

# **PROJECT PROFILE**

## **Beauty Parlour**

Prepared by: T.S. Maya Devi,  
IEO, DIC, Trissur,  
(Trainee, NIMSME)

### **I. INTRODUCTION**

Beauty is the gift of god and transmitted from one to the other generation. The beauty parlour shop is the need of every age of men women and children famous poet Keats defined the word beauty as : "A thing of beauty is a joy for ever: Beauty parlour is a very important shop to make the people good looking by application of cosmetics treatment of hair and nourishment of skin by various methods. Life style is fast changing in the modern era and the women have become more conscious about their make up' the status of women has improved a lot and is improving further. This has resulted in their life style changing. Also their economic independence encourages them to resort this type of services.

### **II. MARKET**

From the ages past people have used sandal wood oil turmeric powder and milk etc. for the treatment of skin but now people have become more educated they need proper and professional treatment of skin hairs nails and teeth. Every man women and child want to be beautiful. A good beauty parlour is required in every city town and other places. A beauty parlour with all modern facilities and services at reasonable charges more visit can be expected from each individuals due to the scarcity of experience and qualified beautician there is immense marketability for this venture.

### **III. PRODUCT USES**

This is a service industry. In addition to the day today beautician job works the promoter also intends to do the bridal make up

**MACHINERY & EQUIPMENTS**

| Sl.No | Particulars                | Quantity | Rate  | Amount in Rs   |
|-------|----------------------------|----------|-------|----------------|
| 1.    | Facial chair               | 2        | 13500 | 27000          |
| 2     | Hair cutting machine       | 1        | 4000  | 4000           |
| 3     | Facial bed                 | 1        | 8500  | 8500           |
| 4     | Hair drier                 | 2        | 3500  | 7000           |
| 5     | Body Massager              | 1        | 3500  | 3500           |
| 6     | Head steamer               | 1        | 4000  | 4000           |
| 7     | Facial steamer             | 1        | 3500  | 3500           |
| 8     | Steriliser                 | 1        | 2500  | 2500           |
| 9     | Galvanic machine           | 1        | 5000  | 5000           |
| 10    | High Frequency machine     | 1        | 6000  | 6000           |
| 11    | Shampoo wash unit          | 1        | 18500 | 18500          |
| 12    | Equipment trolley          | 1        | 4500  | 4500           |
| 13    | Foot spa                   | 1        | 4500  | 4500           |
| 14    | Ultrasonic machine         | 1        | 5000  | 5000           |
| 15    | Hair strengthening machine | 1        | 2500  | 2500           |
| 16    | Electrolysis               | 1        | 5000  | 5000           |
| 17    | Skin Analyser              | 1        | 6000  | 6000           |
| 18    | Dressing table             | 2        | 2500  | 5000           |
| 19    | Rotating chairs            | 2        | 10000 | 20000          |
| 20    | Mirror (big)               | 2        | 1500  | 3000           |
| 21    | Fridge                     | 1        | 12000 | 12000          |
| 22    | Furniture & Fittings       |          |       | 75000          |
|       | <b>Total</b>               |          |       | <b>2320000</b> |

**MANPOWER**

| Sl. No. | Designation        | No. | Salary per month |
|---------|--------------------|-----|------------------|
| 1       | Beautician         | 1   | 7000             |
| 2       | Beautician experts | 2   | 10000            |
| 3       | Helper             | 1   | 3000             |
|         | <b>Total</b>       |     | <b>20000</b>     |

**OTHER EXPENSES**

|   |                           |             |
|---|---------------------------|-------------|
| 1 | Electricity charges       | 1000        |
| 2 | Rent                      | 3000        |
| 3 | Telephone charges         | 750         |
| 4 | Other unforeseen expenses | 1000        |
| 5 | Water charges             | 250         |
|   | <b>TOTAL</b>              | <b>6000</b> |

