



Esthetician Business Plan

Radiance Unveiled, Skin Transformed

Business Plan
2023



John Doe



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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

Executive Summary



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

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Help tip

Esthetician Business Plan

Start your executive summary by introducing your idea behind starting an esthetician business and explaining what it does.

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Esthetician Business Plan

Describe the target market in brief, and explain the demographics, geographic location, and psychographic attributes of your customer.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Esthetician Business Plan

Describe in detail the aesthetic treatments and conventional skincare services that a client can expect at your salon. Also, incorporate all the details about the tools and equipment you will use keeping customers' safety in your mind.

To unlock help try Upmetrics!

Start writing here..

Management team



JOHN DOE

Founder/CEO - john.doe@example.com

With over [X years] of industry experience and a passion for skincare, [John] brings expertise and vision to [LuxeSkin].



ALICE BROWN

Operations Manager - alice.brown@example.com

An expert in [specific skill or qualification], [Alice] ensures the smooth day-to-day functioning of the salon.




JANE DOE

Lead Esthetician - jane.doe@example.com

With credentials from [specific institution or training], Emily is the backbone of our treatment offerings, ensuring each client receives top-tier care.

Financial Highlights

 **Help tip**

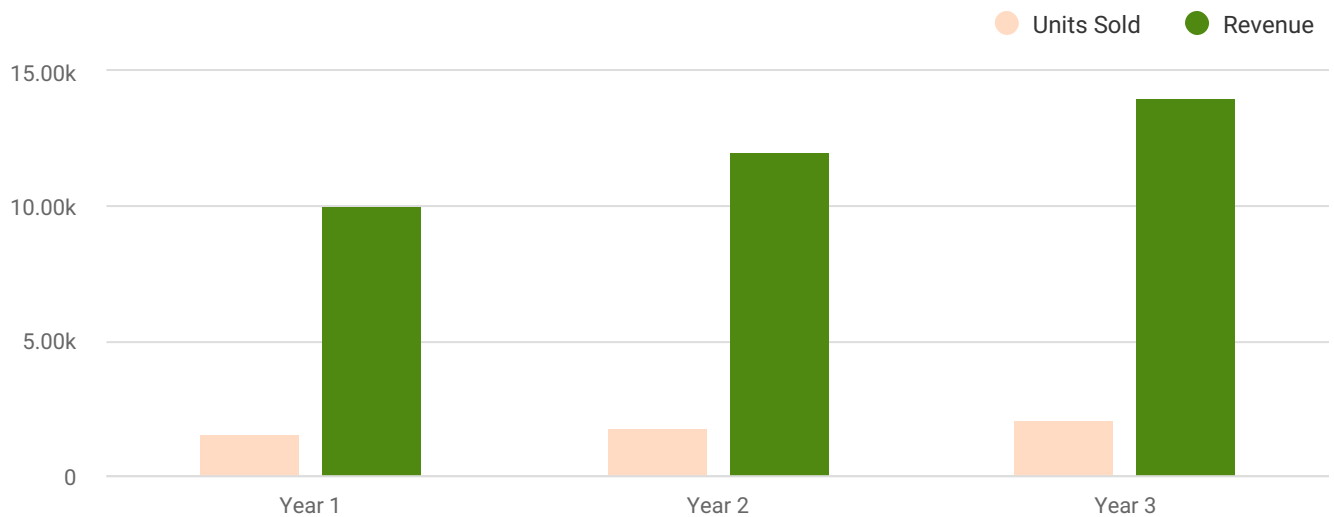
 **Esthetician Business Plan**

Provide a summary of your financial projections for the company's initial years of operation. Include any capital or investment requirements, startup costs, projected revenues, and profits.

To unlock help try Upmetrics! 


Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

 **Help tip**

 **Esthetician Business Plan**

After giving a brief about your business plan, end your summary with a call to action, for example; inviting potential investors or readers to the next meeting if they are interested in your business.

To unlock help try Upmetrics! 

Write a call to action for your business plan.

2.

Company Overview



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

To unlock help try Upmetrics!

Help tip

Esthetician Business Plan

Provide all the basic information about your business in this section like:

- The name of the esthetician salon and the concept behind it: a salon with a facial

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Esthetician Business Plan

Describe the owners of your salon and mention their roles in running it. Whose shares in the corporation are they, and how each owner helps in the business?

To unlock help try Upmetrics!

