

# **BUSINESS PLAN CHALLENGE**



**Turkish Economy  
and  
Start-ups In the Beauty Industry**



# BEAUTY SALON

## ➤ DECIDE WHAT KINDS OF SERVICES YOU'RE GOING TO SELL/ PROVIDE

- Manicure & Pedicure
- Massages (foot, head, back, etc.)
- Hair (cut, styling, treatment, color, etc.)
- Facial care
- Retail sales (shampoo, conditioner, tonic, etc.)
- Waxing
- MakeUp, etc.



# CLASSIC SHOPS

- DECIDE WHAT KINDS OF PRODUCTS YOU'RE GOING TO SELL/ PROVIDE
- Haircare products (Shampoo, conditioner, etc.)
- Skincare products (Cleanser, moisturizing lotion, Clarifying Toner, etc.)
- Bodycare products
- Perfumes & Deodorant





# 1. PRODUCT

## **DETERMINE YOUR PRODUCT :**

- ▶ determine which service you want to offer as an independent service provider

## **WHICH OF OUR CUSTOMERS NEEDS OR PROBLEMS ARE WE HELPING TO SOLVE WITH OUR SERVICE?**

- ▶ With what question or problem are people coming to you for help?



## 2. PEOPLE

### WHAT PEOPLE ARE INVOLVED IN YOUR BUSINESS:

think of customers, staff, partners, suppliers, ...

- ▶ Who will be your most important customers? Why this choice?
- ▶ Who else would be interested by your service?
- ▶ Are you going to work with partners (with experts with another knowhow), staff or will you work alone?



# 3. PLACE

## WHAT ELEMENTS/CRITERIA WILL DETERMINE YOUR CHOICE OF LOCATION FOR YOUR SERVICE?

Think of:

- space needed
- accessibility
- level of comfort
- home or on location
- city or countryside, ...



# 4. PROMOTION (1/2)

- ▶ HOW WILL YOU FIND YOUR FIRST CUSTOMERS?
- ▶ HOW WILL YOU TELL THE WORLD ABOUT YOUR BUSINESS?
- ▶ WHAT MEDIA WILL YOU USE TO COMMUNICATE ABOUT YOUR SERVICES  
(Choose one media)

**ONLINE** (*website, social media, newsletter, influencer, online advertising (google ads), ....* – Explain how you will make sure that your message reaches the customers that you need.

**OFFLINE** (*poster, flyer, brochure, advertising in specific magazines, ...*) – Explain how you will reach your customers with the medium of your choice.



## 4. PROMOTION (2/2)

NOW PREPARE YOUR PROMOTION

- **Make a draft or a briefing for your marketing bureau :**
  - Write the text for your online promotion / describe the photo that you want to add
  - Make a draft/model of 1 offline promotion e.g. create a poster, write a flyer, ...
  - Fitting & attractive housestyle – logo/colours



# 5. PRICE (1/2)

## HOW MUCH MONEY DO YOU THINK YOU WILL NEED TO GET STARTED?

- ▶ What will be your major costs to be able to start (investments, stock, expert training, building rent, marketing, salaries, ...)
- ▶ Where will you find that money?
- ▶ How do you convince someone to lend you money?



## 5. PRICE (2/2)

- ▶ What price is your customer paying for your services?  
*(based on competition price, your expected costs, market research, ....)*
  - ▶ How much money are you going to earn per week?
- 



# Summary: PRESENTATION

PRESENT YOUR BUSINESS PLAN TO THE JURY

- Make a powerpoint
- Use all the elements from your placemats :
  - Product
  - People
  - Place
  - Promotion
  - Price
- Choose a template & images that fit your company housestyle & product offer