



Managing Enterprise in the 21st Century

Business Plan



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LEVEL 4 ASSESSMENT SPECIFICATION

Student name:	Malachi Aniemiaka		Student ID number:	2512060
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Lecturer:	Birmingham: Dr Chung Lai Johnny Wan London: Mustakkinia affinity	Internal Verifier:	Dr Lizeta Demetriou Naomi Doerge Dr Chung Lai Johnny Wan	
Assignment Title:	Task 1: Individual Written Business Plan	Word count (or equivalent):		
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Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.			

Submission Date: 27th July 2026

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Executive Summary

University Of Palms skills is a vocational training academy based in Brixton southwest London providing the community with courses in hairdressing, massage therapy, and nail technology all under one roof.

This academy focus points to deliver affordable, high quality one on one learning experience that gear our students into employment, self employment, or further study.

Business Concept

University of palms skills is academy is a vocational training institution offering professional Courses in hairdressing, nail technology, and massage therapy. The academy provides Practical industry-focused training delivered by experienced tutors. Our aim is to equip students with recognised qualifications, hands-on skills, and the confidence to build successful careers or start their own businesses

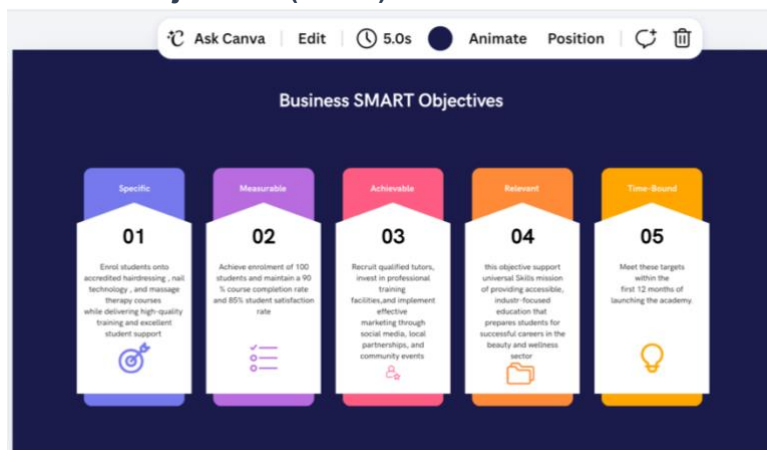
Business description

University of palms is based in Brixton southwest London Hertford Road (sw9 1es), just near the underground station a specialised training academy in the centre of London. With excellent transport links that can accommodate any student nationwide.

Product description

University of palms products is to give back to the communities a trained professional in hairdressing, nail technology or massage therapy.for beginners and career changers. courses combine classroom learning and hands-on training with industry-standard equipment. students gain recognised qualifications, practical experience, and confidence to work in salons, spas, or start their own business.

Business Objectives (smart)



Short-Term objectives (under 1 year)

- 1.Within the first-year steps will be to register the business and obtain all legal licenses within 1 month
- 2.Find a secure a suitable premises and purchase equipment within 2 months

3. Launch a grand opening and attract the active high street & community within 3 months
4. build a professional website and social media presence within 1 month
5. achieve 5,000 in monthly revenue within the first 6 months
6. collect clients feedback and achieve at least a 90% satisfaction rate within 6 months.

Long-term objectives (under 1 year)

1. Expand the academy by opening a second training centre within 5 years
2. generate £150,000 in revenue by the end of the first year
3. employ five qualified tutors and support staff to deliver high-quality training
4. establish partnerships with 10 local salons and spas for student work placements
5. achieve a 80% graduate employment or self employment within six months of course completion
6. generate sufficient profit to reinvest in new equipment and expand training facilities by the end of the year

Market Analysis & market plan

Market analysis

University of palms will be apart of the growing UK beauty education hairdressing, nail technician, and massage therapist continues to increase as more people seek careers in the beauty and wellness industry.our target market includes school leavers, career changers, unemployed adults and individuals looking to gain new vocational skills

Marketing plan

Social media will be one of the main platforms used for promotion such as instagram, facebook, TikTok and LinkedIn a professional website will allow students to book courses and access information easily. The business will also be open to partnership with local schools, colleges, job centres, and beauty salons to generate referrals. Promotional

Offers, open days, students success stories, and referral discounts will help attract new learners and build brand awareness.

