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Integrated CA3
Int. Application Development and Research
Skills

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Introduction

The main objective of this project is to show how a business plan can be applied in the implementation of a male haircut scheduling website, in order to carry out a monthly subscription in any male hairdressing salon to schedule haircuts.

The business plan of this project consists of mission, vision and values, which demonstrate what is done, where you want to go and the values of the organization, as well as ethical practices and intended social responsibility presented in this project.

Also for the construction of the action plan and the marketing strategy of this project, summaries of previous works were used, where a field research was used as a basis for data collection for the development of the website and the use of SWOT analysis where the points strengths and weaknesses and opportunities for improvement, thus making it possible to design a new business strategy.

Mission ,vision and values

The company's mission, vision and values are powerful definitions for companies to be able to plan differentiated, outstanding businesses, engaging employees who identify with these descriptions to the point of being proud of where they are.

Mission

The mission is directly linked to the goals (where you want to go) and the reasons for which it was created. When preparing it, so some questions should be considered:

What should the company do?	Who should do it for?	Why should do?
How should do?	Where should you do?	What is social responsibility?

Taking these questions into consideration for the development of the company's mission in the case the implementation of a male haircut scheduling website the mission can be defined:

“We are not just a site where you can search and schedule an appointment, but with a mission to organize the best time for you, making it accessible and useful for everyone.”

Vision

It is important for the company to keep in mind its long-term goals, that is, for the coming years.

“To be a reference in the service of men's cuts at any time, adding to the well-being of our customers.”

The value of a company is a very strong impression that is left to the target audience, so the importance of making clear the good values it has.

Values

The value of a company is a very strong impression that is left to the target audience, so the importance of making clear the good values it has.

“Commitment to customers, partners and technology”

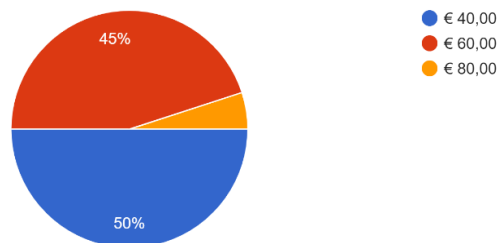
4 P's of marketing?

The marketing strategy was developed with the aim of publicizing, presenting and meeting the needs of a supposed male target audience to have a haircut service by appointment through a website where they can do this to assist in carrying it out, the 4 Ps of Marketing were used as a strategy. According to(Twin,2022):”The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service.”

The 4 Ps of Marketing are the main variables that a company uses to present its offer to the target audience and achieve its marketing objectives. The 4 Ps are the initials of the following words, which represent the pillars of a marketing strategy:

Price: the price is crucial in building the brand image, in addition to being the only P that generates revenue for the company. Thus, the prices in this project were based on field research were 50% of respondents says that think is fair €40.00, as you can see below:

7.If there was a monthly subscription for a haircut, how much do you think is fair?
20 responses

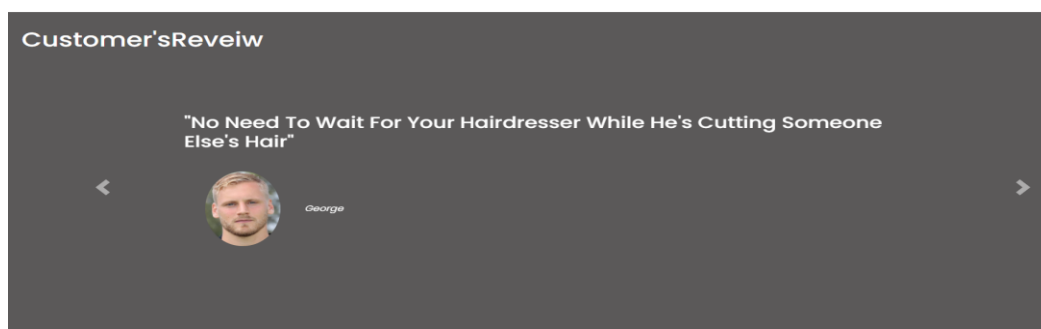


Considering the responses of the graph, where different price suggestions were reached, a section was developed with different types of plans and prices (you can see in the appendix page x) and also the average price of a men's haircut in Dublin according to Expatistan (2022) “The price of the standard male haircut in the expat area of the city in Dublin is €22.”

Product: The product is the basis of the existence of companies. It is the product that meets the needs of consumers and provides benefits for their life. Therefore, in this case, the product is not something physical, but a service that brings customer satisfaction, to justify it 95% of respondents tell us if there was the possibility of having a signature for a haircut you would like to have it, they answered yes. (you can see it appendix on page 22).

Place: refers to distribution channels and points of sale, whether physical or virtual. It is through this P that you define how the product will reach the customer, in this case the customer comes instead of the service going to him, how to do this after the customer makes his subscription, he will receive the alerted what times are available to cut his hair by Whatssap.

