

## BEAUTY SHOP “ KINAD”

The essence of the proposed project:

"Providing services for manicure, nail, hairdressing services, supply of material for DIY manicure, hairdressing"

Project cost:

400 000 kzt

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MOP finance - 231

# EXECUTIVE SUMMARY

Neat head, a good haircut, flawless manicure, unique design - an important component of appearance. In my opinion, the best way to earn the eternal human desire to look "100%." Gradually and in our city ceased operations unprofitable hairdresser who had a staff of specialists in manicure, hairdressing. I guess the highlight your salon, first (low-price policy, which in this situation is quite important) and the use of natural, gentle means, but available. Be sure to quality service and a warm, positive reception.

In the future it is planned to attract customers to his cabin, the presence of windows, namely the sale of professional clients, that our city is not practiced.

Sales in the cabin as an extra income, according to U.S. data up to 40% of the profits from the sale of facilities such drugs, because at home, too, need to take care if the customer does not buy into the cabin, buy elsewhere, and it will not always a quality product. No small demand in our salon will enjoy, the service on the selection of hairstyles and make-up, using a computer, a digital camera and a special program that just is not practical in our city. The program is unique in nature, you save time, money, beauty and health of your hair, because you avoid the numerous colorings "rainbow of colors" issue immediately a suitable option, tips on care. Further, modern service recruitment hairstyles on your computer, with a free photo on the printer on which the right to make the hair salon. Photo take with a client, then to him by his shorn in the future, a pleasant surprise for the precious customer, the most appropriate makeup, as well as tips for applying make-up, which will also be printed for free.

Plan to create an atmosphere of comfort, it is to attract customers to our salon, offers a free cup of tea or coffee. All losses associated with this privilege, as with low pricing, offset by the influx of customers than in other stores, through advertising, high-quality and good-natured service, individual approach to each client.

The business plan identifies strategies and tactics of self-employment to provide services to the population of manicure, nail, hairdressing services and supply of material for artists. The main tactic will be a high-quality, friendly customer service, low pricing, a list of services not previously available in our city and the many advertising companies.

The market in this area is very free services as pricing from the potential financial capacity of the population of Almaty.

# DESCRIPTION OF SERVICES

Provision of services for manicure, nail, Barber and computer selection of hairstyles.

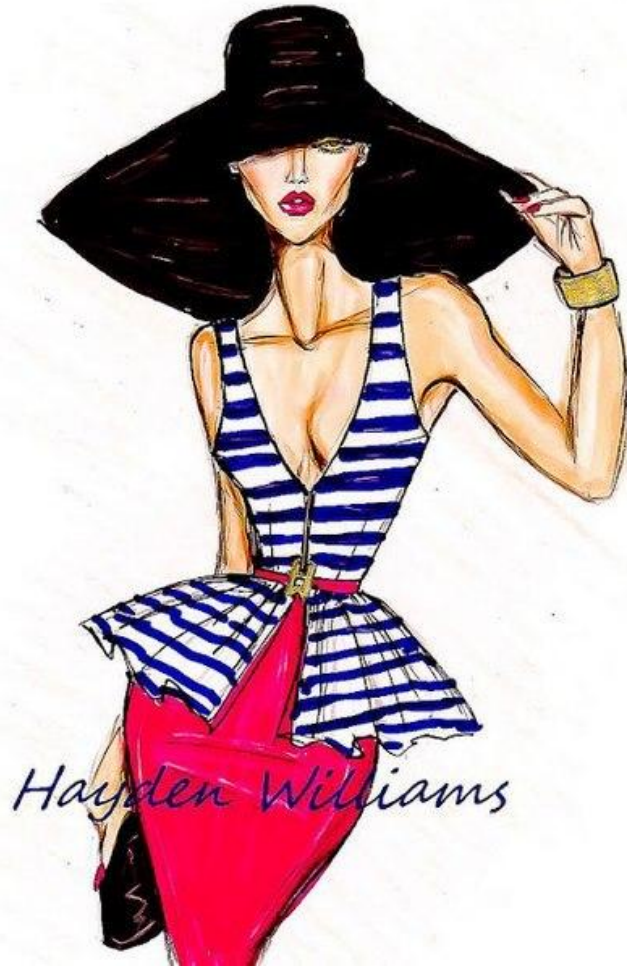
Competitiveness of large, because the prices for these services from competitors are high.

Plan to deal with the supply of materials itself, through the company Orly, Profi, Entourage, applications do by email. mail, get stuff in the mail, the application provider performs within 2 days.

Spheres satisfy the needs of predominantly different from that offered in the market counterparts, because the list of services in our salon is wider and therefore the price level just below. Weaknesses are available. Different client group.