Start writing here..

Business Owners



Mission statement

💡 Help tip

📄 Esthetician Business Plan

Add a mission statement that sums up the objectives and core principles of your esthetician business. This statement needs to be memorable, clear, and brief.

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At [LuxeSkin], we believe in the harmonious blend of luxury and genuine skincare. Our mission is to offer transformative experiences that go beyond the surface, empowering individuals to embrace their authentic beauty.



Business history

💡 Help tip

📄 Esthetician Business Plan

Include an outline of the salon's history and how it came to be in its current position. If you can, add some personality and intriguing details, especially if you got any achievements or recognitions till now for your incredible services.

To unlock help try Upmetrics! 🔒

Start writing here..

Future goals

💡 Help tip

📄 Esthetician Business Plan

It's crucial to convey your aspirations and your vision. Include the vision of where you see your business in the near future and if you have any plans of opening a new franchise of your business in the same city in the future.

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Start writing here..

3.

Market Analysis



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip

Esthetician Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Esthetician Business Plan

Identify your target market and define your ideal customer. Know more about your customers and which services they prefer: chemical peels, facials, waxing, body wraps, waxing, and other such services.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

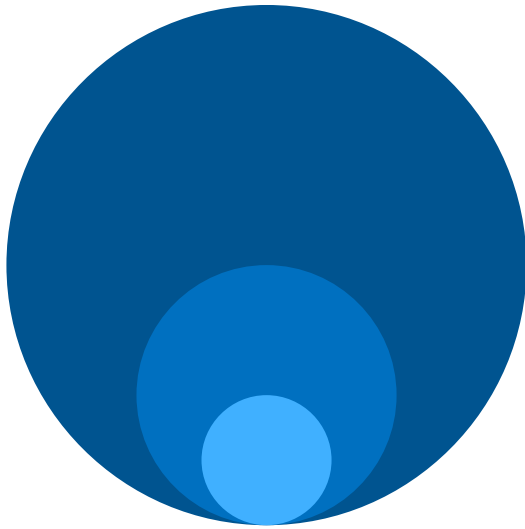
Esthetician Business Plan

The esthetician industry, currently valued at [specific market size, e.g., "\$5 billion"], has witnessed a steady growth rate of [specific percentage, e.g., "7% annually"].

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Start writing here..

Market Size



Available Market

All individuals seeking skincare services in the country.

10M

Served Market

Individuals in urban areas who regularly visit esthetician salons.


5M

Target Market

Urban individuals aged 25-45 prioritizing holistic luxury skincare.

2M

 **Help tip**

 **Esthetician Business Plan**

Identify and analyze all other estheticians in the local market, including direct and indirect competitors. Evaluate their strengths and weaknesses, and explain how your salon can offer qualitative services.

To unlock help try Upmetrics! 

Competitive analysis

Radiant Glow Esthetics

Established in 2018, Radiant Glow Esthetics is a mid-tier salon offering a mix of traditional and modern skincare treatments. Located in the bustling downtown area, it attracts a diverse clientele ranging from young professionals to retirees.

Features

Facials (Organic, Anti-Aging, Hydrating)

Chemical Peels

Microdermabrasion

Waxing (Full Body)

Strengths

Centralized location making it easily accessible.

A diverse range of facials catering to various skin types.

Regular promotional deals attract budget-conscious clients.

Weaknesses

Limited advanced treatment options.

Overbooked appointments leading to rushed services.

Lack of certified medical estheticians for specialized procedures.

Serenity Skincare Spa

Serenity Skincare Spa is a high-end salon known for its luxurious ambience and premium services. Established in 2015, it is often frequented by celebrities and socialites of the city.

Features

- Exclusive Spa Retreat Packages
- Gold Facial Treatments
- Customized Skin Health Plans
- Laser Hair Removal

Strengths

- Exquisite ambience offering a serene escape.
- Personalized treatments with skincare consultants.
- Use of state-of-the-art equipment and high-end products.

Weaknesses

- Premium pricing, which may alienate a wider customer base.
- By appointment-only policy, making spontaneous visits impossible.
- Sometimes perceived as too elitist, deterring potential middle-tier clientele.

Natural Touch Wellness

Natural Touch Wellness, operating since 2020, emphasizes organic and holistic skincare. Located near health hubs and yoga studios, it appeals to individuals leaning towards natural wellness.

