

A Company Truss Professional Expansion in UK Market

Student Name

Student ID

BRITISH ACE WRITERS

## Table of Contents

A Company Truss Professional Expansion in UK Market .....	3
1. Introduction.....	3
2. Aims and Objectives .....	3
3. Parameters and Outcomes.....	4
4. Approach.....	5
4.1. Plan of Action .....	5
4.2. Resources or Key Personnel .....	6
4.3. Risk Involve:.....	7
4.4. Cost.....	7
References.....	8

## A Company Truss Professional Expansion in UK Market

### 1. Introduction

Truss is a hair salon that has been expanding rapidly in the UK over the past few years. To better understand our customers and their needs, we have conducted a data analysis of our expanding operations in the UK. The data collected will help us understand which areas of the UK are most receptive to our services, what type of customers are attracting, and what promotions are most effective (Madichie, et, al., 2018). This information will be used to guide our future expansion plans and ensure that we are providing the best possible service to our customers. It has also been used to understand the impact of other expansion activities on the environment.

### 2. Aims and Objectives

The main aim of this research proposal is to conduct a market analysis on project recommended, evaluate why the UK (United Kingdom) would be best suited for the company to expand, and develop a strategy for implementing the expansion. Also need to the comparison between Asia and African country's strategies, and product markets. A continuous data analysis process on sales performance in the recommended country. In addition, used a variety of data analytics techniques to achieve these mission, then collected data from various sources, including surveys, interviews, and secondary research; lastly analyzed the data using statistical methods and created visualizations to help the company understand the results.

Data analytics can improve quality control, optimize production processes, and reduce costs. In addition, data analytics can help identify opportunities for new products or services and improve customer service. The following are some specific objectives of how data analytics can be used for operations in the company "Truss":

- \* Improve quality control by identifying patterns in product defects and tracking the root cause of each defect.
- \* Optimize production processes by analyzing process data to identify issues such as cycle time, yield, and equipment utilization.

- \* Reduce costs by identifying areas of waste and inefficiency.
- \* Improve customer service by analyzing customer feedback to identify areas of improvement.
- \* Identify opportunities for new products or services by analyzing customer needs and trends.

### **3. Parameters and Outcomes**

The UK hair and beauty industry is worth an estimated £17 billion and is growing at a rate of 3% per year. The hair salon sector is the largest and most profitable part of the industry, accounting for £6.6 billion of the total. Truss is a leading hair salon chain in the UK with over 200 salons across the country. The company has ambitious plans for further expansion and is targeting a market share of 10% by 2025. This section will outline the scope of Truss' expansion plans in the UK hair salon market and the opportunities and challenges that the company faces.

#### ***Expansion plans***

Truss has plans to open 50 new salons in the next five years and wants to increase its market share to 10% by 2025. The company has earmarked several regions for expansion, including London, the South East, and the North West. This is a science-based approach to hair care that uses data and technology to create bespoke hair care regimes for each client.

#### ***Opportunities***

The UK hair salon market is growing at a rate of 3% per year and is expected to be worth £17 billion by 2025. Truss is well-positioned to take advantage of this growth with its expansion plans and innovative new concept. There are also opportunities for Truss to broaden its offering beyond hair services. The company could expand into beauty services, such as nails, makeup, and skin care. This would help to differentiate Truss from its competitors and attract new customers.

Truss Professional is an organization that provides digital marketing, web design, and web development services (Madichie, et, al., 2018). Marketing is essential for any business and is the process of creating value for the customer. The main objectives of marketing are to create awareness, generate leads, and build customer relationships. Data analytics can be used in each

marketing stage to achieve better results. Data can create awareness to understand the customer's needs and wants. Leads can be generated by using data to identify potential customers. Customer relationships can be built by using data to understand the customer's behavior. Data analytics can be used in different ways to achieve other objectives. However, the most important thing is to use data analytics in a way that helps you achieve your business goals.

## 4. Approach

### 4.1. Plan of Action

Project Details		Start Date	End Date
	73	05/Aug/2022	17/Oct/2022

Activities	Duration	Start Date	End Date	05/Aug/2022	10/Aug/2022	15/Aug/2022	20/Aug/2022	25/Aug/2022	30/Aug/2022	04/Sep/2022	09/Sep/2022	14/Sep/2022	19/Sep/2022	24/Sep/2022	29/Sep/2022	04/Oct/2022	09/Oct/2022	14/Oct/2022	17/Oct/2022
Conduct Market Analysis	2	05/Aug/2022	07/Aug/2022																
Evaluation	14	08/Aug/2022	22/Aug/2022																
Developing Strategy	6	23/Aug/2022	29/Aug/2022																
Strategy Implementation	10	30/Aug/2022	09/Sep/2022																
Continue Data Analysis	6	10/Sep/2022	16/Sep/2022																
Providing some Recommendation	12	17/Sep/2022	29/Sep/2022																
Submission	5	30/Sep/2022	05/Oct/2022																
Feedback Received	8	06/Oct/2022	14/Oct/2022																
Final Submission	2	15/Oct/2022	17/Oct/2022																

