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Task 1

Eyelash beauty industry

The selective business venture I would like to have in the future is getting into the eyelash beauty industry, with this being said it will include offering skills I already have and also skills I need to improve on along the way of this business journey to become successful in this field.

MAIN SKILLS

- TIME MANAGEMENT
- COMMUNICATION
- OBTAINING EFFICIENT PRODUCTS
 - MARKETING

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SKILLS THAT I ALREADY HAVE



Organisation skills
In order to maintain a successful business, organisation skills is considered a huge skill in running a business, how I would incorporate this within my business is scheduling availability accordingly and efficiently without confusing or overlapping in between clients this also aligns with being punctual and includes time managing.
In addition to this skill knowing costs and budgets is a main factor to growing and maintaining the business for example how much are the products that I am purchasing to the price lists of my service



Communication
The ways of communication within the business is being easily accessible via contact number, emails, social media, websites etc. the imparting or exchanging of information about services provided or enquiries attending to clients politely and being open



Marketing
Using marketing skills is a useful strategy, the action or business of promoting and selling products or services this includes social media advertisements, collaborations or partnerships
Also creating a domain name and finding a niche for the business. Asking myself what makes me different?



Obtaining efficient products
Knowing and researching good quality products and testing them out before marketing it in the business this also has to do with health benefits and if it is suitable for consumers, taking it inconsideration if products are also cruelty free as it should be quality over quantity

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SKILLS TO BE IMPROVED



Identifying the market
From my research lash technicians often target a specific audience which is predominantly females, as we are in a contemporary society I wish to adapt and reach a target beyond from what is considered the norm which included sexuality, religion, backgrounds and ethnicity to enhance everyone's beauty



Customer service
A skill that can be improved being able to understand and being more empathetic with customer situations and allowing myself to put myself in their shoes to find a way to improve my services to make them feel comfortable which allows me to tailor everyone's experience

Money management

Money management is important when it comes to businesses as it determines its success, knowing where to put my money and how to use it accordingly, using the correct budget to expand the business and gain a larger profit for example investing back into the business



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SWOT ANALYSIS

S- STRENGTHS
W- WEAKNESSES
O- OPPORTUNITY
T- THREATS

strengthens- being as creative and out the box with designs

Weaknesses- over saturated industry

Opportunity- a way to build connections with other beauty specialist or even clients

Threats- competition between more advanced or more unique technicians

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REPORT



<https://www.healthline.com/health/eye-health/eyelash-extensions-pros-and-cons>

Referring back to a published literature that I recently researched in 'health line report' stated "when incorrectly applied or with the wrong adhesive, they can cause discomfort, infection, and permanent lash loss" this links back to my understanding via 'obtaining efficient products' and acknowledging what the products may contain to avoid the examples that have been listed requirements of patch tests before client appointments would be in place

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