Promotion: is responsible for communicating about the brand to the target audience. They arouse interest and create consumer expectation about the tangible and intangible attributes of the product. The focus in the P is to answer customer expectative in several aspect as(advertising, personal sales, social medias, promotion sales and so on) so considered it a website was developed and there is a section with Customer's review as you can see below:



The customer review section was developed with some supposed customer opinions, the idea is to show new customers how good the services provided are in the way to try fidelize.

Swot analysis

To analyse the internal and external environments of this project, according to the business idea. SWOT analysis serves as a great tool if the idea is to find paths for market growth. According to (Will Kenton, 2021): "SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a [company's competitive position](#) and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential."

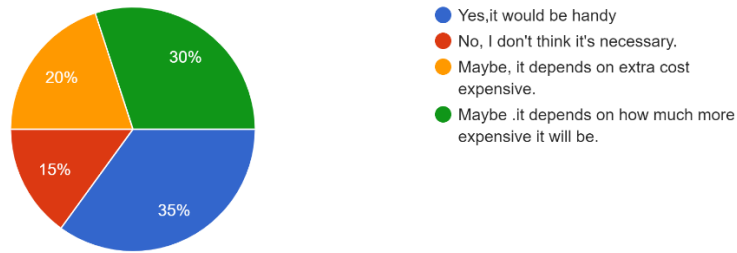
Strengths: presents the strongest skills and, consequently, the advantages of your business over the competition. To define your strengths accurately, some aspect should be considered:

The biggest competitive advantage.

It can be said the biggest competitive advantage is the possibility to offering a different monthly subscriptions, to help that hypothesis 35% of respondents said that yes, it would be handy if there was a monthly subscription premium. As you can see in the chart bellow:

13.If there was a monthly subscription premium, would you accept it?

20 responses



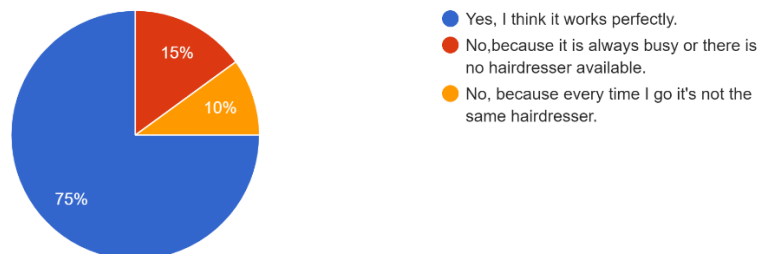
Weaknesses: As the name suggests, weaknesses are those skills that interfere or even harm the development of the business.

The possibility competition chosen.

As is well known, for any business to continue growing, it is necessary to maintain or attract new forms of income, and one of the reasons that would make you lose a new customer or even lose your current customer is how satisfied he is with his hairdresser. Next in the chart as you can see how much the customers are satisfied with his hairdresser:

12. Are you satisfied with the service provided by your hairdresser at the moment?

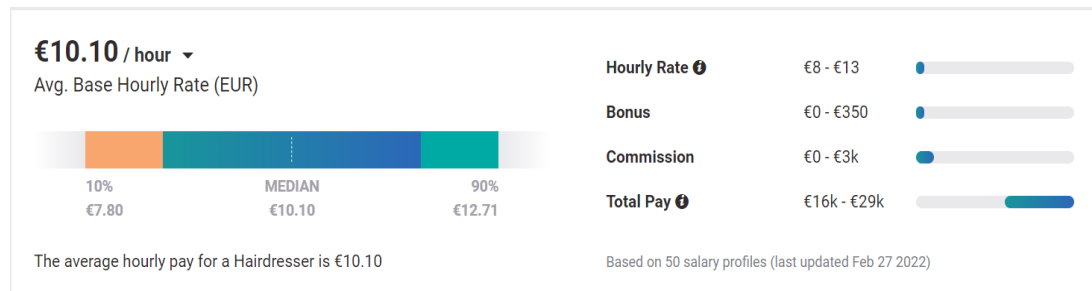
20 responses



The level of satisfaction with their hairdresser is 75% of respondents, based on this data it is possible to conclude that it is unlikely that a loyal customer with his hairdresser will change salons or hairdressers. Another point to note is the busiest time and day of the week, consequently it is Friday after 7 pm (you can see it on appendix in charts 3 and 4 pages 20 and 21). Because there is a high demand at this time and on this day, the waiting time would be longer than expected.

There is no good engagement among employees.

The possibility of not having a good engagement among employees would be a risk to the business due to several factors, such as there could be competitions between them or even a better offer of commission by another hairdresser. In general many hairdressers work on a commission basis for haircuts, below you can see in the graph the average hourly pay of hairdresser in Dublin:



Source: https://www.payscale.com/research/IE/Job=Hairdresser/Hourly_Rate/818b4177/Dublin

Opportunities: These are the characteristics that a company has. They depend on external factors for it, not how we control it.

