



AG858

**ITEC Level 4 Diploma in Spa and Salon Management
Unit 858 - Marketing in the Hair and Beauty Sector
Assignment Guidance Form**

For your own potential spa, hair or beauty business, develop a business plan detailing marketing activities

To include:

- Business mission statement
- Market research
- Competitor analysis
- Potential risks
- SWOT analysis
- Strategies and tactics
- Timescales and activities
- Finance/budgets
- Return on Investment

This assignment may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Diagram
- Graph
- Other pictorial presentation