




# Beauty Supply Store


*Let's be Beautiful. Be Colorful. and Be You.*


# BUSINESS PLAN [YEAR]

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# Executive summary

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TIP

Cleara brings to the US allure of healthy, smooth, and youthful skin that radiates vitality through its professional range of skincare products. Leveraging Japan's uncompromising commitment towards research and development of advanced skincare formulations, the company seeks to deliver its users high quality and effective essential skincare through a wi

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## Problem Definition & Validation



TIP

The cosmetic and personal care industry thrives on exploiting modern women's insecurities and the cultural perception of beauty to flood the market with products that contain toxins and cheap fillers which are known to have harmful side effects. These products become even more harmful when used in underregulated skin procedures by practitioners for

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Solution



TIP

Cleara will source its products from the world's second-largest cosmetic market, Japan. In a country known for its concepts of balance; all the products will be made from naturally occurring ingredients that are perfectly balanced with the latest in skincare technology resulting in products that are of the highest quality.

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## Objectives



TIP

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and services during the forecast period.

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### Short Term (1 -3 Years)

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TIP

- To expand by opening additional store locations across the country during the forecast period
- To reduce operating expenses and aim to grow profitability to more than 35% by Year 5

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### Long Term (3-5 years)

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## Mission statement



TIP

To build a global brand that is committed to enhancing the natural beauty of women and men by always providing the best products and services worldwide.

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## Keys to success



### Natural Production

Cleara will source its products from the world's second largest cosmetic market, Japan. A country known for its concepts of balance; all the products will be made from naturally occurring ingredients which are perfectly balanced with the latest in skin care technology resulting in products that are of the highest quality.



### Value Added Services

Cleara will dedicate itself to the wellbeing of its customers. To this end, a professional beauty advisor will ensure all of the customer's queries regarding the composition, application and suitability of the products are met professionally and promptly.



### Supply Network

Cleara enjoys retains control over the quality of products by thoroughly vetting the suppliers and closely monitoring the manufacturing process.



### Price

The company enjoys sole distributorship of the products in Hong Kong which allows it to control prices. Cleara will thus be able to secure and distribute products at market beating price points.



### Distribution Channels

Cleara will distribute its products through both B2B as well as B2C channels. This will allow it to hold a niche in a market where professional skin care products are not freely available in the retail market.



### Effective Marketing

Cleara will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

## Financial Highlights



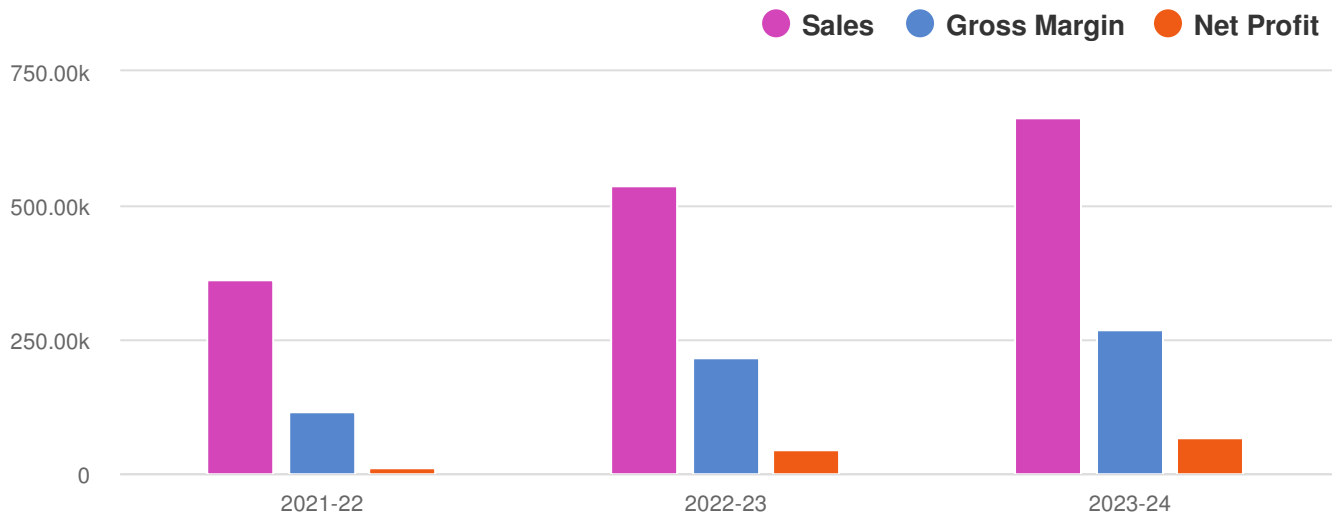
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a healthy net

