**Section One: The Business**

**Basic Questions:**

1. **What general type of business is this?**

Our business is a combination of two different types of businesses: a beauty salon and a medical clinic. The beauty salon aspect of our business involves providing a range of beauty services such as hair care, nail care, makeup, and skincare treatments. The medical clinic aspect of our business involves having a dermatologist on hand to provide medical expertise and specialized skincare treatments. This type of business is becoming more popular and is sometimes referred to as a "medispa" or "medical spa." Medispas combine traditional spa services with medical treatments to provide a comprehensive approach to beauty and wellness.

## What is the status of this business? Start-up, expansion or take-over?

Our business is a start-up, as we are just beginning to provide your unique service offering to customers. We are carefully working to plan and execute our business strategy to ensure that we can meet customer demand, build a strong reputation, and achieve long-term success.

## What is the business form? Sole proprietorship, partnership corporation or limited liability company?

Our business in a partnership business. We are four partners that are working to boast this idea and work accordingly. We all have given the financial investment. Despite the monetary resources, we also invest our intellectual and management capabilities to cope with all the challenges we face to take a start and grow this new business.

## What are your products?

As a beauty salon in the presence of a dermatologist, our business will offer a range of services and treatments that combine traditional beauty services with specialized medical expertise. Some of the products and services we offer include:

**1. Skincare treatments**: These could include facials, chemical peels, microdermabrasion, and other treatments that are designed to improve skin tone, texture, and overall appearance.

**2. Haircare services**: We offer haircuts, styling, coloring, and other haircare services to our customers.

**3. Nail care services**: These could include manicures, pedicures, and other nail treatments.

**4. Makeup services**: we offer makeup application, lessons, and consultations to help our customers achieve their desired look.

**5. Dermatological services**: With a dermatologist on hand, we can offer specialized treatments for skin conditions such as acne, rosacea, and eczema. We also offer cosmetic treatments such as Botox, fillers, and laser therapy.

**6. Retail products**: our business could sell a range of skincare, haircare, and makeup products to customers, both in-store and online.

Overall, our product offerings will focus on providing comprehensive beauty services that are tailored to your customers' individual needs and concerns, and that are backed by medical expertise and personalized care

## Who are (will be) your customers?

Our business will likely attract a wide range of customers who are looking for a comprehensive approach to their beauty and skincare needs. Some potential customer segments include:

**1. People with specific skincare concerns**: our business will be able to attract customers who are struggling with skin conditions such as acne, rosacea, eczema, or signs of aging, and who are looking for specialized treatments and personalized skincare recommendations.

**2. Beauty enthusiasts**: our business will also attract customers who are passionate about beauty and who are looking for high-quality, effective treatments that can help them achieve their desired look.

**3. Health-conscious individuals**: With a dermatologist on hand, our business will be able to attract customers who are health-conscious and who are looking for treatments that are safe, effective, and medically backed.

**4. Men and women of all ages**: Beauty and skincare are relevant to people of all ages and genders, so our business has the potential to attract a wide range of customers.

**Additional questions for start-up:**

## Why will you be successful in this type of business?

By offering a combined service of beauty and dermatology, we can differentiate ourself from other beauty salons in the market and attract a wider range of customers who are looking for a more comprehensive approach to their skincare needs. Our business has the potential to provide a unique and valuable service to customers who are looking for both beauty and medical expertise in one place. Overall, by combining beauty and dermatology in a single service offering, our business has the potential to stand out in the market, meet a growing demand, and provide high-quality services that can lead to long-term success.

## What is your experience with this type of business?

By completing a diploma in beauty salon indicates that I have gained some knowledge and skills related to beauty treatments and salon management. While a diploma program may provide a foundation in theory and practical techniques, experience in the industry comes with hands-on work, customer interactions, and learning on the job.

## Why will your business be successful?

There are several reasons why our business has the potential to be successful:

**1. Unique service offering**: our business offers a unique combination of traditional beauty services and specialized medical expertise. By combining these two areas, we are providing a service that is not widely available and that can help customers achieve their beauty goals in a safe and effective way.

**2. Competitive advantage**: With a dermatologist on hand, our business has a competitive advantage over traditional beauty salons that do not offer medical expertise. This can help to attract customers who are looking for a more comprehensive approach to their beauty and skincare needs.

**3. Growing demand**: The beauty industry is a rapidly growing market, with increasing demand for high-quality beauty treatments and services. By offering a unique and comprehensive approach to beauty, our business can tap into this growing market and attract a steady stream of customers.

**4. Professional expertise**: With a dermatologist on hand, our business can offer a high level of professional expertise and personalized care. This can help to build a strong reputation and attract repeat customers who trust our expertise and recommendations.

**5. Word-of-mouth marketing**: Satisfied customers can be a powerful marketing tool, especially in the beauty industry. By providing high-quality services and personalized care, our business can build a loyal customer base that is likely to refer friends and family to your business.

## What will be special or unique about your business?

The uniqueness of our business lies in the fact that we are combining two very different but complementary fields, beauty and dermatology, in a single service offering. By having a dermatologist present in our beauty salon, we are able to provide our customers with a level of expertise and personalized care that is not commonly found in traditional beauty salons.

**E. Location**

**Basic Questions**

1. **Address of Business:**

The address of our business is Model Town A, Bahawalpur, Pakistan.

1. **Owned or Leased:**

The building is own by us consist of 4 partners.

