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# Assignment Guidance Form

## iUCO61 – Marketing in the hair and beauty sector

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

- 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

## Document History

| Version | Issue Date | Changes         | Role                         |
|---------|------------|-----------------|------------------------------|
| v1      | 30/09/2019 | First published | Qualifications Administrator |
|         |            |                 |                              |
|         |            |                 |                              |