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## Units Sold v/s Revenue Chart



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638



## Business overview

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TIP

Established in 2011 by a team of professional engineers, Cleara provides high-quality aesthetics equipment, as well as professional consultation and after-sales service to beauticians and aesthetics professionals. Through a network of top-tier, vetted and closely monitored suppliers from Hong Kong and Japan the company also enjoys sole distributorship of a range of high-end equipment.

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## Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in LA, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr. Thomas Green, who will also be the principal investor of the business.

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## Location



TIP

Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. However, there is so much room to have a rewarding career in the beauty industry in Los Angeles. For starters, it's the gateway to Hollywood, film, the TV industry, and more.

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## Interior Operating Facilities



**TIP**

The company will begin operations from a rented retail space at the heart of LA's commercial hub. Initial investments in setting up the interior facilities, consumables, inventory, and client entertainment space will be set up. Additions to space will be made as the company expands operations.

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## Hours of Operation



**TIP**

Cleara will cater to walk-in as well as online customers, as such it will be required to stay open during business hours. The company envisions opening a showroom at 10 am and remain open till 7 pm to entertain walk-in prospects as well as fulfill online orders.

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## Startup summary



**TIP**

The founding team will infuse a capital sum of £50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at £18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A further sum of £15,000 will be used to purchase initial stocks, furniture, computer, and other

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# Products & Services



TIP

Skincare is essential to graceful aging. Over time harsh elements in the environment wear on the skin, making it dry and tough. As such, a good skincare routine is imperative to eliminate the effects of the environment on the skin and revert the damaging impact. Good products power every skincare routine. The choice of product is just as important a

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## Range of Products



### Hair Colour

Made from natural ingredients, the hair colour from Cleara is long lasting and vibrant



### Lipstick

Cruelty free and free from parabens, the lipstick is of natural dye and skin friendly



### Foundation

Ideal for covering up uneven skin tone, the foundation is water based and made for all skin types



### Blush

Cruelty free and free from parabens, the blush is of natural dye and skin friendly



### Hair curler/Iron

Reinforced plastic handle with rust free ironing gives your hair the desired curls in no time



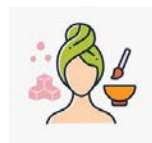
### Gels

Cleara offers a range of hair and face gels to keep oil at bay



### Repair Lotions

Made for problem skin, these repair lotions work towards clearing skin and giving it a healthy glow



### Scrubs

Cleara offers a range of scrubs for all skin types from tea tree to papaya

## Suppliers



TIP

Japan is well known for its “balanced state of mind”. The culture is deep-rooted in balancing tradition with the advancements in technology. Japan is home to the second-largest cosmetic industry in the world owing to the quality of products manufactured within its boundaries. Manufacturers in Japan value ancestral rituals and use holistic formulations power

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# Market Analysis



TIP

Skincare, haircare, make-up, perfumes, toiletries and deodorants, and oral cosmetics are the main product categories of the cosmetic market. Since the early twentieth century, the production of cosmetics and beauty products has been controlled by a handful of multi-national corporations—L'Oréal, Unilever, Procter & Gamble Co., The Estee Lauder Company