1. **Cost of renovations and modifications:**

The cost of renovations and modifications will depend on the extent of the work that needs to be done, the size of the space, and the materials and labor required. Some common renovation and modification costs for a beauty salon may include:

Flooring: Installing new flooring can create a fresh, clean look for our salon. Depending on the type of flooring we choose, costs can vary greatly.

Lighting: Good lighting is essential for a beauty salon, so we need to invest in new lighting fixtures and bulbs.

Plumbing: By offering services such as hair washing or facial treatments, we need to install new plumbing or modify existing plumbing to accommodate these services.

Furniture and equipment: we will need to purchase furniture such as chairs, tables, and storage units, as well as specialized equipment for specific services.

Paint and decor: A fresh coat of paint and some well-chosen decor can create a welcoming environment for our clients.

The cost of these renovations and modifications can vary widely depending on the scope of work, the quality of materials and equipment we choose, and the availability of skilled labor in our area. The estimated cost would be 3.5 lac.

1. **Property and surrounding area:**

Model town in Bahawalpur is known as an elite and affluent community. Some of the elite characteristics includes:

High-end real estate: Model town is known for its luxurious mansions and properties with a high price tag, making it one of the most expensive places to live in the Bahawalpur.

Exclusive shopping: The famous shopping area is located in Model town, offering some of the most exclusive and high-end shopping experiences.

Fine dining: Model town has a variety of fine dining options with celebrity chefs and renowned restaurants.

Luxury cars: It is common to see luxury cars like Audi, Ford, and Mercedes-Benz driving around Model town.

High-end services: The city is home to numerous luxury spas, salons, and other high-end services catering to the affluent population.

Prestigious schools: Model town is known for its top-rated public and private schools which has produced many successful alumni.

1. **why is this a good location for our business?**

Having our beauty salon business located in an elite class colony can be a good location for several reasons, including:

Higher income demographic: Elite class colonies usually have a higher income demographic, which means that the potential customers in the area have more disposable income and are willing to spend on luxury services such as beauty treatments.

Greater demand for quality services: Customers in elite class colonies often have higher expectations for quality services and are willing to pay a premium for a premium experience. By providing high-quality beauty salon services in the presence of a dermatologist, we can meet this demand and attract loyal customers.

Enhanced brand image: A business located in an elite class colony may benefit from an enhanced brand image due to its association with high-end, luxury services. This can help attract customers who are looking for a premium beauty salon experience.

Access to a larger customer base: Elite class colonies often have a larger population density, which means that there is a greater potential customer base for our business. This can help increase foot traffic and generate more revenue.

Increased exposure to potential customers: Businesses located in elite class colonies are often visible to a wider audience due to their location in high-traffic areas. This can help increase exposure to potential customers and generate more interest in our business.

**I. APPLICATION AND EFFECT OF LOAN OR INVESTMENT**

**Basic Questions**

1. **What is the total investment required?**

The total investment required for starting a beauty salon in the presence of a dermatologist can vary widely depending on several factors, including the location, size of the salon, equipment, staff, and marketing expenses. However, some of the common costs associated with starting a beauty salon business may include:

* Rent and utilities for the salon location
* Salon furniture and equipment, such as chairs, mirrors, hair washing stations, and tools
* Inventory of beauty products, such as hair care products, skincare products, and makeup
* Staff salaries and benefits
* Marketing and advertising expenses
* Insurance and licenses

In general, the cost to start a beauty salon business round about a Million.

1. **How will investment be used?**

The investment for starting a beauty salon in the presence of a dermatologist can be used for a variety of purposes. Some of the common uses of investment for starting a beauty salon business may include:

Utilities: The investment can be used to secure a suitable location for the salon and cover rent and utilities costs for several months.

Equipment and supplies: A significant portion of the investment can be used to purchase or lease equipment and supplies required for the salon, such as chairs, hair washing stations, mirrors, skincare products, makeup, and hair care products.

Staffing and training: A portion of the investment can be used to hire staff and provide them with the required training to provide high-quality beauty salon services in the presence of a dermatologist.

Marketing and advertising: The investment can be used to market and promote the salon business through advertising, social media marketing, flyers, and other marketing channels to attract new customers.

Legal and administrative expenses: The investment can also be used to cover legal and administrative expenses associated with setting up the business, such as registering the business, obtaining licenses, and purchasing insurance.

1. **Investment make business more profitable:**

Investment can make a beauty salon business more profitable in several ways:

Quality equipment and products: By investing in high-quality equipment and beauty products, the salon can provide better services, which can result in more satisfied customers who are likely to return and recommend the salon to others.

Staff training: Properly trained staff who can provide high-quality beauty services can help attract and retain customers, which can increase the profitability of the business.

Marketing: Investment in marketing and advertising can help the salon reach new customers and increase its customer base, which can lead to increased revenue and profitability.

Upgrades and renovations: Investment can be used to upgrade and renovate the salon periodically to keep up with changing trends and customer preferences. This can help maintain customer loyalty and attract new customers.

Diversification: Investment can be used to expand the salon's service offerings to include new and popular beauty treatments, which can attract more customers and increase revenue streams.

1. **When will be the loan repaid?**

We don’t need to repaid the loan because we owned the building.

1. **What percent of equity, willing to give up?**

We are 4 shareholders in investment, each partner owns 25% shares of the company.