Features

- Vegan Facials
- Herbal Body Wraps
- Crystal-infused Skincare Treatments
- Aromatherapy Massages

Strengths


- Strong emphasis on organic and vegan products.
- Collaborations with local wellness brands for holistic packages.
- Regular workshops on skincare awareness and self-care rituals.

Weaknesses


- Limited traditional esthetician services.
- Slower adoption of technological advancements in skincare.
- Restricted target market due to a specific brand ethos.

Market trends

 **Help tip**

 **Esthetician Business Plan**

Analyze current and emerging trends in your industry, such as changes in customer preference. Explain how your business will cope with all the trends.

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Start writing here..

Regulatory environment

Help tip

Esthetician Business Plan

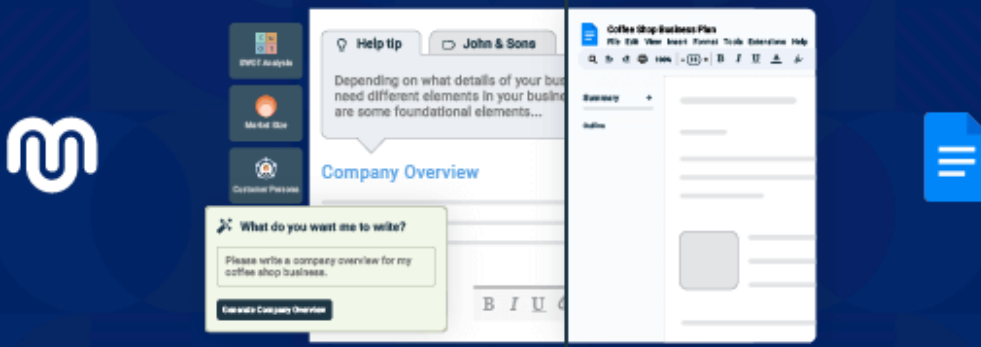
Describe any regulations or licensing requirements that affect the esthetician business, such as safety codes, or requirements of a full-time doctor or physician depending on your services should be mentioned here.

To unlock help try Upmetrics! 

Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services



REMEMBER

The product and services section of an esthetician business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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Help tip

Esthetician Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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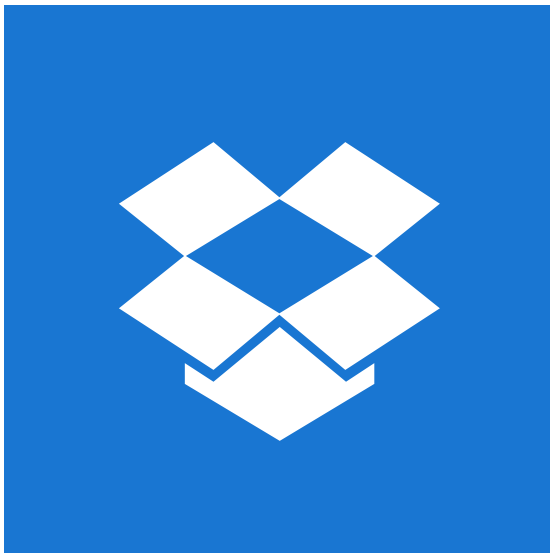
Start writing here..

Help tip

Define the services you will provide as an esthetician. These can involve chemical peels, microdermabrasion, the application of cosmetics, waxing, facials, and more. Be precise about the details of each service, including the cost.

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Products and Services



Chemical Peels

Price: **[\$150] per session**

A transformative skincare treatment designed to rejuvenate the skin, targeting issues such as acne scars, fine lines, and uneven pigmentation.

Specifications

- Active Ingredient: Glycolic Acid (40%)
- Session Duration: 45 minutes
- Post-treatment care: Sunscreen application mandatory, avoid direct sun exposure for 48 hours
- Frequency: Recommended every 4-6 weeks



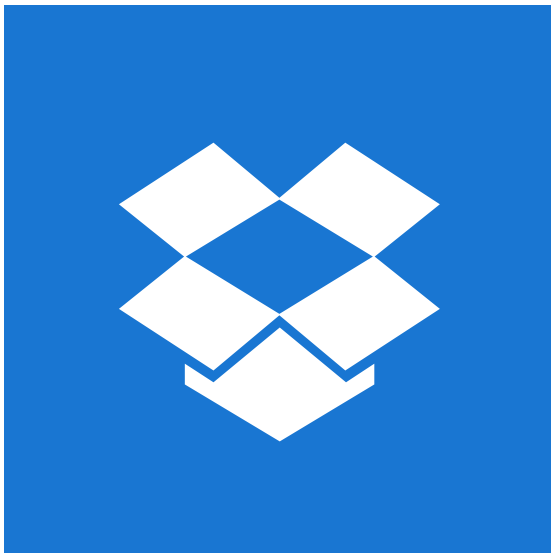
Microdermabrasion

Price: **[\$120] per session**

A gentle yet effective exfoliating procedure that revitalizes dull skin, reduces enlarged pores, and mitigates age spots.