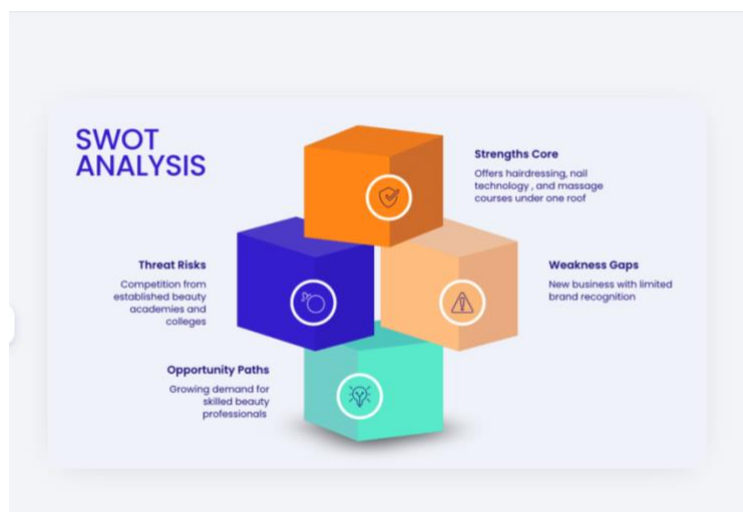
Customer feedback will be used to improve service and encourage repeat enrolments through advanced training programmes

Marketing analysis (competitor, customer, target groups)



PESTEL Analysis





MARKETING MIX (4xps)

MARKETING MIX (4XPS)

01 Product	University of Palms will provide accredited beginner and advance courses	In Hairdressing, Nail technology and massage therapy.	Students receive practical training, experienced tutors, recognised qualifications, and career support
02 Price	Courses fee are competitively priced to remain affordable	Flexible payment plans, early-birds discounts	And occasionally promotional offers help make training accessible to a wider range of students
03 Place	University of Palms Academy operates from a Morden training centre within central London	With practical salon facilities, courses are delivered mainly in person	Support by online learning materials and a website where students can access and enrol.
04 Promotion	The business branding will promote its course through	Social media, its website, local advertising, school and college partnerships	Open days, referrals scheme, and students' testimonials to build awareness and attract new learners

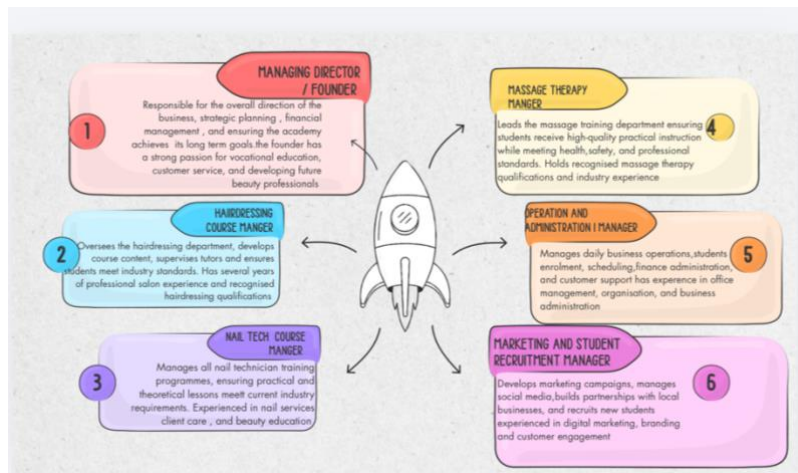
Management

The company management team will consist of a managing director, an official operational manager, qualified tutors, and a well-organised administrative member.