**RAWMATERIAL REQUIRED PER MONTH**

| Sl.NO | ITEMS               | QUANTITY | UNIT RATE | VALUE IN RS  |
|-------|---------------------|----------|-----------|--------------|
| 1     | Hair shampoo        | 50 Lr    | 100       | 5000         |
| 2     | Hair dye            |          |           | 2000         |
| 3     | Face cream & Lotion |          |           | 5000         |
| 4     | Hydrogen peroxide   | 20Lr     | 50        | 1000         |
| 5     | Aceton              | 20Lr     | 50        | 1000         |
| 6     | Hair removing wax   | 15kg     | 90        | 1350         |
| 7     | Hair spray          | 12 set   | 75        | 900          |
| 8     | Hair jel;           | 20 pack  | 200       | 4000         |
| 9     | Perming lotion      | 2pack    | 250       | 500          |
| 10    | Sponge cotton       |          |           | 700          |
| 11    | Towels assorted     | 50nos    | 20        | 1000         |
| 12    | Surgical gloves     | 2pairs   | 25        | 50           |
| 13    | Other cosmetics     |          |           | 22000        |
|       | <b>TOTAL</b>        |          |           | <b>44500</b> |

#### Total Project Cost

|                        |               |
|------------------------|---------------|
| Machinery & Equipments | 232000        |
| Working Capital        | 68000         |
| <b>Total</b>           | <b>300000</b> |

#### Means of Finance

|                      |               |
|----------------------|---------------|
| Term Loan            | 185600        |
| Working Capital Loan | 54400         |
| Own Contribution     | 60000         |
| <b>Total</b>         | <b>300000</b> |

#### Revenue per annum

| Item             | Qty          | Rate | Amount        |
|------------------|--------------|------|---------------|
| Eye brow         | 2400         | 15   | 36000         |
| Manicure         | 6000         | 40   | 24000         |
| Pedicure         | 240          | 55   | 13200         |
| Head Massage     | 360          | 55   | 19800         |
| Hair Bleaching   | 720          | 55   | 39600         |
| Arm bleaching    | 840          | 55   | 46200         |
| Face bleaching   | 960          | 55   | 52800         |
| Waxing           | 840          | 40   | 33600         |
| Facial           | 720          | 120  | 86400         |
| Hair Style       | 2400         | 25   | 60000         |
| Hair cutting     | 2400         | 25   | 60000         |
| Synthetic Dye    | 480          | 80   | 38400         |
| Bridal Makeup    | 120          | 800  | 96000         |
| Puffing of hair  | 120          | 200  | 24000         |
| Make up          | 120          | 150  | 18000         |
| Removing of hair | 1900         | 25   | 47500         |
| Hair dying       | 650          | 75   | 48750         |
| Cleaning         |              | LS   | 5750          |
|                  | <b>TOTAL</b> |      | <b>750000</b> |

#### Cost of Production & Profitability Statement per annum

| Sl.No. | Particulars              | Amount        |
|--------|--------------------------|---------------|
| 1      | Raw material             | 270000        |
| 2      | Utilities                | 72000         |
| 3      | Salaries & Wages         | 240000        |
| 4      | Transportation & Freight | 3000          |
| 5      | Rent in Advance          | 30000         |
| 6      | Conveyance & Travelling  | 2500          |
| 7      | Postage & Stationery     | 3000          |
| 8      | Advertisement            | 5500          |
| 9      | Repairs & Maintenance    | 2000          |
| 10     | Interest on Loan         | 32400         |
| 11     | Depreciation             | 23200         |
|        | <b>TOTAL</b>             | <b>683600</b> |
|        | Total Revenue            | <b>750000</b> |
|        | Gross Profit             | <b>66400</b>  |
|        | <b>NET PROFIT</b>        | <b>66400</b>  |
|        | Add Depreciation         | <b>23200</b>  |
|        | <b>Cash Surplus</b>      | <b>89600</b>  |

This project is technically feasible and economically viable.