Specifications

- Equipment: Diamond-tip handpiece
- Session Duration: 60 minutes
- Suitable for: All skin types except active acne
- Post-treatment care: Moisturizing and sun protection



Full Body Waxing

Price: **Starting from \$[80]**

Using premium organic honey-based wax, this service offers clients smooth, hair-free skin for weeks.

Specifications

- Wax Type: Organic Honey-Based
- Suitable for: All skin types, patch test recommended for sensitive skin
- Post-treatment care: Avoid hot showers for 24 hours, exfoliate after 48 hours to prevent ingrown hairs



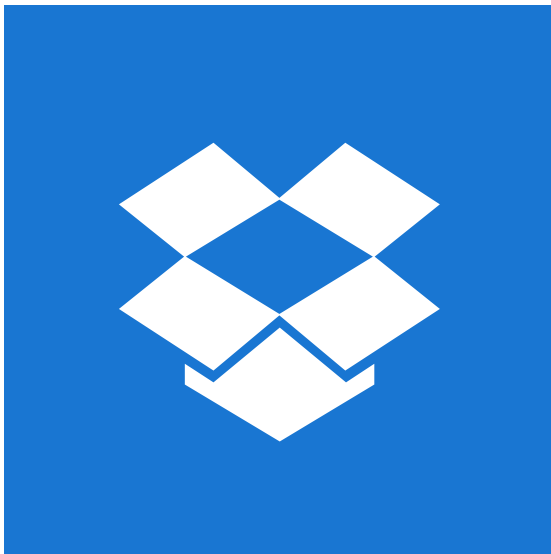
Luxe Radiance Facial

Price: **[\$90] per session**

A holistic facial tailored to individual skin needs, incorporating organic and vegan products, ensuring deep hydration, detoxification, and rejuvenation.

Specifications

- Product Line: [Brand Name, e.g., "EcoBeauty Organics"]
- Session Duration: 75 minutes
- Suitable for: All skin types, customization available for sensitive skin
- Included: Steam, extraction, massage, mask, and serum application



Anti-Aging Serum (For Sale)


Price: **[\$50] per bottle (30ml)**


An elixir crafted with potent ingredients that combat signs of ageing, boost collagen production and impart a youthful glow.

Specifications

- Key Ingredients: Hyaluronic Acid, Vitamin C, Retinol
- Usage: Nightly, post-cleansing and before moisturizing
- Suitable for: Skin types showing signs of aging or as a preventive measure
- Shelf Life: 12 months from opening

Emphasize safety and quality

 **Help tip**

 **Esthetician Business Plan**

In all descriptions of services and products, emphasize the importance of safety and quality. Explain how your business will ensure that all services and products are delivered with the highest standards of safety and efficacy.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies



REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

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Help tip

Esthetician Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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Unique Selling Proposition (USP)

Help tip

Esthetician Business Plan

Clearly define your salon's unique selling proposition, such as your services, treatments, or products. Determine what sets your salon apart from the competition and what benefits you offer your target market.

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Start writing here..

Pricing Strategy

Help tip

Esthetician Business Plan

Develop a pricing strategy that is competitive and affordable, yet profitable. Consider offering promotions, discounts, or packages for your services to attract new customers.

To unlock help try Upmetrics!

Start writing here..

Develop a marketing strategy that includes a mix of online and offline marketing tactics. Consider social media, email marketing, content marketing, brochures, print marketing, and events.

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Marketing strategies

Online



Social Media

Regular updates, live sessions, and skin care tips on platforms like [specific platforms, e.g., "Instagram and Facebook"].



Email Marketing

Monthly newsletters with skincare insights, promotions, and appointment reminders



Content Marketing

Blog posts on our website covering skincare trends, treatment benefits, and client testimonials

Offline



Brochures

Detailed brochures are available at our salon, covering our services, products, and esthetician profiles.