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## Market segmentation



TIP

United States cosmetics market is segmented based on type, gender, distribution channel, and region. Based on type, the market is categorized into skincare, haircare, bath & shower products, makeup & color cosmetics, and fragrances & deodorants. The makeup and color cosmetics segment is witnessing high demand in the United States market

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## Market Trends



TIP

Within the cosmetics category in the U.S., eye cosmetics was the most profitable segment. In 2020, about 1.96 billion U.S. dollars were generated from sales of eye cosmetics in the U.S. Facial cosmetics was the second most profitable segment, with sales revenue of 1.9 billion U.S. dollars. Of the eye cosmetic industry, mascara was the leading product

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## Target market



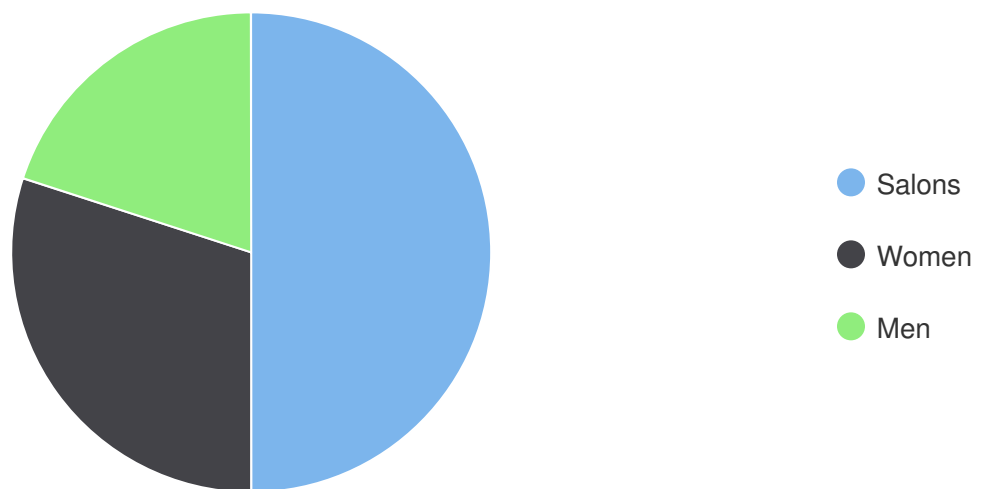
**TIP**

The company will target B2B and B2C segments. Cleara expects to incorporate its company in the US by Q3 2021 and begin commercial operation by Q4 2021. The three-month period in between is sought to understand its potential market to serve its customers best fully. During this period, the company will seek out and meet with professional s

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## Target Market Persona



Market	Segment
Salons	0.5
Women	0.3
Men	0.2

## Competitive Advantage



### Natural Production

Cleara will source its products from the world's second largest cosmetic market, Japan. A country known for its concepts of balance; all the products will be made from naturally occurring ingredients which are perfectly balanced with the latest in skin care technology resulting in products that are of the highest quality.



### Value Added Services

Cleara will dedicate itself to the wellbeing of its customers. To this end, a professional beauty advisor will ensure all of the customer's queries regarding the composition, application and suitability of the products are met professionally and promptly.



### Supply Network

Cleara enjoys superior supply connections and has complete control over the quality of products by thoroughly vetting the suppliers and closely monitoring the manufacturing process.



### Price

The company enjoys sole distributorship of the products in the US which allows it to control prices. Cleara will thus be able to secure and distribute products at market beating price points.



### Distribution Channels

Cleara will distribute its products through both B2B as well as B2C channels. This will allow it to hold a niche in a market where professional skin care products are not freely available in the retail market.



### Effective Marketing

Cleara will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.



# SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for Cleara and is presented below.

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## Strengths

- Natural Products of Japan origin
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

S

## Weaknesses

- Highly competitive market
- Limited market understanding

W

## Opportunities

- Collaboration with leading salons
- Increased beauty consciousness
- High growth potential market in the US
- Export capabilities

O

## Threats

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

T

# Strategy & implementation



TIP

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Cleara as a new player in the market and to educate potential customers about its portfolio of products. Over time, as Cleara becomes more established and develops a strong reputation, the marketing emphasis will shift to include more of a focus on the

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## Distribution Strategy



TIP

The company will reach its customer through both online and offline channels. Cleara's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's showroom to browse and place orders for their custom prints

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## Marketing and Promotion Programs



TIP

Cleara will approach potential commercial clients directly, either through cold-calling or email, to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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## Direct Sales

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TIP

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets. In the US there are a number of highly specialized publications (e.g. Skin Health Magazine, Glamour) that will be ideal for reaching these target markets.

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## Trade Publications

Start writing here...



TIP

Cleara will establish a presence at various trade shows that are relevant to the target market. For example, LA Fashion week (US's leading fashion trade show), HJ Live LA (Provides a platform to source the latest products and equipment from the brands exhibiting at the show).

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## Trade shows and Lifestyle Exhibitions

Start writing here...



TIP

The Company will operate a professional and compelling website, with a dedicated section for commercial clients, to promote its commercial product lines and provide easy ability to contact sales staff.

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## Website

Start writing here...



TIP

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to Cleara's offering (e.g., "professional makeup," "aesthetic products," "cosmetics," etc.).

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## Targeted Online Advertising

Start writing here...

## Positioning Statement



**TIP**

Cleara brings high-quality and effective essential cosmetic products to the US through a wide range of cleansers, toners, moisturizers, scrubs, and more. Creating a balance between luxurious and cosmetically elegant tactile comfort range with targeted fast-acting natural ingredients, all the company's products are organic and cruelty-free.

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## Sales strategy



**TIP**

Professional service providers form the company's primary target market. However, the company's marketing efforts will also include end-users, clients of the professional service providers. While push marketing efforts will be deployed to reach service providers, pull marketing efforts will drive engagement for the company's product. These efforts

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## Online Marketing Channels



### **Electronic Direct Mail Marketing**

Salons looking for organic and natural skin care products to use for providing their services stand out prominently as viable marketing targets for this channel. Cleara will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



### **Social Media**

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



### **Google Ad Campaigns**

1. The advertising will target specific keywords relevant to Cleara's offering (e.g. "professional makeup", "aesthetic products", "cosmetics" etc.).

## **Offline Marketing Channels**



### **Networking**

Participate in leading consumers exhibitions and beauty events. Display a range of samples and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



### **Pop-Up Store**

The company will also hold pop-up stalls at consumer exhibitions.



### **Walk-in**

The showroom will be designed with attractive display of sample of products. Visually attractive hoardings and a high street presence will further attract prospects to walk-in and buy high quality cosmetic products.

## Pricing strategy



**TIP**

Cleara's beauty product range is expected to carry an average price tag of \$35.85 per item. The direct costs, which are primarily associated with stock procurement and carriage, are estimated to account for 60% of the average price, resulting in a 40% margin.

