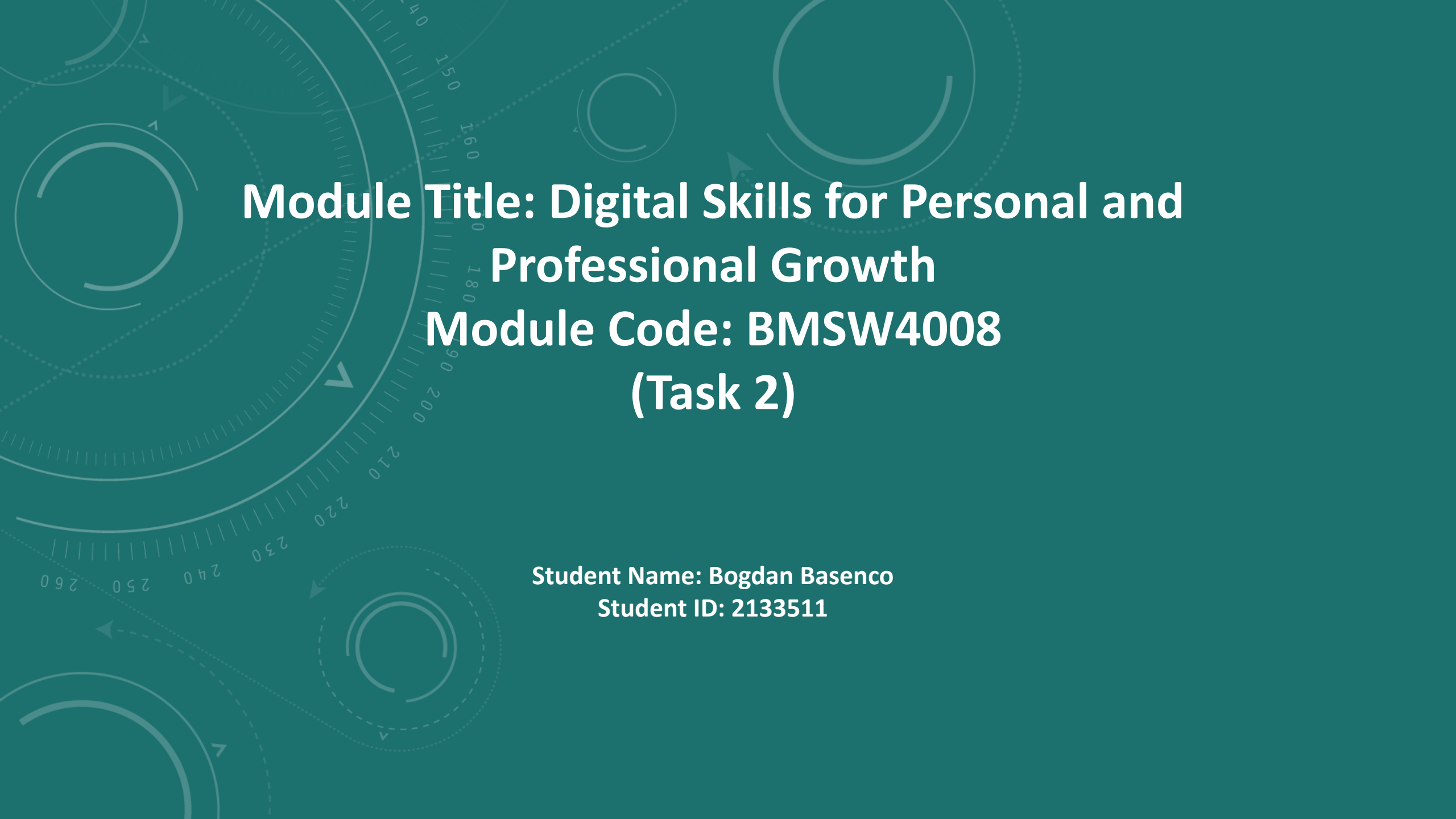


The background is a solid teal color. It features several white circular patterns of varying sizes. Some of these circles have dashed lines and arrows indicating a clockwise direction. There are also some circular patterns with tick marks, resembling a clock face or a gauge, with numbers like 150, 160, 180, 200, 210, 220, 230, 240, 250, and 260 visible. The text is centered in the upper half of the image.

Module Title: Digital Skills for Personal and Professional Growth

Module Code: BMSW4008

(Task 2)

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Introduction

- Gentleman's Cut emphasises direct marketing targeting the modern man who seeks to avail premium grooming services.
- Uses Instagram and TikTok to display transformations, client testimonials and offers with branded hashtags such as #GentlemensCut.
- Local presence uses flyers and launches events for live demonstrations, free service and product sampling on the streets (Miller, 2021).
- Partners with premium grooming brands for exclusive offers and runs a referral program to reward loyal customers and encourage word-of-mouth advertising (Glebova, 2024).