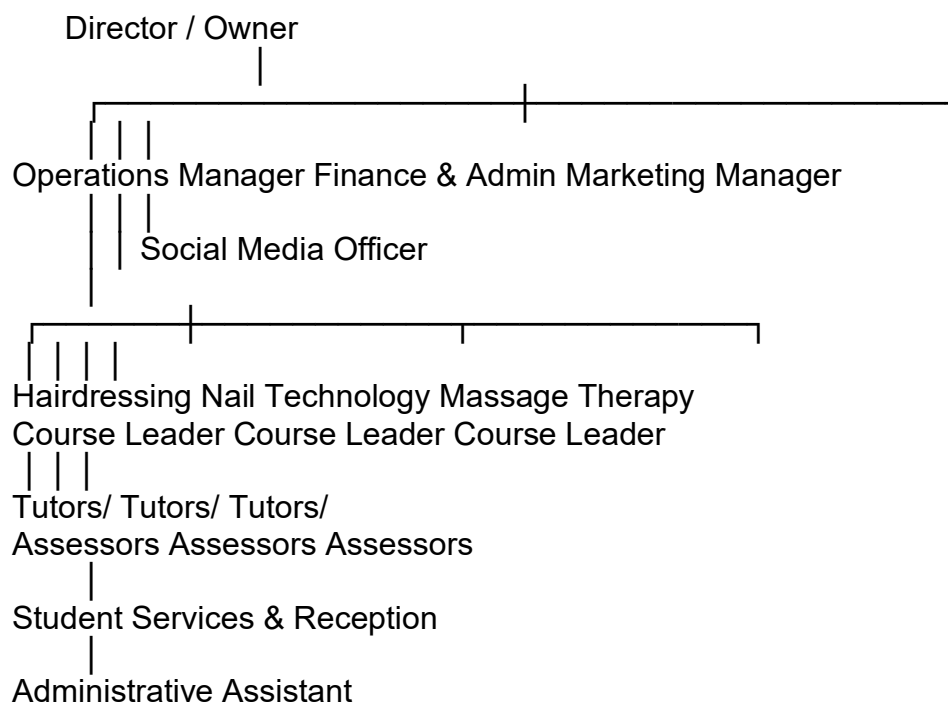
The managing director will set business goals and manage finances. As for the operations manager, they will oversee daily activities and ensure courses run smoothly. Tutors will provide practical and theoretical training, while the administrative assistant will handle bookings, student records, and communication. This structure promotes effective