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# Operational Plan



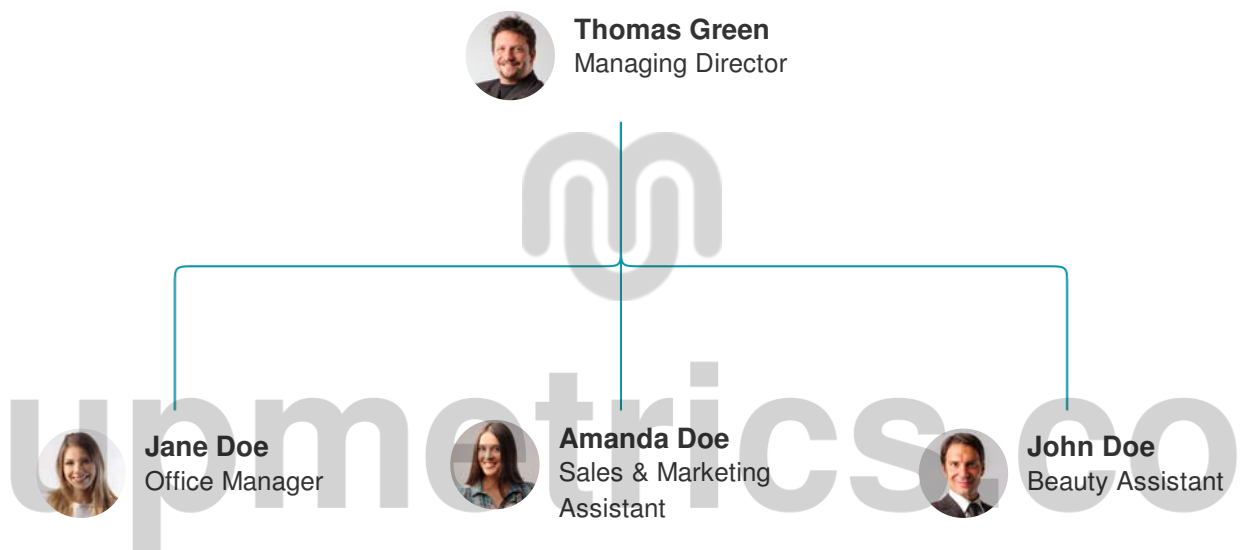
TIP

The team will be headed by Managing Director Mr. Thomas Green who will also oversee production operations. Joining Mr. Thomas in the Management Team, the company will onboard an office manager and a beauty advisor to help clients choose the best product for their skin type. The team will also be strengthened by a design and production manager a

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## Organization chart



## Management Team



TIP

Mr. Thomas will serve as the Managing Director of Cleara. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for aesthetic companies across America. His ability to multi-task and expertly weave through operational pitfalls equi

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# Personnel Plan



TIP

The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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## Hiring plan

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Office Manager	1 of 20	10 days	121 days	100%
Sales & Marketing Assistant	3 of 23	30 days	21 days	80%
Beauty Assistant	4 of 15	158 days	127 days	0%



### JANE DOE

Office Manager [Jane@cleara.com](mailto:Jane@cleara.com)

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



### AMANDA DOE

Sales Representatives [Amanda@cleara.com](mailto:Amanda@cleara.com)