It can be said that expanding the business and trying to become a franchise can be a good business opportunity and it is, but it is necessary for the business to go through the approval time first to confirm this hypothesis. According to :

“The hairdressing industry is an essential (if traditionally overlooked) sector in Irish society that is expanding to include a range of ancillary services, and increasingly targeting men as well as women. A 2020 report commissioned by the Hair and Beauty Industry Confederation Ireland notes that there are almost 10,000 hair and beauty salons in the country with a strong regional profile.(Mary Corcoran,2021)”.

Based on the previous statement, offering a men's hairdressing course would be a good business opportunity to also sell a range of men's hair products such as gel or ointment, for example.

Threats: are events with a negative influence on the business and, like opportunities, depend on external factors.

In this step, we must consider external factors that we cannot control, for example the period we had to deal with the covid-19 pandemic. But let's bring something more tangible for

example one of the main competitive advantages of this project is signing up for men's haircut services, if the site goes down this can happen for any reason and sometimes it takes hours to get back online. Some cases that this type of problem happens are with Instagram and Whatsapp due to DNS (Domain Name System) having something problem.

A good SWOT analysis is developed and interpreted to best unite these elements. Thus, it offers a reliable, integrated diagnosis corresponding to the real needs of the term, so that the expansion of long-term action plans is safer.

Stakeholders

Stakeholders means strategic public and describes all the people or "interest groups" that are impacted by the actions of an enterprise, project, company or business. So in this project, the stakeholders involved are the hairdressers who will work directly with the customers, the web developer that will build and keep the website up to date.

It should also be considered who and how the service will be sold to generate revenue for the business. Therefore, the main sales channel to get new subscriptions will be on social media, According to Dave Chaffey(2022): “58.4% of the world's population uses social media. The average daily usage is 2 hours and 27 minutes (January 2022).” so it should be considered as part of the sales team that will take care of paid traffic.

Benchmarking

Comparing the strategies used by the competition as used by the competition is important to not lose your market.

This type of analysis allows a company to find possible solutions in its performance and repair them in order to offer quality service to the public. According to(Oberlo,2022):” As well as monitor performance, continuous improvement is an essential attribute of benchmarking. This is because the aim of benchmarking is to improve a certain element of a business.”

This project as known is a subscription for men to have an appointment to get a haircut, so the way this subscription service works is based on how Netflix works. So Netflix is a

subscription streaming service that allows you to watch commercial-free series and movies on an internet-connected device.

The concept of this project is very similar to Netflix, Netflix has a different type of plan for the whole family, when compared to this project it also has a different type of plan for different types of customer's desire on website section plan there are 3 types Basic, Gold and premium (as you can see it appendix on page 15).

Also like Netflix, which has a category for movies, a section on the website can be created that shows photos of different types of haircuts, giving more credibility to the business and generating confidence and haircut options without customers having to go to the salon. It can be said that the concept of benchmarking was used to build the website design, as everyone knows that it is not created from scratch. (you can see it appendix on page 24).

Hypotheses test

As mentioned earlier in the SWOT analysis opportunities, it would be a great opportunity to sell hair products for men, but however, doing a supposed statistical analysis with some products by region, it is possible to see that the hair ointment has a low acceptance rate. As you can see bellow in the image:

```
In [6]: #H0 (null hypothesis) = 9568
        #H1v(alternative hypothesis) : u != 9568
        #alpha = 0.05

        stats.ttest_1samp(x,9568)

Out[6]: Ttest_1sampResult(statistic=-3.568565817325582, pvalue=0.0003985035659750956)
```

the image explains the statistical calculation of the pvalue variable, if p value is less than the alpha value, it means that the product, in this case, the ointment for men's hair, does not have a good acceptance. (you can see the full table on appendix in page 25).

Plan of action

The main idea of this project is to implement a monthly subscription any the men's hairdressing salon to help with this a website designer was developed on how it should work and to also help in the implementation of a business plan the tool was used 5W2H. According to Cancian (2017):“5W2H is the tool used to understand a problem or opportunity for improvement from different perspectives.”

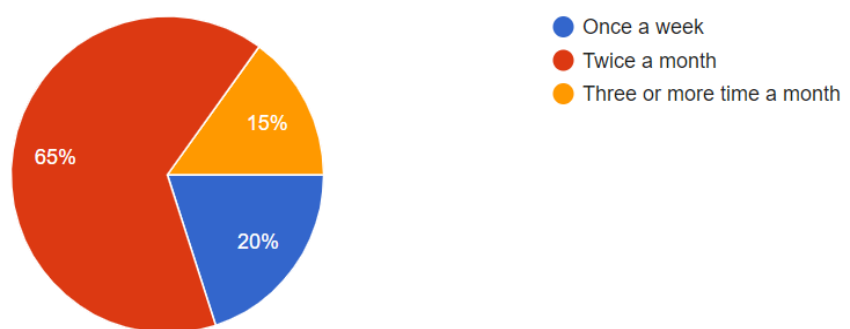
Basically, 5W2H starts with a problem and analyses how it is tackled with seven questions which is what gives the methodology its name. The five “Ws” assume the role of what (what), why (why), where (where), when (when) and who (who). The two “Hs” point out: how (how) and how much it costs (how much).