Print Marketing

Advertisements in [specific publications, e.g., "local lifestyle magazines and newspapers"].




Events

Participation in or hosting [specific events, e.g., "beauty expos, wellness retreats, and community fairs"].

Sales strategies

 **Help tip**

 **Esthetician Business Plan**


Mention your sales strategy as in – partner with other businesses and healthcare providers to establish referral programs that can help you generate more business.

To unlock help try Upmetrics! 

Start writing here..

Customer retention

 **Help tip**

 **Esthetician Business Plan**

Describe how your salon will retain customers and build loyalty, such as through loyalty programs, special events, or personalized service.

To unlock help try Upmetrics! 

Start writing here..

6.

Operations Plan



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

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Help tip

Esthetician Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

To unlock help try Upmetrics!

Start writing here..

Hiring Plan

Help tip

Esthetician Business Plan

Tell the staffing requirements of your esthetician business, including the number of employees needed, their qualifications, and the duties they will perform. Also mention the perks you will provide to your employees.

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Start writing here..

Operational Process

Help tip

Esthetician Business Plan

Outline the processes and procedures that you will use to run your esthetician business. It includes the scheduling of appointments, the check-in and check-out process, and the management of medical records.

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Start writing here..

Technologies

💡 Help tip

📄 Esthetician Business Plan

Describe the systems and technologies that will be used in your salon, types of needles, massage machines, laser machines, and everything else.

To unlock help try Upmetrics! 🔒

Start writing here..

7.

Management Team



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip

Esthetician Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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Start writing here..

Key managers

Help tip

Esthetician Business Plan

Describe the key members of your management team, their roles, and their responsibilities.

It should include the owners, senior management, and any other physician, doctors, and people

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Start writing here..



JOHN DOE

Owner - john.doe@example.com

With over 15 years of experience in the skincare and beauty industry, John Doe holds a Bachelor's degree in Aesthetic Science from the renowned Beauty Institute of New York.



His expertise in skincare treatments, coupled with his innovative techniques, form the cornerstone of [LuxeSkin].

Under his leadership, [LuxeSkin] has adopted a blend of traditional and modern aesthetics, catering to a diverse clientele.



ALICE BROWN

Operations Manager - alice.brown@example.com

Alice Brown graduated with an MBA from Stanford University and has since accumulated over 10 years of experience managing operations in top-tier salons across the country.



Her knack for optimizing workflow, coupled with her passion for skincare, makes her an invaluable asset to [LuxeSkin].

Alice's proficiency ensures that the salon runs seamlessly, ensuring both staff and clients have an exceptional experience.



ROBERT BROWN

Resident Dermatologist - robert.brown@example.com

Dr. Robert Brown, a seasoned dermatologist with over 20 years in practice, holds a medical degree from Harvard Medical School.




He has written numerous articles on skincare health and innovations.


At [LuxeSkin], Dr Brown consults on specialized treatments and works closely with the team to ensure holistic skin health approaches are employed, merging medical expertise with aesthetic treatments.