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required



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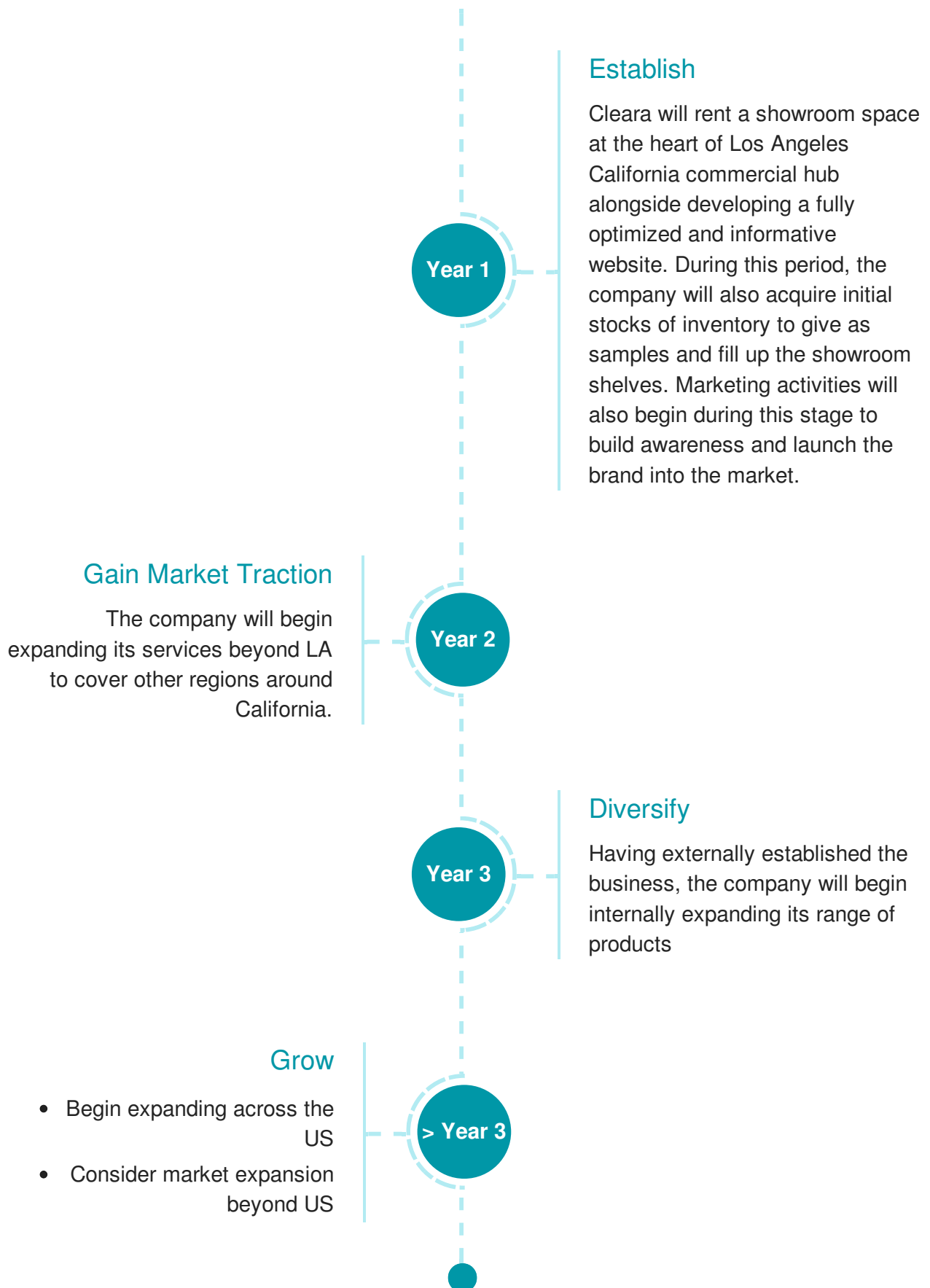
## JOHN DOE

*Beauty Specialist* [John@cleara.com](mailto:John@cleara.com)

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified skincare specialist.

# Milestones

## CLEARA



# Financial plan



## REMEMBER

If you are going to start your own beauty supply store business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to ex

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## Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