What is time to identified the problem and describe its level of complexity. which steps will be give and if the results measurement system is accurate and continuo .Then in this project, the main idea is to develop a subscription system for male hairdressers, so it was analysed through field research where responses from anonymous people were collected.

Based on research where 65% of respondents say they usually go to the hairdresser twice a month, as you can see in the chart below:

2.How often do you usually go to hairdresser?

20 responses



As result of respondents there is tendency the most of them go to hairdressers twice a month, the according to Expatistan(2022) “The price of Standard men's haircut in expat area of the city in Dublin is €22.”So, from that information came the idea of developing a website subscription for men's hairdressers.

Why identify Any known explanation that contributes to solving the problem must be stated. As everyone knows, the Covid-19 pandemic has changed everything and most of the service is done by appointment and online.

With the increasing acceptance of people for online service during the pandemic, most men's hairdressers started to schedule appointments for their customers as can be seen in the previous graph 65% of respondents usually go to the hairdresser twice a month.

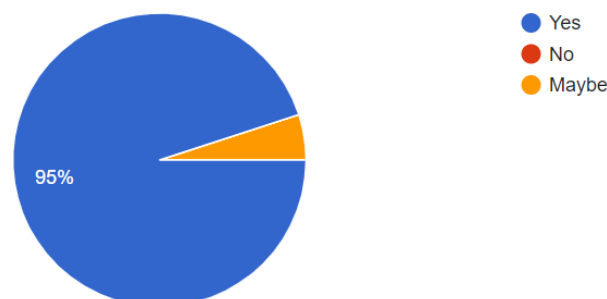
Where define where will it be done? If a defect occurs in one part of the process, where is it located? Idea this project is to Website scheduling development for men's haircuts technically is not necessary a physical space because everything is can be done online, of course should considered where this website will be hosted.

When specify When will it be done? here a goal is defined to be achieved, therefore, it is precise when each of the proposals will be carried out and also the duration of each one of them. So developing a website takes some time, some steps have to be considered during the process According to Erickson (2019)" A typical website will take 14 weeks at a minimum from start to launch. This includes 3 weeks discovery, 6 weeks design, 3 weeks initial development, and 2 weeks of modifications. It could take much longer if you wait until the end to start writing content."

Who by whom will it be made? First, see who the individuals associated with the problem are. Which customers are complaining? Which operators are having difficulties? The idea is to hire a developer or probably a company to develop a website through customer feedback. Next, in the chart below, it shows us that 95% of the responses could subscribe:

8.If there was the possibility of having a subscription to a haircut would you like to have it?

20 responses



How it define how will it be done? In this step It is necessary to establish a specific plan for each necessary action so that the goal determined at the beginning is achieved. As the goal of this project is Website scheduling development for men's haircuts the focus is how to sell it to get more subscribers so to do it one of good ways is through Instagram and Facebook ads.

Jacob(2022) say:“In 2018 Facebook users’ spent an average of 58 minutes per day on the platform compared to Instagram users’ 53 minutes per day.” As people are more connected nowadays on social networks, this would be a good strategy to get more subscribers.

How much Time to define how much will it cost? It's time to look at the cash and set a viable budget to go in pursuit of the proposed goal . The cost in this project is being considered low cost because every company at the beginning of a project thinks a lot about the value for money. According to WebsiteBuilder(2022) “On average, though, you can expect to pay an upfront cost of around \$200 to build a website, with an ongoing cost of around \$50 per month to maintain it. “

Also for to get more subscribers the sell strategy are Facebook and Instagram ads, as you can see image below the costs:

Social Network	CPC	CPM (cost per thousand impressions)
Instagram	\$0.20-\$2.00	\$6.70
Facebook	\$0.97	\$7.19

Source: <https://www.k6agency.com/instagram-ads-cost/>

So Facebook and Instagram ads are a good strategy because you only pay for the amount you use, the more impressions you get, the more you pay.

Website Designer

The creation of the website designer was thought through the feedback obtained from the field research where most of the answers helped to reach the final result were asked questions like how much do you usually pay for your haircut and how often do you usually go to the hairdresser . The site was created to apply in any men's hairdressing salon below you can see the idea of the image of the site as it should be:



We Take Care Of Your Healthy Life Haircut

We Are One Of The Best Hairdressers With Multiple Hair Specialists

Our Hairdresser



Will

Expert Comb Over Haircut



Connor

Expert Undercut



Dan

Fold Hair



Customer's Review

"No Need To Wait For Your Hairdresser While He's Cutting Someone Else's Hair"



George

Book Now



Book Appointment

[Book Now](#)

A Plan For Every Style Hair

Simple And Affordable Price Plans For You.