Business Proposition

- The Gentlemen's Cut offers precision grooming services such as haircuts, hot towel shaves, beard sculpting and scalp treatments amidst an elegantly professional environment.
- It provides premium grooming products, including pomades, oils and skincare essentials, so as to cater to a wide range of clients' needs (Sung-wook *et al.*, 2021).
- The business takes into account each customer's preferences and lifestyles by emphasising personalised consultations, thereby delivering a customised grooming experience (Pamacheche, 2020).
- The Gentlemen's Cut fills the gap within the market for high-quality, affordable grooming among men, providing superior service in a convenient and luxurious location.



Mission and Objectives

- The Gentlemen's Cut is dedicated to providing superior grooming services that boost confidence and well-being among its clients.
- It is a place to give high-quality grooming experience bespoke to individual needs with the goal of establishing a strong brand presence (Zaza, 2020).
- Short-term goals involve a loyal customer base as well as achieving profitability within the first year.
- Long-term goals include the expansion of operations, the introduction of environmentally friendly grooming products and becoming a leader in the premium grooming industry.



Unique Selling Proposition (USP)

- The business offers a customised grooming consultation to every client based on their preferences and lifestyle for a distinctive experience.
- Combining barbering service with quality hair care products, the company provides an all-in-one stop for all of today's grooming needs (Ferguson, Smith and Kietzmann, 2022).
- It offers a luxurious yet reasonably priced atmosphere so that a broad spectrum of clients can enjoy the vintage charm blended with modern aesthetics.
- Located strategically at Liverpool Street Station, it can guarantee high visibility and access to various customer demographics, ranging from professionals to tourists.



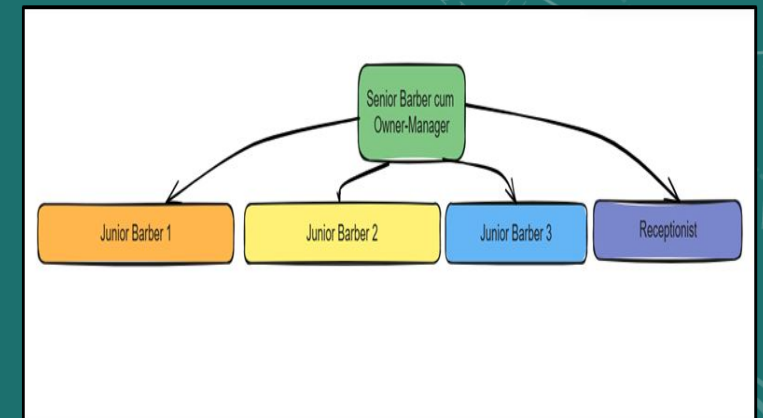
Legal Structure and Location

- As a sole proprietorship, the Gentlemen's Cut ensures one safe decision and instant control over business performance (Ayishetu *et al.*, 2022).
- This structure minimises setup complexity and gives the owner-manager direct accountability for business success.
- Strategically situated at Liverpool Street Station, it enjoys a high profile along with considerable pedestrian movements.
- The central location targets diverse customers, from working professionals to tourists, ensuring accessibility and a consistent flow of clients.



Human Resources

- The Gentlemen's Cut has a flat organisational structure with five professionals, which are five employees including the senior barber, three junior barbers and a receptionist.
- The senior barber supervises the daily operations, marketing and customer experience and the junior barbers give different grooming services.
- It mainly recruits people who are eager to groom, through professional networks, online platforms and barbering academies.
- The receptionist coordinates customer inquiries, appointments and retail sales for the effective running of services and proper operations.



