proposed management structure. Furthermore, the business idea highlights the proposed legal format (sole proprietorship) and market research analysis of the proposed business,

which is done with PESTEL to capture the industry. Finally, the business idea proposal provides a brief outlook of the business financial projection and draw a conclusion.

### **Overview of the Business Idea**

The term "business idea" can be described as a concept of a product or a service that is conceived by an individual and which can be turned into work or vacation to solve a problem or make a living (Scribd, 2026). Many businesses or entrepreneurial venture started as (Burns, 2001). Ladies Choice Beauty Salon will be a boutique hair wellness studio specialising in nature and science-backed hair care. The business core services will include personalised scalp analysis, custom-blended hair treatments, using organic and ethically sourced ingredients, and gentle, natural hair styling.

Ladies Choice Beauty Salon will also offer a curated selection of premium organic shampoos, conditioners, and styling products. The salon will offer high quality hair products, which will be ethically sourced and offer high quality services for its customers at affordable prices.

### **Ladies Choice Beauty Salon Management Structure**

Management structures are systems that specify how business activities are designed, coordinated, managed, and carried out. Management structures spell out roles, responsibilities, and employee relations within an organisation, which will help organisations to achieve its business objectives (Nene and Pillay, 2019). Ladies Choice Beauty Salon will adopt flat structure. This structure is decentralised in nature and has very few or no levels of management between the owner of the business (head of Ladies Choice Beauty Salon) and other employees of the company (Trudy, 2021). The management of Ladies Choice Beauty Salon will initially be led by the owner of the business (sole proprietor) who has a wealth of experience in trichology and natural hair care. She will be supported by freelance specialists who are going to be recruited as needed. Flat structure facilitates quick decision and cordial relationship among employees (Marek, 2025).

### **Ladies Choice Beauty Salon Legal Format**

Legal format is the official and legal registration of a business which give the business the strong and legal status as a business. There are different legal formats for businesses in the UK and they include: sole proprietorship-which is a one-man business, private limited company – which is a business that is legally separated from the owners, partnership – which is a business established more than one person, and

limited liability partnership – which is a business in which personal assets is separated from company's liabilities ( Ovaisi, 2021). Ladies Choice Beauty Salon will be registered as a sole proprietorship at the start. This will allow for maximum flexibility and enable it to benefit from the ease that comes with setting up a one- man business. However, if the business grows the legal format may change as the business grows.

## **Market Research and Analysis**

Ladies Choice Beauty Salon belongs to hairdressing and beauty treatment industry, which is vast with a growing segment of consumers actively seeking healthier, more natural, and sustainable alternatives to conventional products and salon services. Our PESTEL analysis goes thus: POLITICAL – the UK government have policies in place that support small businesses to grow and flourish. This includes access to finance and free business advice; ECONOMIC –economic trends favouring wellness and self-care spending. The up and down movements of inflation have not stopped women from visiting beauty salon. For example, the hair and beauty treatment market size in the UK is now more than five billion pounds and the market continue to boom (PolicyBee, 2026); SOCIO-CULTURAL- more young women continue to visit beauty salon, which is like a habit among young adult in the UK; TECHNOLOGY-strong social media influence driving demand for “clean beauty” are all favourable factors. Competitors include traditional hair salons, online retailers of natural hair products, and specialized trichology clinics; ENVIRONMENTAL- many people are very aware of the materials used to make the product they use on their hair, which make sourcing and materials for beauty and hair product a little challenging; LEGAL- the business registration for hair beauty salon is treated like every other business, meanwhile many beauty salon still do not understand the importance of registering their business, which is a pure legal issue. Competition among beauty salon in the UK is getting stronger by the day as the industry continues to grow at a very high rate (PolicyBee, 2026).

## **Marketing and Communication Strategy**

Ladies Choice Beauty Salon marketing strategy will focus on building trust and educating our target audience. Digital marketing will be paramount, including a visually appealing website showcasing our services and products, active engagement on Instagram and Pinterest with before and after photos, educational content on hair health, and targeted ads. Content marketing through a blog and informative video series will establish us as experts in hair wellness. The salon will also leverage local partnerships with wellness centers, yoga studios, and health food stores. Early bird discounts for initial clients and loyalty program will encourage repeat business and word of mouth referrals. It is important to mention the power of social media in capturing new

customers and retaining the existing ones, which Ladies Choice Beauty Salon will leverage on. According to Baker (2025), social media advertising is very powerful in term of connecting with customers. Furthermore, the salon will also explore referral by existing customers to gain new ones.

### **Financial Projections and Funding Request**

Ladies Choice Beauty Salon requires £50,000 to start this business and the money will go into renting a shop, buying equipment, paying utilities, paying staff, and will cover other miscellaneous expenses. According to Grant Thornton (2026), funding is a big problem for many businesses in the UK as about 68% businesses have reported that funding is a problem for them. However, Ladies Choice Beauty Salon will seek funding primarily from a small business loan personal investment. This funding is crucial for securing a suitable studio space, essential equipment (styling chairs, treatment beds, scalp analysis tools), initial inventory of organic products, website development, and an initial marketing push. Key start-up expenses in the first month will include leasehold improvement, equipment purchase, product sourcing, and marketing launch costs. The business financial projections, including detailed budget, a first-years cash flow forecast, and breakeven analysis, demonstrate a strong potential for profitability, achieving breakeven within the first-year of operation. It is projected that the cash outflow for the first year will be £52,850 while the cash inflow for the same period will stand at £47,620. This means that the net cash flow will be minus 5230 at the end of the year one. However, this is expected to change by the second year when the business is expected to breakeven and will start to make profit.

### **Conclusion**

Ladies Choice Beauty Salon is a business idea that i have been nurturing and i believe that it will see the light of the day very soon. I am aware of the challenges ahead but i am motivated by the growth of the hairdressing and beauty treatment industry in the UK, which is vast and growing very rapidly.

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