Basic

€40 / Mo

3 Haircut Per Month

[Sign Up](#)

Gold

€60 / Mo

4 Haircut

+ Barber

[Sign Up](#)

Premium

€89,99 / Mo

Priority Listing

Unlimited Haircut

Unlimited Barber

+ Dye Your Hair

[Sign Up](#)

Quick Links

- [> Home](#)
- [> About](#)
- [> Hairdresser](#)
- [> Book](#)
- [> Review](#)

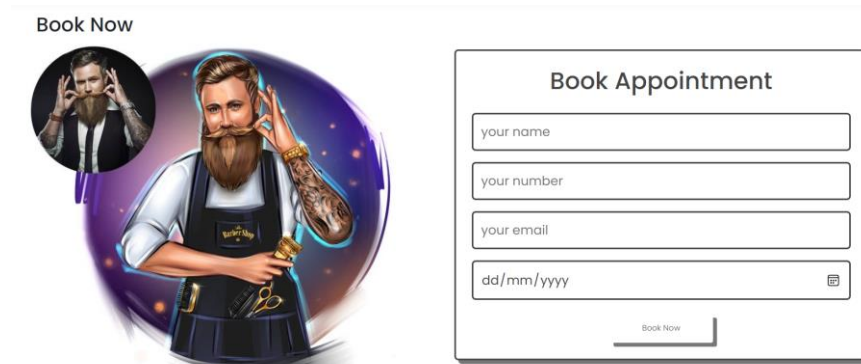
Contact Info

- [+123-456-7890](#)
- Hairdresser@Gmail.Com
- [CCT, Dublin - 400354](#)

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The website designer was developed based on the field research as you can see previously image in the section like make you book Now where the user can place their personal data on section below the image of book section:



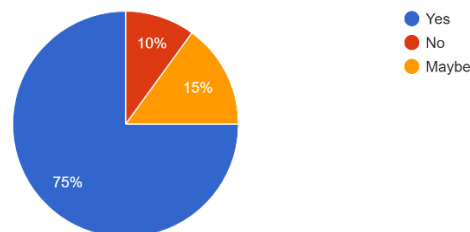
The 'Book Now' section features a circular illustration of a barber with a beard and tattoos, holding a pair of scissors. To the right is a 'Book Appointment' form with the following fields:

- your name
- your number
- your email
- dd/mm/yyyy

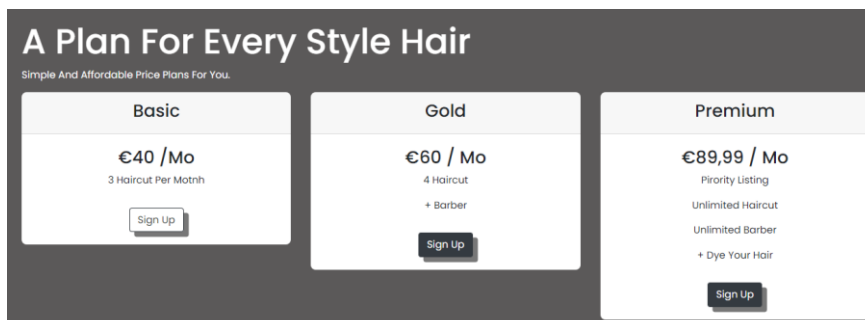
A 'Book Now' button is located at the bottom right of the form.

After user subscribed their will receive a message tell him what time is his appointment based on field research 65% respondents (you can research responses page) would like to get a message about their appointment by Whatssap also 75% respondents tell us they would accept have the option of subscription just for trimming the hair + beard? as you can see in the chart below:

10. Would you like to have the option of subscription just for trimming the hair + beard?
20 responses



from this data it was considered to develop different types of subscription where you will limit from a haircut to unlimited haircuts in addition to extra services such as dye your hair and shaving your beard following you can as this designer has configured:



The 'A Plan For Every Style Hair' section displays three subscription plans with their respective prices and features:

Plan	Price / Mo	Features
Basic	€40 / Mo	3 Haircut Per Moth
Gold	€60 / Mo	4 Haircut + Barber
Premium	€89,99 / Mo	Priority Listing, Unlimited Haircut, Unlimited Barber, + Dye Your Hair

Each plan includes a 'Sign Up' button.

Ethical and Social responsibility

Before we start talking about ethical responsibility, it is necessary to mention the concept of Corporate Social Responsibility, which is also related to the commitment of companies to society. Where it goes beyond economic issues, such as generating profits and jobs.

Undoubtedly, companies that work with Social Responsibility contribute to building a better world. And this brings positive impacts to the company itself too. When we talk about ethical and social responsibility, both are linked to the Mission, vision and values of the company. According to Pacific Oaks College(2021):“Being ethically responsible means ensuring that a company engages in fair business practices at all levels, including treating all employees, stakeholders and customers ethically and with respect.”

