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Bachelor Thesis Abstract

**Business Plan for a Beauty Centre
in Ufa City**

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Summary:

The thesis is aimed at discovering the inner business structure and its activities and creating new job positions. How properly structure a team of specialists, set-up a marketing plan, choose the right location for that sort of business.

It is also necessary to follow sanitary rules and regulations, which are shown in the thesis. Payback period is predicted to be within the next 2 years.

Conducting an analysis of the risks and possible threats facing the organization, as in present time, and in the future, SWOT analysis has been done to overview all the influential aspects on the business from different angles.

Keywords: business plan, beauty centre, marketing, promotion, sales, services, hair.

Goals and Methodology**Goals**

The purpose of the thesis is: analysis and assessment of the market, identifying the needs of consumers, comparing competitors' companies, identifying their disadvantages and advantages, add a few special services that customers would benefit from. Also make a stable market position and be competitive with the similar institutions, stand out among all of them by marketing and promoting Beauty Centre's services in a special way which is vividly described in the thesis. The main goal though, to have a profitable organization with the best team of specialists and make it prominent by giving a quality and unique service.

Methodology:

The aim of this project was to identify the efficiency of the business plan, it shows different aspects of the thesis such as:

- Financial plan
- Marketing plan
- SWOT analysis
- Socio-demographic portrait.

Strict rules and regulation are written down in order to follow a legislative commission.

The practical part indicates the inner side of the business, functionality and stability. To develop theoretical part there will be used professional publications, textbooks, books and websites dealing with business plans in such an industry, it will deal with the description of Beauty Centre, as well as that will focus on tables and graphs, which will be made in MS Word and Excel.

Practical Part. Business plan for a Beauty Centre in Ufa City.

The target of this project is a plan for creating first Beauty centre in Ufa city with a turnover within two years (24 months).

Project Manager: Olga Gorbunova.

The main idea of the project: The idea of creating new unique enterprise, Beauty centre, with turnover of two years has three objectives:

1. Creation of a unique company with high profit.
2. Making a profit.
3. Satisfaction of the consumer market in the desire to be healthy and beautiful.

Financing of the project: For the realization of this project is planned to take a loan in the amount of 90.4% of the investment budget or 78500\$.

The concept of the business plan assumes that the beauty centre will work in eight main directions, according to statistics that are in great demand among the target audience:

- ✓ Hairdressing service
- ✓ Manicure/Pedicure
- ✓ Cosmetology services
- ✓ Massage
- ✓ LashMaker
- ✓ psychologist
- ✓ nutritionist
- ✓ Sale of professional products for hair, face and body care.

The cost of the project: 86 800 \$

Payback period: 2 years.

Conditional life cycle of the project: 2 years.

Payback period since the beginning of the project: 12 months.

Payback period with discounting: 2 years.

An annual net profit of the project is equalled to 107386.7 \$

Conclusion:

The advantage of planning is obvious: this document contains the necessary information on what the payback and mobility is, or how to open a nail studio in the beauty centre, since my business plan is a step-by-step instruction explaining what to do to make the beauty centre known throughout the region and the whole city, since we will be using different strategies of marketing (mentioned above) to lure clients into our centre and make sure that we provide the best quality services in that industry.

The conducted research has shown, that such kind of business as the creation of the Beauty Centre is super-profitable, highly risky and promising. One of the main conditions for its successful functioning is the availability of a favorable location, hiring highly qualified personnel, the presence of highly competitive equipment, which is associated with the objective economic and financial conditions of the beauty centres in the market. If the project manager understands, and assumes responsibility for creating a company of this scale and character, takes responsibility for the lives of people involved in the production process, then his intellectual, financial and personal investments will be to make profit, and the enterprise to fulfill its immediate task necessary for the economy and society for decades.

Printed publications:

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