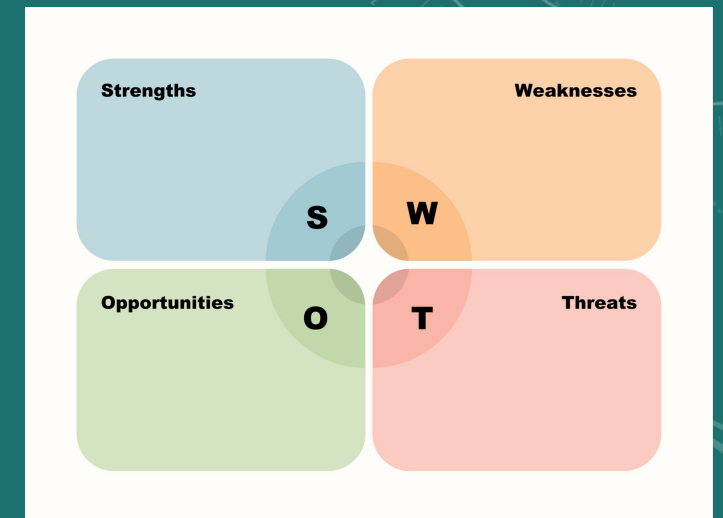
Financial Overview

- The Gentlemen's Cut estimated startup costs stand at £40,000, considering renovation, equipment and the initial product inventory.
- Monthly operating expenses are £13,000, which range from rent to salaries, utilities and marketing.
- The business expects to break even by the second month and profits from the third month onwards.
- Revenues reflect steady growth as profits were expected to reach £30,000 by the end of the first year. The net cash flows from this were estimated at £17,000.

Expense Category	Amount (£)
<i>Rent</i>	£3,000
<i>Salaries</i>	£6,500
<i>Utilities</i>	£700
<i>Marketing</i>	£1,000
<i>Product Inventory</i>	£1,200
<i>Miscellaneous</i>	£600
Total Monthly Expenses	£13,000

SWOT Analysis

- **Strengths:** High-quality, personalised grooming services with a unique offering of premium products (Alenezi, 2024).
- **Weaknesses:** High competition levels in the market: because of Liverpool's existing customer loyalty.
- **Opportunities:** Expanding demand for individualised personal grooming experiences and green products.
- **Threats:** Economic slowdown, seasonal variation in customer traffic and the growth of more extensive barbershop chains, which threatens competition.



Branding Highlights

- In keeping with the theme of emphasis on men's grooming, this logo features a stylised profile of a man in a full moustache and hat.
- The tagline '***Variety of Grooming Services and Products***' indicates a wide variety, including haircuts, shaves and retail products.
- The warm earthy brown tone conveys masculinity and sophistication with a splash of bright orange personality (Soliman *et al.*, 2024).
- The business name using bold, sans-serif fonts with a tagline set in a smaller font ensures both readability and strength in the brand message.



Marketing Strategy

- The Gentlemen's Cut has a full-fledged marketing strategy to attract and engage clients.
- Marketing channels include social media sites such as Instagram and TikTok, where before-and-after images of grooming and testimonials from clients are shared (Casemajor, 2023).
- Flyers are distributed locally throughout high-traffic areas around the Liverpool Street Station.
- Business cards and social media advertisement will be an avenue with special promotions driving client involvement and brand recognition (Taiwo, 2021).



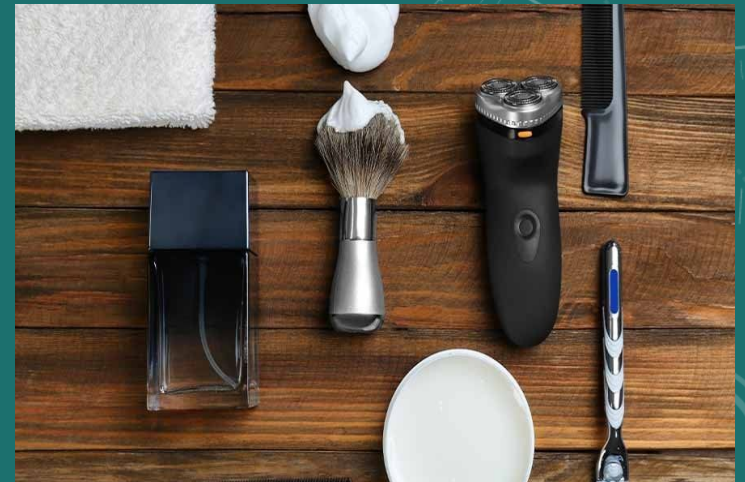
Viability and Feasibility

- The business is positioned in a fantastic location with heavy volumes of foot traffic, hence giving good visibility and entry to a wide customer clientele.
- The startup costs are manageable and have a clear financial plan with funding from personal savings, loans and grants.
- Positive feedback from the survey and focus groups indicates that the market is demanding high-quality, personalised grooming services (Alenezi, 2024).
- The business should break even in the second month and remain profitable thereafter based on powerful marketing and retaining customer strategies.



Conclusion

- The Gentlemen's Cut is a high-end, personalised grooming experience with precise services and high-quality products.
- The strategic location on Liverpool Street Station makes sure it gets high visibility and access to a wide clientele base, including professionals and tourists.
- The business would be designed for growth, with the stability of sound financial projections and a focus on consumer satisfaction through loyalty programs and marketing strategies.
- With its unique offerings and strong market demand, the business is sure to be profitable and sustainable in the long run.



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Thank You