Leadership and a positive learning environment

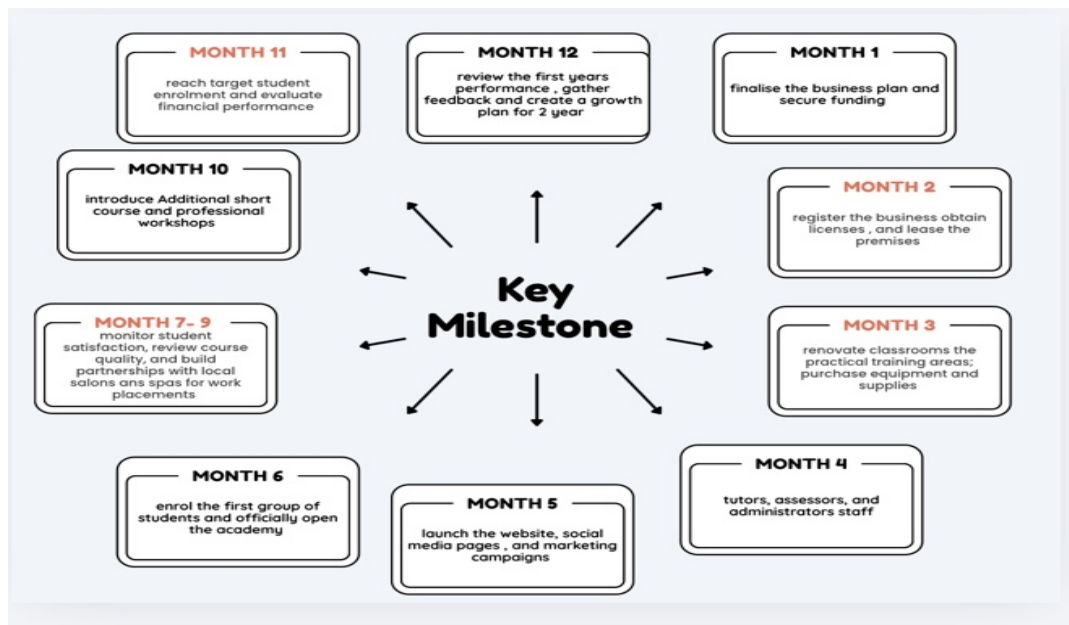
Management Team and Their Background



Organisational Chart



Key Milestones



Financial Plan (One Year)

The funding for university of palms should be the following
 Estimated Amount (£)
 Start-up Costs

Premises deposit and rent
 18,000
 Salon and classroom equipment
 25,000
 Furniture and IT equipment
 8,000
 Marketing and website
 5,000
 Licences and insurance
 4,000
 Initial stock and supplies
 5,000

Total Start-up Costs
£65,000

Projected Annual Income

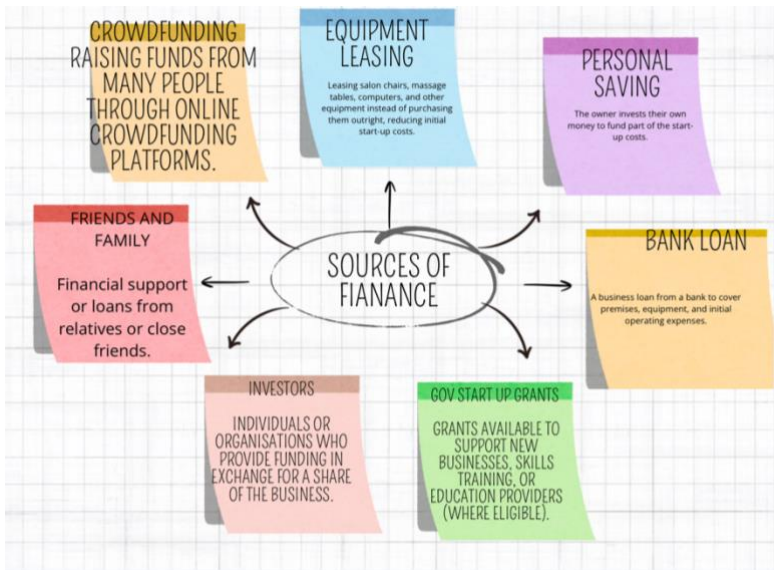
Student course fees
180,000
Short courses and workshops
30,000
Product sales
15,000
Total Income
£225,000

Annual Operating Expenses

Staff salaries
100,000
Rent and utilities
30,000
Marketing
10,000
Training materials
15,000
Insurance and administration
10,000
Other expenses
10,000
Total Expenses
£175,000