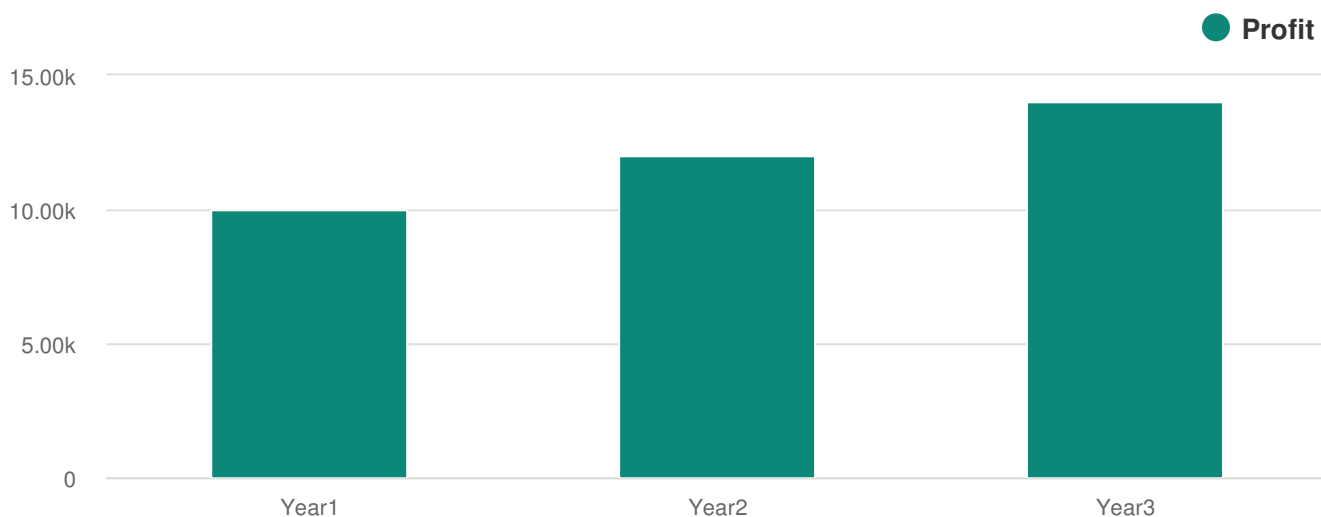
## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



### Financial Year

### Profit

Year1

10000

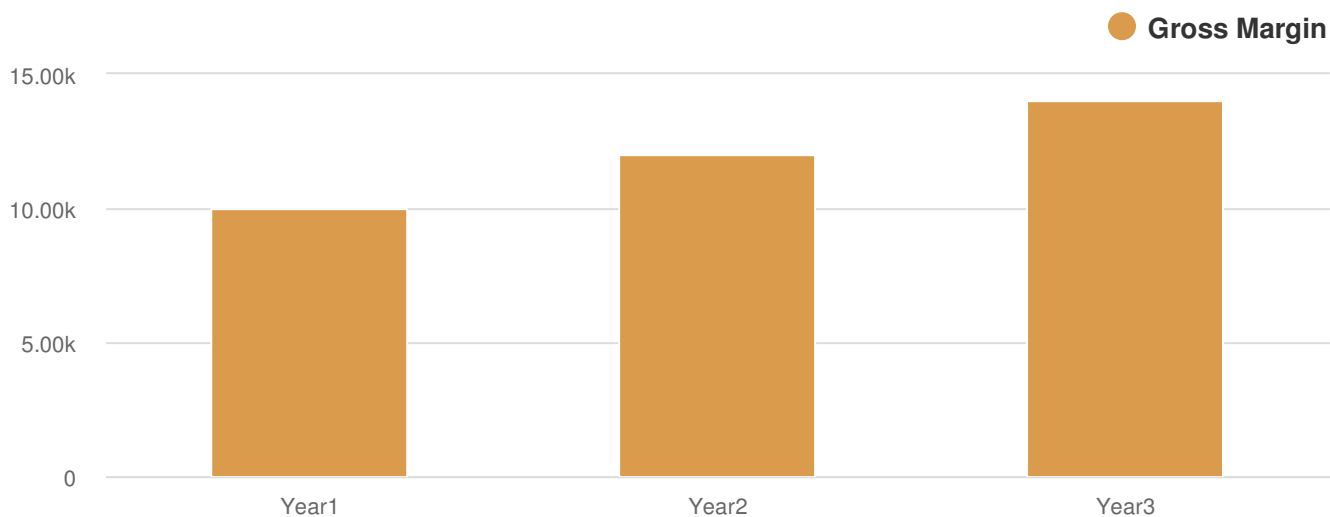
Year2

12000

Year3

14000

## Gross Margin Yearly



### Financial Year

### Gross Margin

Year1

10000

Year2

12000

Year3

14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>



Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

# Want to make it more presentable?

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