

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Diploma in Business Management for Hair & Beauty

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference BE-SSM-L • Beauty Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	BE-SSM-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Financial Management 5 chapters · 12 classes 65 marks • 1 Understanding Financial Principles in Hair & Beauty Management — 6 classes › 1.1 Introduction to Financial Principles in Hair & Beauty › 1.2 Analyzing Revenue Streams in Salon Businesses › 1.3 Managing Expenses and Cost Control Strategies › 1.4 Understanding Pricing Models and Profit Margins › 1.5 Monitoring Cash Flow in Hair & Beauty Practices › 1.6 Applying Budgeting Techniques for Business Growth • 2 Budgeting and Forecasting for Salon Success — 6 classes › 2.1 Understanding the Basics of Budgeting › 2.2 Analyzing Historical Financial Data for Forecasting › 2.3 Creating a Comprehensive Salon Budget › 2.4 Identifying Fixed and Variable Expenses › 2.5 Implementing a Cash Flow Management Strategy › 2.6 Evaluating Financial Performance Against Budget • 3 Pricing Strategies and Profit Maximization • 4 Cash Flow Management in Daily Operations • 5 Financial Reporting and Performance Assessment
2 Leadership and Team Dynamics 0 chapters 85 marks
3 Marketing and Client Relations 0 chapters 65 marks
4 Regulatory Compliance and Ethics 0 chapters 65 marks

• 1 Understanding Strategic Fundamentals in Beauty Business — 6 classes

- › 1.1 Defining Strategic Management in the Beauty Industry
- › 1.2 Analyzing Market Trends and Opportunities in Hair & Beauty
- › 1.3 Identifying Competitive Advantage for Beauty Businesses
- › 1.4 Aligning Business Goals with Strategic Vision in Beauty
- › 1.5 Crafting an Effective Strategic Plan for the Beauty Sector
- › 1.6 Applying Strategic Tools for Decision-Making in Beauty Business

• 2 Market Analysis and Competitive Positioning — 6 classes

- › 2.1 Understand Market Analysis Fundamentals
- › 2.2 Identify Key Competitors in the Hair & Beauty Industry
- › 2.3 Analyze Customer Segments and Preferences
- › 2.4 Evaluate Competitive Position Using SWOT Analysis
- › 2.5 Develop Strategies for Market Position Improvement
- › 2.6 Apply Competitive Analysis to Business Decision Making

• 3 Strategic Planning and Goal Setting in Salons & Spas — 6 classes

- › 3.1 Understanding Strategic Planning in Salons & Spas
- › 3.2 Identifying Business Goals and Objectives
- › 3.3 Analyzing the External and Internal Environment
- › 3.4 Developing a Strategic Plan: Steps and Considerations
- › 3.5 Implementing Strategies for Success
- › 3.6 Evaluating and Adjusting Strategic Plans

• 4 Implementing Business Strategies in Beauty Operations — 6 classes

- › 4.1 Understanding Business Strategies in Beauty Operations
- › 4.2 Analyzing Market Trends and Customer Needs
- › 4.3 Setting Strategic Objectives for Salon Success
- › 4.4 Developing Operational Tactics for Competitive Advantage
- › 4.5 Implementing Resource Management in Beauty Services
- › 4.6 Evaluating Strategy Effectiveness and Adjustments

• 5 Evaluating Performance and Strategic Feedback Loops — 6 classes

- › 5.1 Understanding Key Performance Indicators in Hair & Beauty
- › 5.2 Analyzing Business Metrics for Strategic Insight
- › 5.3 Developing Effective Feedback Mechanisms
- › 5.4 Implementing Performance Reviews for Improvement
- › 5.5 Utilizing Strategic Feedback to Drive Business Growth
- › 5.6 Case Study: Success Stories in Performance Evaluation