Work Activity Brief

Courses	Hairdressing Level 1 & 2		
Project Title	Business Start-up Project		
Tutors	Kerry Patterson & Jo Ayling		
Issue date	April 2020	**Completion date**	August 2020

Project overview

You have decided to open your own Hairdressing business. This project will highlight some of the key areas that you need to consider.

Either create a Microsoft Word or PowerPoint document to share your findings. The title of your project will be 'Business Start-up Project' and please include your full name.

Once you have completed your project, please forward this to the following email address along with your full name: submissions@esc.ac.uk. We'll then forward this on to our curriculum teams who will be in touch shortly.

Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will hopefully give you some insight into the subject area and will help you to develop the skills of working independently and assignment writing.

These are the tasks that you need to complete, and will help you to structure your work.

Task 1: Property Searching
1.1 Find a shop/property to buy or rent online.
1.2 Decide which one you would like for your business and write a paragraph on the reasons why you have chosen it, ensuring that you take into consideration:
- Location
- Property size
- Any other reasons why you think this property would be suitable as your hair salon

Task 2: Naming the Business
2.1 Decide on a name for your salon. Why have you chosen this name? What does it mean to you?
2.2 Design a logo for your shop frontage, all advertisements, price lists etc. What image are you trying to promote through the style of your logo?

Task 3: Planning the Interior
Draw a diagram of your salon layout. Consider how many rooms you will have eg staff room, kitchen, stock room etc.
You can use Word and Clip Art to generate a floor plan and diagram on a PC if you prefer.

Task 4: Let's Decorate!
Visit online Homebase or B&Q and collect some ideas on colour schemes, paint charts, wallpaper examples, textiles and flooring to add to your file. What colour scheme have you decided on?

Task 5: Let's Furnish!
5.1 Choose your salon furniture.
5.2 Research various wholesalers and select materials, machines, equipment, couches, mirrors and a reception desk. Wholesalers include Capital Hair & Beauty or Salon Services,

Task 6: Staffing
6.1 Work out how many staff members you will need eg stylists, Saturday staff, trainees, receptionist etc.
6.2 How much would you be required to pay out in salaries per week? Work out the salary outgoings per week and per month.

Task 7: Protective Equipment and Uniforms
7.1 Research uniforms and cut out/copy and paste designs you like and highlight the one you have decided on.
7.2 How much will it cost to buy all staff uniforms?

Task 8: Treatment Pricelist
8.1 Design a price list for your hair salon
8.2 Design an opening offer poster that will attract customers

Task 9: Which Products?
9.1 Research some of the different salon brands on the market
9.2 Cut out/copy and paste the product range you have decided to use. You could consider any but here are some examples to get you started: L'Oréal, Goldwell, Aveda, Wella and Redkin.

Task 10: Marketing
10.1 Your salon is ready to open, how are you going to promote the event?
10.2 What marketing strategies could you use?

Remember to keep a breakdown of how much the opening event could cost and how many treatments it will take to recoup the cost of the salon launch.