

The background image shows a sophisticated hair salon. It features warm, ambient lighting from vertical light strips and pendant lamps. The decor includes wooden shelving units filled with various hair care products, and several African masks are displayed on the walls. Modern styling chairs are arranged throughout the space, and a large vase with dried grasses sits on a side table in the foreground.

Luegi's Braids LTD

“Defining a unique service vision through cultural authenticity and hair care excellence”

Luegi's Braids - Authentic Cultural Styling for Modern London Living

STRATEGIC LEAD
Founder & Lead Stylist

TARGET MARKET
London Urban Sector

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TITLE SLIDE:

Luegi's Braids

UNIQUE CONCEPT:Luegi's Braids: Authentic Cultural Styling for Modern London Living

**A Business Plan Presented by Luegi Sousinha.
Enterprise and Entrepreneurship
(LCLM4006_LON)**



BUSINESS PLAN OVERVIEW

MISSION & MARKET

Blending Cultural Heritage & Modern Hair Care

Luegi's Braids aims to bring authentic, high-quality braiding services to London by January 2027. We lead with unique cultural styling to provide skillful, caring hair experiences.

Targeting young professionals, families, and creative individuals

Niche Demographics Integration

SERVICE PACKAGE

Premium Client Experience

Our vision includes a comprehensive service package designed to ensure hair health and client satisfaction. We provide end-to-end styling, consultations, and aftercare advice."Featuring protective styling, natural hair treatments, and expert guidance to maintain premium hair health standards."



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- Introduction
- Business idea & market analysis
- Legal & management
- Marketing strategy
- PESTEL analysis
- Financial requirements & costs
- Conclusion & Questions



Luegi's Braids: Where Cultural
Heritage Meets Gentle Hair Care
in the Heart of London

Market introduction

Strategic Overview

Luegi's Braids

- As of August 2026, the London hair & beauty market is strong, yet high demand persists for skilled, reliable braiding services.

AUTHENTIC TECHNIQUE

TRADITIONAL EXCELLENCE

We offer clients character-rich styles - knotless braids, cornrows, twists, locs - featuring traditional techniques, precision craftsmanship, and safe products.

MARKET GAP ANALYSIS

SKILL, TRUST & CARE

Luegi's Braids addresses the gap for "trusted, skilled braiders" by blending cultural authenticity with premium client care and hair-healthy practices.

BUSINESS STRATEGY IDEA

Luegi's Braids introduces a specialised salon vision — merging high demand for protective styling with authentic braiding traditions to serve a niche creative demographic across London.

MARKET ANALYSIS THE LONDON MARKET

High demand for skilled, affordable braiding services. Luegi's Braids offers unique, culturally rooted styling in high-demand London — serving creative clients, families, and anyone valuing hair health.

AESTHETIC & TECHNIQUE

Cultural Craftsmanship
Unique use of natural products, time honoured techniques, and attention to detail - creating a warm, welcoming vibe. Luegi's Braids = beautiful braids + healthy hair.

USER PROFILE TARGET CLIENTS

Creative individuals & families seeking skilled service in a respectful space — valuing neatness, speed, hair care advice, and cultural understanding.

Salon vision

Operations

Legal Format and Management Structure

CORPORATE STATUS

Registered as a Sole Trader in the UK.

KEY LEADERSHIP

Founder & Lead Stylist — Services, consultations, client relations, quality control
Operations & Growth — Marketing, supplies, scheduling, future hiring

"We maintain strict compliance with all UK health, hygiene, and consumer protection standards to protect our clients and investors."



Entity

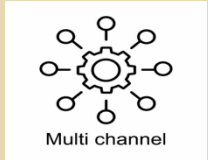
SOLE TRADER

MARKET

LONDON BEAUTY SERVICES

STRATEGY PHASE

MARKET STRATEGY



DIGITAL CHANNEL

Multi-Platform
Presence



COMMUNITY ENGAGEMENT

Local Cultural Hubs

MARKET APPROACH

Luegi's Braids adopts a visual-first digital strategy + local community engagement. We offer rentals that are "works of art for your hair", building a loyal client base through consistent quality.

DIGITAL REACH

Omni-channel

PEAK SEASON

Year-round
Holiday and peak
season

CLIENT SATISFACTION

Our #1 priority

"Value Proposition: A style that protects your hair, crafted with care and cultural pride."