Estimated Year 1 Profit
£50,000

Sources of Finance

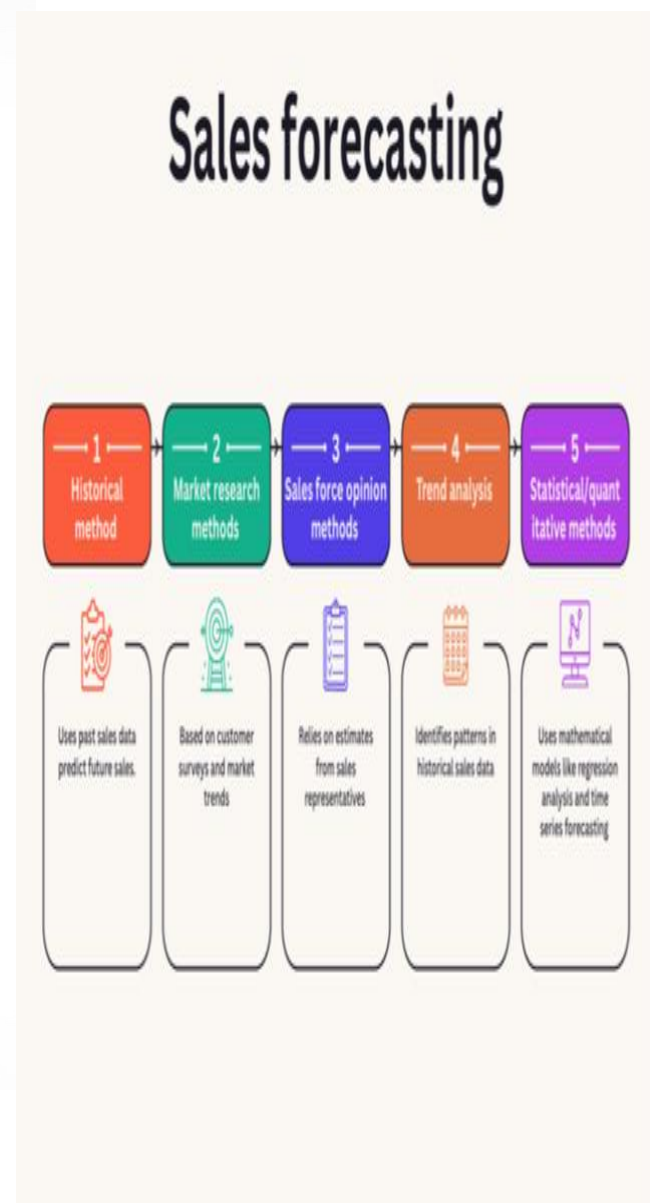


Cash Flow Forecast

Month	Cash In (£)	Cash Out (£)	Net Cash Flow (£)	Closing Balance (£)
January	20,000	35,000	-15,000	50,000
February	18,000	20,000	-2,000	48,000
March	22,000	19,000	3,000	51,000
April	24,000	20,000	4,000	55,000
May	25,000	20,000	5,000	60,000
June	26,000	21,000	5,000	65,000
July	27,000	21,000	6,000	71,000
August	28,000	22,000	6,000	77,000
September	30,000	23,000	7,000	84,000
October	29,000	22,000	7,000	91,000
November	30,000	23,000	7,000	98,000
December	31,000	24,000	7,000	105,000

Sales Forecast

Month	Forecast Sales (£)
January	12,000
February	14,000
March	16,000
April	17,000
May	18,000
June	19,000
July	20,000
August	21,000
September	22,000
October	23,000
November	24,000
December	25,000



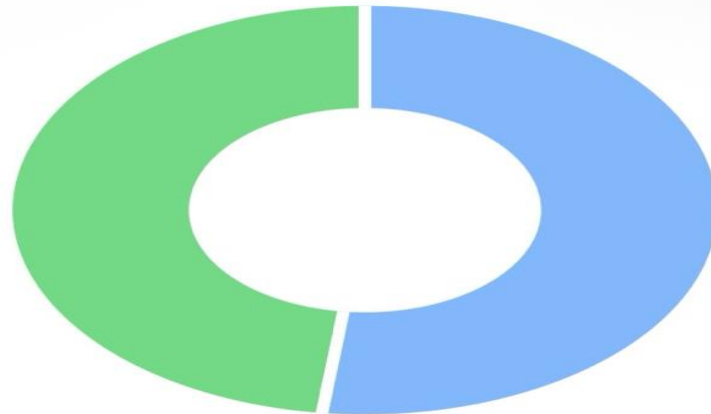
Total annual revenue 231,000

Cost of Production Forecast

Cost Item
Estimated Annual Cost (£)

Hair products and materials
£18,000
Equipment and maintenance
£6,000
Staff wages
£60,000
Rent and utilities
£24,000
Marketing
£6,000
Insurance
£2,400
Training and course materials
£8,000
Miscellaneous expenses
£5,600
Total Estimated Production Cost
£130,000