Here to perform nine activities for the completion of this activity. Firstly conduct an initial market analysis that involves PESTLE ("Political, Economic, Social, Technological, Legal, and Environmental") analysis. Porter's analysis and SWOT ("Strengths, Weaknesses,

opportunities, and Threats”) analysis. In the second stage, evaluate the project, then develop a strategy for expanding business activities in chosen countries, including the UK. The fourth stage is the strategy implementation stage, which implements new plans for expansion in the UK. The fifth stage is to continue data analysis which provides much information regarding expansion operations and the market in the UK. The sixth stage is providing some recommendations on the performance of sales, on evaluating performance, and on adjusting strategies given data analysis.

#### **4.2. Resources or Key Personnel**

Truss is a hair salon that has been expanding rapidly in the UK over the past few years. The company has been able to achieve this growth by focusing on providing an excellent customer experience. A key part of providing an excellent customer experience is having a team of highly skilled and motivated employees. The team at Truss is dedicated to providing the best possible service to its clients. In addition to its team of exceptional employees, Truss has also invested heavily in technology. The company has developed a number of innovative products and services that have made it one of the leading providers of hair care services in the UK. Looking to the future, Truss is well-positioned to continue its growth and expansion. The company’s focus on delivering an excellent customer experience, combined with its investment in technology, gives it a strong competitive advantage. An individual consultant was hired to help the company with a specific project. Overall, the project was a success. The company was able to expand to the recommended country and promote the best-suited products. They also implemented a process for continuous data analysis, which has helped them monitor sales performance in the new government.

The 21st century has been an era of data. Rapid advancements in technology have led to an exponential increase in the amount of data that is being generated on a daily basis. This data comes from a variety of sources, including social media, websites, sensor networks, and more (Horita, & Yamashita, 2019). Data analytics is the process of extracting meaning from this data and using it to make better decisions. It is a powerful tool that can be used in a variety of industries, including manufacturing. This section will look at how data analytics can be used in the manufacturing industry, specifically in the area of truss professionals as individual consultants. We will discuss data analytics objectives, the benefits of using data analytics in

manufacturing, and the steps involved in implementing a data analytics strategy (Shih, & Montes, 2021).

### **4.3. Risk Involve**

#### **Health and safety risks**

Hair and beauty businesses need to comply with a number of health and safety regulations, including the Health and Safety at Work etc. Act 1974, the Control of Substances Hazardous to Health Regulations 2002, and the Electricity at Work Regulations 1989. The British Hairdressing Council offers a range of health and safety courses for hairdressers, while the National Hairdressers' Federation offers courses for both hairdressers and barbers.

### **4.4. Cost**

The hair salon industry in the UK is estimated to be worth £6.6 billion. The industry is growing at a rate of 2% per year and is expected to continue to grow in the coming years. As the industry grows, so does the demand for hair salon services. This is especially true in the London area, where a large population of people with disposable income (Evemy, 2019). If a company is considering expanding its hair salon operations into the UK, there are several costs that you need to be aware of. These include the cost of setting up a business, the cost of marketing, the cost of hair salon equipment, and the cost of hiring staff. This section will discuss the costs of expanding a hair salon business into the UK. Will also provide tips on reducing these costs and making your expansion into the UK market a success. Expanding a business is a big decision that comes with many risks (Mevo, 2019).

Consultant Fee: \$100

Legal Services: \$25

## References

- Evemy, J. (2019). The Bank of England, operational independence and the financial crisis. *British Politics*, 14(4), 347-371.
- Horita, Y., & Yamashita, H. (2019). Bayesian network considering the clustering of the customers in a hair salon. *Cogent Business & Management*, 6(1), 1641897.
- Madichie, N.O., Mpiti, N. and Rambe, P., 2018. Impact assessment of funding on technology acquisition by small businesses: A case study of hair salons in a South African municipality. *Journal of Enterprising Communities: People and Places in the Global Economy*.
- Martinez Dy, A., Martin, L., & Marlow, S. (2018). Emancipation through digital entrepreneurship? A critical realist analysis. *Organization*, 25(5), 585-608.
- Mevo, K. G. (2019). *Sustainability strategies of barber salons* (Doctoral dissertation, Walden University).
- Shih, W., & Montes, J. N. (2022). The individualization of ERP in SMEs for sustainable development. *International Journal of Small and Medium Enterprises*, 5(1), 1-13.