PESTEL Analysis

STRATEGIC UK MARKET OUTLOOK

POLITICAL & LEGAL - UK business regulations, hygiene standards, consumer rights, insurance requirements.

Strategy: Full compliance, certified hygiene, clear pricing transparency.

SOCIAL - Growing pride in cultural hair, demand for protective styles, valuing skilled work. Strategy: Celebrate heritage; educate clients on hair care; build community.

ENVIRONMENTAL - Eco-friendly products, less waste, natural ingredients preferred. Strategy: Stock natural, ethical brands; minimise single-use plastics.

ECONOMIC - Cost-of-living pressures, disposable income trends, local competition. Strategy: Tiered pricing, seasonal offers, loyalty discounts.

TECHNOLOGICAL - Social media marketing, online booking apps, digital payments.
Strategy: Free booking tools; daily visual content; easy contactless payments.

COMPLIANCE

DIGITAL

100% SAFETY CERTIFIED INTEGRATED MANAGEMENT

"Featuring protective styling, natural hair treatments, and expert guidance to maintain premium hair health standards."

Targeted Marketing

Strategic growth

FOCUS ON SPECIALISED DEMOGRAPHICS

building community through tailored styles & care.

YOUNG FAMILIES

Gentle care for children, protective kids' styles, family-friendly appointments.

DIGITAL SHOWCASE

Instagram & Pinterest-worthy results; visual portfolio speaks for itself.

CREATIVES & PROFESSIONALS

Precision styling, natural looks, long-lasting neatness.

Launch targeted promotions – New Client Discount

- Referral Rewards
- Student Specials - starting January 2027.

PHASE ONE

Funding Requirements & Allocation

Total Goal: £13,930 (Target: January 2027)

40%

Salon setup &
equipment

Primary capital saved
for equipment and
setup.

30%

Premium products &
supplies

Money dedicated for
supplies and
products for the
business.

20%

Operations & launch
costs

Funds will be used to
launch system

10%

Marketing & Branding

Funds will be
available for
marketing campaigns
and brand awareness

Startup & Fixed Costs

FINANCIAL PLAN — INITIAL CAPITAL REQUIREMENTS

Furniture, chairs and tools	£4,500
Hair products & accessories	£2,500
Renovation & setup	£4,000
Branding, signage & website	£1,000
Licences, insurance & initial stock	£800
Total startup cost	£12,800

Launch expenses cover licensing, insurance, tools & setup.
Fixed renovation & setup budget ensures quality.



Variable Cost Table

OPERATIONAL BUDGET

Monthly supplies, utilities, marketing & labour — balanced to reflect seasonal demand while ensuring premium service.

Variable Cost	Jan	Feb	Mar	Apr	May	Jun
Electricity & utilities	£150	£180	£200	£230	£230	£250
Hair products & supplies	£300	£400	£450	£500	£550	£600
Part-time assistance	£0	£200	£200	£300	£300	£400
Marketing & promotions	£0	£50	£0	£0	£50	£0
TOTAL VARIABLE	£450	£830	£850	£1,030	£1,130	£1,250

Investment Capital & Financial Overview

Funding structure secures Luegi’s Braids as a premium service destination.

Financial Overview	Amount
Total Startup Costs	£12,800
Early Months Shortfall	£1,130
TOTAL FUNDING REQUESTED	£13,930
BREAK-EVEN POINT	March 2027

Strong projected yields from Month 4 onward blending skilled service with cultural value.

Conclusions

SUMMARY VISION

LUEGI'S BRAIDS

redefines braiding services by blending reliable skill with cultural heritage and genuine hair care.

EXPANSION STRATEGY

2027 — GROW & HIRE

Our vision targets expansion — hiring assistants, extending hours, and adding new styles once established.

INVITATION

SCALING THE VISION

Luegi's Braids fills a clear gap in London — skilled, caring, culturally rooted braiding. Join us in growing this concept.

Questions?

INVESTOR & AUDIENCE QUESTIONS

Luegi's Braids invites your questions regarding our vision, financial outlook, and January 2027 launch.

OPEN FLOOR — Any questions on services, pricing, marketing, or growth?

THANK YOU — We look forward to redefining the braiding experience together! ✨