Organizational structure

 Help tip

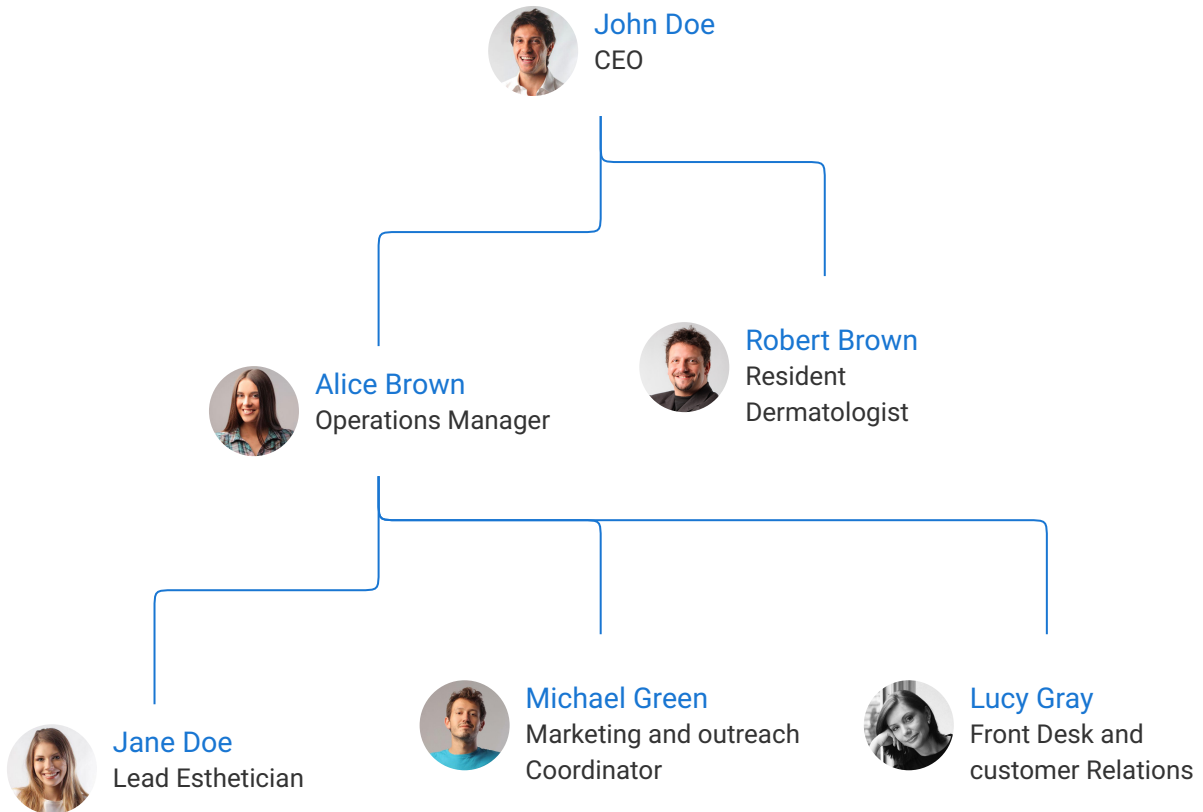
 Esthetician Business Plan

Describe the organizational structure of the management team, including reporting lines and how decisions will be made.

To unlock help try Upmetrics! 


Start writing here..

Organization chart



Compensation plan


 **Help tip**

 **Esthetician Business Plan**

Describe your compensation plan for the management team and staff, including salaries, bonuses, and other benefits.

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Start writing here..

 **Help tip**

If you have a board of advisors for your business, then mention them along with their roles and experience.

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Board of advisors



DR. ALAN BROWN

Dermatology Expert

With [X years, e.g., "20 years"] in dermatological research and practice, Dr. Brown advises on treatment innovations and skin health protocols.



MS. LUCY WHITE

Spa & Wellness Consultant

An industry veteran with a background in luxury spa operations, Lucy lends expertise to service enhancements and customer experience.

8.

Financial Plan



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the fol

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Help tip

Esthetician Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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Start writing here..

Help tip

Create a projected profit & loss statement that describes the expected revenue, cost of products sold, and operational costs. Your business's anticipated net profit or loss should be computed and included.

To unlock help try Upmetrics!

Profit & loss statement

	2023-24	2024-25	2025-26	2026-27	2027-28
Revenue	\$0	\$0	\$0	\$0	\$0
Cost Of Sales	\$0	\$0	\$0	\$0	\$0
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0	\$0	\$0
Gross Margin (%)	0%	0%	0%	0%	0%

	2023-24	2024-25	2025-26	2026-27	2027-28
Operating Expense	\$0	\$0	\$0	\$0	\$0
Payroll Expense (Indirect Labor)	\$0	\$0	\$0	\$0	\$0
General Expense	\$0	\$0	\$0	\$0	\$0
Bad Debt	\$0	\$0	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0	\$0	\$0
EBITDA	\$0	\$0	\$0	\$0	\$0
Additional Expense	\$0	\$0	\$0	\$0	\$0
Long Term Depreciation	\$0	\$0	\$0	\$0	\$0
Gain or loss from Sale of Assets	\$0	\$0	\$0	\$0	\$0
EBIT	\$0	\$0	\$0	\$0	\$0
Interest Expenses	\$0	\$0	\$0	\$0	\$0
EBT	\$0	\$0	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$0	\$0	\$0
Total Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	\$0	\$0
Net Income (%)	0%	0%	0%	0%	0%
Retained Earning Opening	\$0	\$0	\$0	\$0	\$0
Owner's Distribution	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Retained Earning Closing	\$0	\$0	\$0	\$0	\$0

 **Help tip**

Estimate your cash inflows and outflows for the first few years of operation. It should include cash receipts from clients, payments to vendors, loan payments, and any other cash inflows and outflows.