From the ethical point of view about the customers, we can highlight in the field research in which 65% of the interviewees answered that they would like to be notified through text message on Whatsapp about the scheduling of their haircut(as you can see on appendix page question 9).

The company must not take advantage of this means of communication with a sales channel, there must be a control of good practices so that it does not become something abusive and irritating to the end consumer.

As identified in the SWOT analysis at the point of opportunity, offering a hairdresser with perhaps the most affordable price or some NGO (non-governmental organization) to give the course is a form of corporate social responsibility towards society.

Business financial plan

Business financial planning is a roadmap that projects the future of a business's financial situation based on its present reality.

It is a programmatic guide, created from administrative and accounting tools, consolidated in the form of a document. Without a business financial planning, the manager is not able to estimate future cash flow, profit margins, break-even point and other essential indicators.

Firstly, to start a business requires an initial investment with some fixed cost and variable cost of the business.

According to Strydom(2021):”As fixed and variable costs make up the cost structure of your business, understanding the fluctuation of expenses and how they tie into your sales volume can help you make sound business decisions that will ultimately drive profits.”

Fixed and variable costs were based on web search and values were converted into local currency hairdresser salary is based on average salary in Dublin. Below you can see the table with fixed and variable cost:

Fixed cost	Variable cost
Maintain website €45,62 per month	Instagram ads € 5,69 per thousand
Hairdresser Salary average € 1,774.50	Facebook ads € 6,14 per thousand
Rent for 5meter square €3,150	Electricity per € 1,165 per month
	Hairdresser’s commission % 5

After estimating the costs, it is necessary to project the total revenue to reach a break-even point and thus generate the desired profit. Once the financial goals are defined, it is then necessary to trace an x-ray of the current financial situation, some financial indicators can be used at this stage, in addition to according to the Account online (2022).” The corporation tax rate for most Irish companies is just 12.5%.” so it can be said that the budget is as follows:

Total revenue:	€ 10,000
Total fixed cost:	€ 4,970.12
Total variable cost:	€ 1,176.83
Total revenue after cost :	€ 5,029.88
Hairdresser’s commission % 5 :	€ 251,49
Total without Tax:	€ 4,778.39
Tax 12,5% :	€ 573.41
Profit margin:	€ 4,204.98

This small financial plan was based on a small salon, the total revenue would be the number of revenue generated by all subscribing members, Of course, this budget was made in a simple way, highlighting the main costs of a company, for example some small but no less important costs were not accounted for such as hairdressing chairs, hairdryers, mirrors, etc.

New Business strategy

The next step that the business can take is to become a franchise, however first it is necessary to prove itself over time as a profitable business to attract new franchisees. So some steps must be planed:

- **Business model**

Everything must be thought about in the franchise from the attractions that will make customers compare to the structure of partnerships and costs for the good performance of the unit. it is necessary to transfer this knowledge to franchisee through this franchise manual, but also through courses so that he absorbs as much information about the business as possible.

- **Trademark registration**

When choosing to transform your business into a franchise, the use of the brand is transferred to third parties through the signing of a contract, therefore, it is of fundamental importance that it is registered in order to be protected and to avoid possible problems with its misuse and complications of licensing.

- **Selection of franchisees**

Check if the candidate has planned financial conditions know if he is able to assume the initial investment and working capital necessary for until the business reaches stable conditions to stand on its own and time available for dedication to the new business.

- **Legal structure**

This is one of the steps that requires more attention. It governs relations between franchisees and franchisors. Without legal instruments of control, a franchise will certainly be doomed to chaos.

When a business starts to expand as a franchise, it is a sign that the expansion plan is going well, but if it is not managed in a firm and controlled way through performance control,

and if the franchisee is not following the guidelines of the matrix and is doing something that can smear the Trademark everything can fall apart.

Conclusion

It is possible to conclude that a complete business plan before starting any business is fundamental because it serves as a guide of which steps should be followed. Having a business plan does not mean that there will be no unforeseen events but it helps to deal with unexpected situation.

It is evident that some points were not clear in the financial plan of this project, it lacked a lot of cost details to be discussed such as accounting example for dealing with taxes, legal costs for dealing with state permission to start a business, but in a way Overall , I would say that the budget presented covered some of the main points to consider in a business.

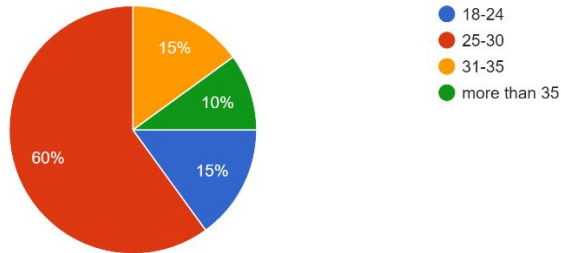
Appendix

Website scheduling development for men's haircuts!