# MARKET RESEARCH AND ANALYSIS

***Use the services of our salon will be clients with different levels of income.***



<i>name service</i>	Price in Kzt
1. Women's haircut	450
2. Men's haircut	350
3. Children's cut	250
4. hair Colouring	1200-4500
5. highlights	1500-7500
6. Long-laying	3000-9000
7. perm	1500-2500
8. Hair Treatment professional means	250-600
9. braiding	250-600
10. Blow-dry, professional means	600-2500
11. blow-drying	500
12. manicure cut	800
13. hot manicure	1500
14. Hot manicure (paraffin)	2000

15. dry manicure	1500
16. European manicure (mixed type)	1200
17. Children's manicure	300
18. male manicure	600
19.SPA manicure	2500
20. Massage hands	free
21. lacquered	200-1200
22. Treating nail professional means	300-800
23. Nail Extensions Tips	2800
24. Nail extensions on forms	3500
25. Nail Extensions biogel	4500
26. Rapid build-up of gel powder	3800
27. nail design	250-1500
28. correction of nails	1500
29. nail repair	200-500
30. nail piercing	200
31. Computer selection of beintules	1200

***Assessment of the financial condition of customers is quite high, that less of the reduction and increase in food prices, not everyone can afford the services of shops, our shop for pricing, will be available to everyone.***





Since my cabin, I was limited to a small business estimates, rely on their own professional experience in providing this type of service, namely, as a master of manicure and capacity, hairdressing designed by a qualified hairdresser-wagon.

### **Planned schedule:**

from 10.00 to 19.00, lunch from 12.00 to 12.30,

Weekend Saturday and Sunday from 10 to 18:00, without break

calculation was made for 30 days, the amount of hours of work:

58.5 hours per week

234 hours per month

scope of services

# THE AMOUNT OF REVENUE

***Type of service***      Number of services per month

- ◉ Women's haircut 90
- ◉ Men's haircut 120
- ◉ Children's cut 30
- ◉ hair Colouring 10
- ◉ Hair Treatment professional means 60
- ◉ Braiding 10
- ◉ blow-drying 90
- ◉ manicure cut 30
- ◉ Hot manicure (paraffin) 30
- dry manicure
- ◉ Treating nail professional means 30
- ◉ Nail Extensions biogel 5-6
- ◉ Rapid build-up of gel powder 5-6
- ◉ nail piercing 30
- ◉ Computer selection of hairstyles 30

# TOTAL MONTHLY KZT

## *Type of service*

◉ Women's haircut	44 500
◉ Men's haircut	50 000
◉ Children's cut	10 000
◉ hair Colouring	30 000- 45 000
◉ Hair Treatment professional means	16 000- 40 000
◉ Braiding	8000- 35 000
◉ blow-drying	65 000
◉ manicure cut	40 000
◉ Hot manicure (paraffin)	55 000
dry manicure	
◉ Treating nail professional means	45 000
◉ Nail Extensions biogel	55 000-85 000
◉ Rapid build-up of gel powder	30 000- 45 000
◉ nail piercing	20 000
◉ Computer selection of hairstyles	65 000
<b>Total monthly:</b>	<b>644 500</b>

# SALES PROMOTION

In order to attract customers is in our showroom, I plan to use:

- Advertising in newspapers (there are free announcements)
- Advertising in newspapers (customer reviews)
- Advertising on the radio (you can get a substantial discount in exchange for a discount in our shop, so an additional influx of clients)
- Advertising on TV (I have the opportunity to make a movie itself, if you have some experience)
- Exchange of business cards (I suggest the owner of the taxi to take their business cards, which will take advantage of my clients, and they will take advantage of my clients)
- Production of advertising, business cards, brochures, calendars (I have some experience in this type of service)
- One week before the opening of Interior to conduct an advertising campaign with the assistance of the above methods.
- After opening the salon 20% discount on all services up to a certain date (a consequence, an additional influx of clients)
- For regular clients, plan to make an attractive VIP-card, allowing to receive discounts on all services up to 10%.

# THE NEED FOR EQUIPMENT AND OTHER EQUIPMENT, MATERIALS

cost of equipment:  
247 955 kzt

Total materials in a  
month: 49 363 kzt

The need for  
equipment and  
other equipment:

387 399

# RISK ASSESSMENT

I believe that in the near future, my business will be insured by the fact that in Barber, as well as manicure, nail have not quite at a reasonable price, not everyone can now afford growths nails for 5000 tenge, though I plan on this service offer for 3000 tenge.

I believe that the 595-597 orders for different types of services each month I'll have (with hairdresser).

Just because of the loss is not timely delivery of materials should not arise because I plan to control the process itself. The quality of materials as very high, professional materials, most of the material soft and harmless.

# PLAN REVENUE

Given the expected volume of services will receive a monthly income from 140 460 to 345 005 tenge.



# PLAN MONTHLY EXPENSES

1. Payment of room rent 17 185
2. electricity payments 982
3. Purchase of materials for manicure, extensions, barber-wagon 97463
4. Households. Costs 736
5. Salary barber-wagon 60 000
6. Advertising (customer reviews, newspaper), 1 month 5000
7. Advertising (business cards, brochures), 1 month 4000
8. Promotional video on TV 4 times a month 6000
9. Advertising Radio 6 times a month 6000
10. Coffee and tea to customers 3000

Total monthly cost would be: 200 366 kzt



# SUSTAINABILITY AND PROFITABILITY

The calculation shows that I have chosen activity will generate income and offset all projected costs, and have the opportunity to receive a salary, provide a basis for improving the quality of services, expanding the list of services.

The first month of full-time will be wasted on organizational issues. Part of the event paid for by grants 288 708 tenge. and equity 98,691 tenge, so pay the first month is not assumed. In the future, my wages on the average of 140 460 to 345 005 tenge (at the maximum amount of services), barber-wagon-60 000 tenge.