To unlock help try Upmetrics! 

Cash Flow statement

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Paid	\$0	\$0	\$0	\$0	\$0
COS & General Expenses	\$0	\$0	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Sales Tax	\$0	\$0	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0	\$0	\$0
Net Cash From Operations	\$0	\$0	\$0	\$0	\$0
Assets Sell	\$0	\$0	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0	\$0	\$0
Net Cash From Investments	\$0	\$0	\$0	\$0	\$0
Amount Received	\$0	\$0	\$0	\$0	\$0
Loan Received	\$0	\$0	\$0	\$0	\$0


	2023-24	2024-25	2025-26	2026-27	2027-28
Common Stock					
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Amount Paid	\$0	\$0	\$0	\$0	\$0
Loan Capital	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions	\$0	\$0	\$0	\$0	\$0
Net Cash From Financing	\$0	\$0	\$0	\$0	\$0

Summary

Starting Cash	\$0	\$0	\$0	\$0	\$0
Cash In	\$0	\$0	\$0	\$0	\$0
Cash Out	\$0	\$0	\$0	\$0	\$0
Change in Cash	\$0	\$0	\$0	\$0	\$0
Ending Cash	\$0	\$0	\$0	\$0	\$0

Help tip

Prepare a projected balance sheet, which shows the assets, liabilities, and equity of the business.

To unlock help try Upmetrics! 


Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
Assets	\$0	\$0	\$0	\$0	\$0
Current Assets	\$0	\$0	\$0	\$0	\$0
Cash	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Long Term Assets	\$0	\$0	\$0	\$0	\$0
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Liabilities & Equity	\$0	\$0	\$0	\$0	\$0
Liabilities	\$0	\$0	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0	\$0	\$0
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0	\$0	\$0
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0	\$0	\$0
Equity	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$0	\$0	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$0	\$0	\$0
Check	\$0	\$0	\$0	\$0	\$0

Break-even Point

 **Help tip**

 **Esthetician Business Plan**


Determine the point at which your esthetician business will break even, or generate enough revenue to cover its operating costs. This will help you understand how much revenue you need to generate to make a profit.

To unlock help try Upmetrics! 

Start writing here..

Financing needs

 **Help tip**

 **Esthetician Business Plan**

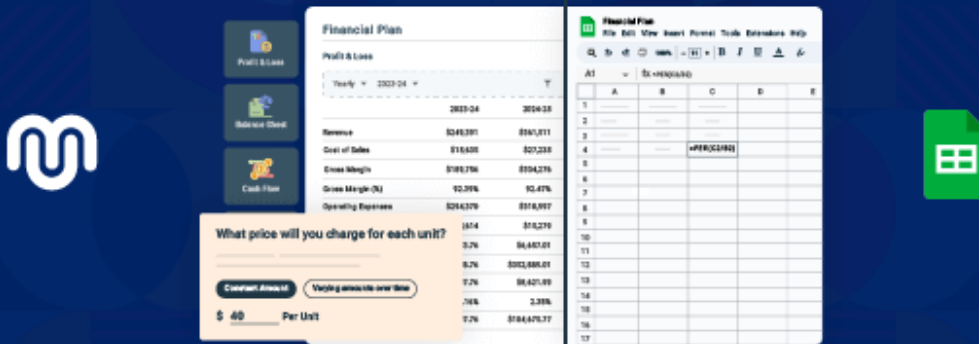
Estimate how much financing you will need to start and operate your esthetician business. It should include both short-term and long-term financing needs, such as loans or investment capital.

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Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows two side-by-side screenshots. On the left is the Upmetrics interface, featuring a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' section for the year 2023-04. It includes a table with columns for 2023-04 and 2024-03, and rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below this is a form titled 'What price will you charge for each unit?' with a 'Convert Amount' button and a 'Varying amounts over time' option. On the right is a standard spreadsheet interface with a grid and a formula bar.

	2023-04	2024-03
Revenue	\$241,391	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.0%
Operating Expenses	\$214,379	\$118,987
	104	\$1,279
	0.2%	\$6,857.01
	0.2%	\$302,888.01
	7.2%	\$6,821.89
	7.6%	2,356
	7.2%	\$184,675.77

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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