20 responses

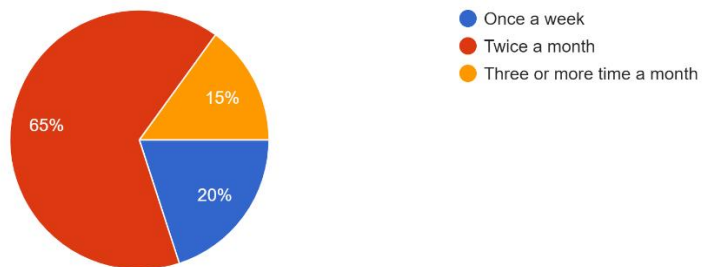
1.Which age group do you belong to?

20 responses



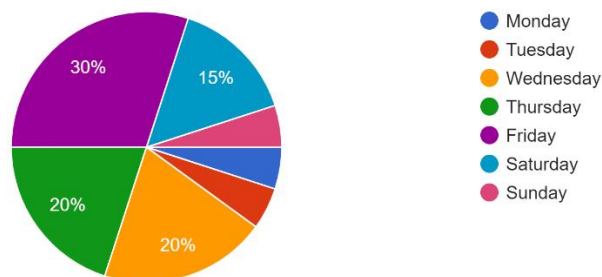
2.How often do you usually go to hairdresser?

20 responses



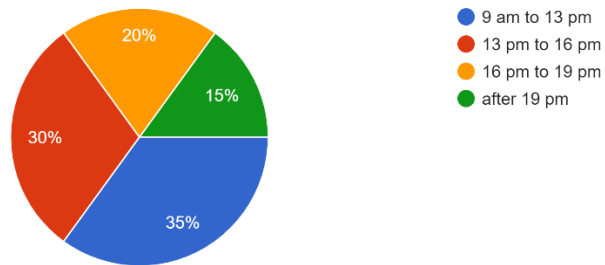
3.Which day of the week do you usually go to hairdresser?

20 responses



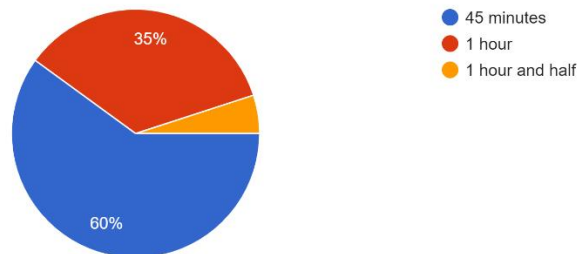
4. Based on the hourly hairdresser's work, what time of day is most appropriate for you to get a haircut?

20 responses



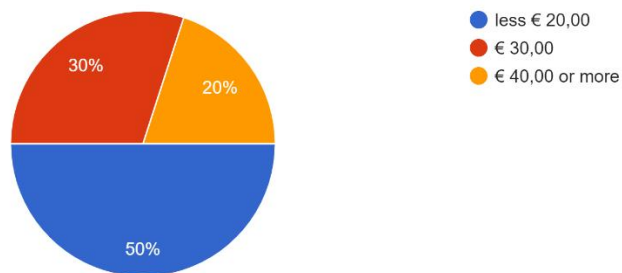
5. How long do you think is fair enough to get a haircut?

20 responses



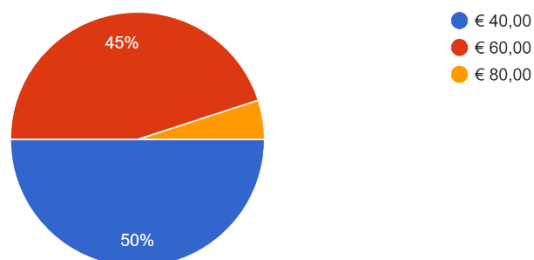
6. How much do you usually pay for a haircut?

20 responses

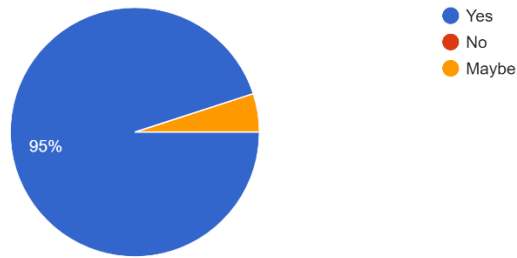


7. If there was a monthly subscription for a haircut, how much do you think is fair?

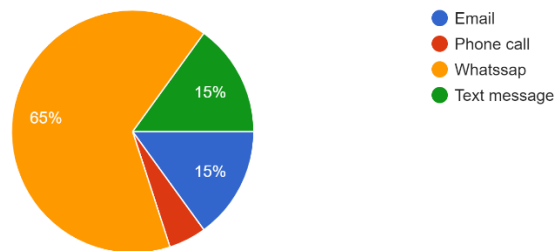
20 responses



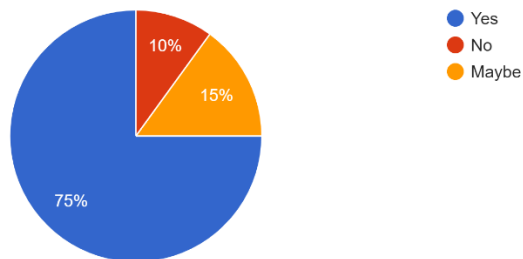
8.If there was the possibility of having a subscription to a haircut would you like to have it?
20 responses