Break Even Analysis



Fixed Costs
£120K

Variable Costs
£111K

Break-even Analysis (Summary)

- **Annual Sales Forecast:** £231,000
- **Fixed Costs:** £120,000
- **Variable Costs:** £111,000
- **Total Costs:** £231,000

OPERATION MANAGEMENT

University of palms will operate Monday to Saturday from 9:00 a.m. to 6:00 p.m., providing professional training in hairdressing, nail technology, and massage therapy. Students will learn through a combination of classroom theory and practical salon-based sessions using industry-standard equipment. The business will be managed by the Director, who will oversee daily operations, finances, marketing, and quality assurance. Qualified tutors will deliver training, assess student progress, and provide one-to-one support. An Administration Officer will manage student admissions, records, timetables, and customer enquiries, while a Receptionist will welcome visitors and coordinate appointments. Regular staff meetings and performance reviews will ensure high teaching standards and continuous improvement. Health and safety procedures, safeguarding policies, and equipment maintenance schedules will be followed to provide a safe learning environment. Stock levels of training products and materials will be monitored weekly, and feedback from students will be collected regularly to improve courses and customer satisfaction.

Production of Good and Service

Product of good and service

University provides educational services rather than manufacturing physical goods. The business delivers professional training in hairdressing, nail technology, and massage therapy through structured courses that combine classroom learning with practical experience.

Students receive hands-on training using professional equipment, tools, and products while working on mannequins and supervised clients. Hairdressing services include cutting, colouring, styling, and hair treatments. Nail technology covers manicures, pedicures, nail extensions, and nail art. Massage therapy includes relaxation massage and basic therapeutic treatments.

Course materials, equipment, and beauty products are sourced from reliable suppliers to ensure high-quality training. All practical services are supervised by qualified tutors to maintain professional standards, health and safety, and customer satisfaction. This approach ensures students gain industry-ready skills while clients receive safe and professional services.

Technology Plan

University of Palms will use modern technology to provide a high-quality learning experience. Classrooms will be equipped with computers, projectors, interactive displays, and high-speed Wi-Fi. Students will access course materials, assignments, and assessments through an online learning platform. The university website will allow students to apply for courses, make payments, and receive updates. Student records will be stored securely using management software, with regular backups and cybersecurity measures to protect personal information.

Human Resource Plan

University of Palms will employ skilled professionals with recognised industry qualifications and teaching experience. Recruitment will focus on attracting motivated staff who share the university's values and commitment to student success. Employees will receive ongoing professional development, safeguarding training, and health and safety training. Staff performance will be monitored through annual appraisals, feedback sessions, and continuous development plans to improve the quality of education.

Expansion Plan

University of Palms will focus on sustainable growth by expanding its range of accredited courses, increasing enrolment, and developing strong relationships with industry partners. The university will seek recognised accreditation, enhance its facilities, and introduce apprenticeship programmes to improve graduate employment. Over time, the business aims to become a leading vocational training institution, recognised for delivering high-quality education in hairdressing, nail technology, massage therapy, and other professional skills.

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Appendices:

Appendix A – Market Research

- Survey results and questionnaires
- Customer feedback
- Competitor comparison table

Appendix B – Financial Information

- Sales forecast
- Cash flow forecast
- Break-even analysis
- Start-up costs
- Profit and loss forecast

Appendix C – Organisational Structure

- Organisational chart
- Management team roles and responsibilities
- Staff recruitment plan

Appendix D – Marketing Materials

- University logo
- Website mock-up
- Social media examples
- Promotional leaflet or brochure

Appendix E – Legal Documents

Business registration details

Insurance information

Health and Safety policy

GDPR and data protection policy

Appendix F – Supporting Documents

SWOT Analysis

PESTEL Analysis

SMART objectives

Key milestones

Technology plan

Expansion plan

Appendix G – References

Full Harvard reference list with the access date: 26 July 2026.