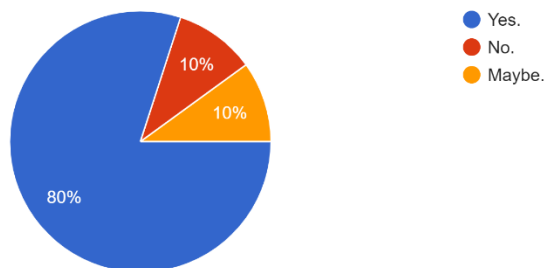
9. How would you like to get appointment confirmation if you want to get a haircut?
20 responses



10.Would you like to have the option of subscription just for trimming the hair + beard?
20 responses

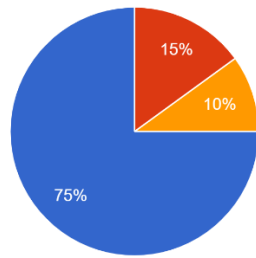


11.Would you like to see recommendations about the services provided on website?
20 responses



12. Are you satisfied with the service provided by your hairdresser at the moment?

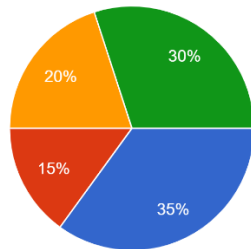
20 responses



- Yes, I think it works perfectly.
- No, because it is always busy or there is no hairdresser available.
- No, because every time I go it's not the same hairdresser.

13. If there was a monthly subscription premium, would you accept it?

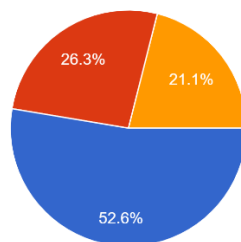
20 responses



- Yes, it would be handy
- No, I don't think it's necessary.
- Maybe, it depends on extra cost expensive.
- Maybe, it depends on how much more expensive it will be.

14. If your answer was perhaps related to the previous question, which of these options would you choose to justify?

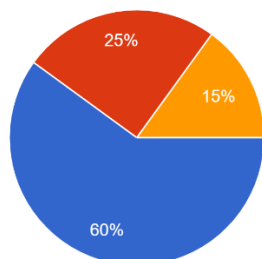
19 responses



- It depends on how much more expensive it will be.
- I don't think there will be a big difference between one subscription and another.
- It depends on how much more expensive it will be.

15. Would you like to see recommendations on hairdressers profiles on website?

20 responses



- Yes, I believe if I can see their work, Instagram would be helpful
- No, I don't believe it's necessary.
- Maybe.



Our Hairdresser



Will
Expert Comb Over Haircut



Connor
Expert Undercut



Dan
Foil Hair



Customer's Review

"No Need To Wait For Your Hairdresser While He's Cutting Someone Else's Hair"



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Jupyter Code

```
In [1]: > # importing the Libraries",
import numpy as np
import matplotlib.pyplot as plt
import pandas as pd
import scipy.stats as stats
from statsmodels.stats import weightstats
```

```
In [2]: > # importing the dataset\n",
dataset = pd.read_csv('C:/Users/Marco dos Santos/Downloads/Wholesale customers data.csv')
dataset.head(6)
```

Out[2]:

	Channel	Region	Fresh	shampoo	ointment	gel	shaving cream	conditioner
0	2	3	12669	9656	7561	214	2674	1338
1	2	3	7057	9810	9568	1762	3293	1776
2	2	3	6353	8808	7684	2405	3516	7844
3	1	3	13265	1196	4221	6404	507	1788
4	2	3	22615	5410	7198	3915	1777	5185
5	2	3	9413	8259	5126	666	1795	1451

```
In [3]: > x = dataset['ointment']; x
```

Out[3]:

0	7561
1	9568
2	7684
3	4221
4	7198
...	
435	16027
436	764
437	30243
438	2232
439	2510

Name: ointment, Length: 440, dtype: int64

```
In [4]: > #Calculate x bar
mean = dataset['ointment'].mean()
print(mean)
```

7951.277272727273

```
In [6]: > #H0 (null hypothesis) = 9568
#H1v(alternative hypothesis) : u != 9568
#alpha = 0.05

stats.ttest_1samp(x,9568)
```

Out[6]: Ttest_1sampResult(statistic=-3.568565817325582, pvalue=0.0003985035659750956)

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