

A BRIEF STUDY ON BEAUTY PARLOUR ESTABLISHMENTS IN KOHIMA

*Project report submitted to Nagaland University in partial
fulfillment for the award of the degree of Bachelor of Commerce.*

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DECLARATION

I declare that the project report entitled “A brief study on beauty parlour establishment in Kohima” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

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CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

NGIPLON RACHEL CHOHWANGLIM

Supervisor

ACKNOWLEDGEMENT

I am overwhelmed in all humbleness and gratefulness to acknowledge from depth to all those who helped me to complete my project successfully.

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CHAPTER 1

INTRODUCTION

1.1 Background

Beauty is a gift of god and is transmitted from generation to other. Beauty care and parlor industry is an ancient industry in the world. People used to cut hairs when they became civilized. This has been expanded with the development of the people's socioeconomics lives. In the modern generation the lifestyle is changing fast and is conscious of beauty. Every men, woman and child want to be beautiful and pretty and handsome. The beauty parlor is directly concerned with the cosmetics use. The cosmetics product and services help to look best to others.

Beauty parlor is the service of treatment to increase the beauty. Many people become more educated where they need proper and professional treatment of skin, nails, hairs, etc. in every city town, a good beauty parlour is require as everyone whether young or old wants to be nice looking and attractive. In Kohima many small business has been set up to become as an independent person. Beauty parlour in Kohima has been set up in different places. The belief of the employer is that customer satisfaction is as important as their products and services because it helped their business to continue to grow day by day when there is vast base of customers. It had becoming more civilized as the services or the product can be pay by using any available modes of payment such as cash, debit card, Amex card, master card, visa card. The necessary information is also available in the internet. It can easily locate the different places. For establishment of different business is becoming easy as there is available of transport system.

With this project will set to know whether establishment of the beauty parlor is convenient in Kohima in terms of profitability. The challenges and problem faced in business by the owner of the beauty parlour.

1.2 Literature Review

Roshni Narendran (2011) examined on the topic “Are the female entrepreneurs of beauty salons in India, victims of bad publicity.” The research is about the difficulties faced by female entrepreneur business in beauty salons. The original study surveyed 151 female entrepreneurs, among which were thirteen owners of beauty salons. They established for more than ten years. Out of 13 entrepreneurs, 4 female entrepreneurs mentioned that the illicit activities in other beauty salons affected their business. There is a misconception of the society about beauty parlour due to some unprofessional and illegal practices by some women. The report of newspaper give about the awareness to people about the unprofessional and illegal practices but also damage the image of the owner of beauty salon who is professional and qualified. In a newspaper article, a people official stressed that many business disguised as beauty parlours are established all over the country (India) as a ploy to run brothels and participate in sex trafficking. It is the evident from the report in *The Hindu* newspaper in 2006 and 2007 that the police were monitoring massage and beauty parlour in Kerala to seize those participating in illegal activities. In 2003 and 2011, *The Times of India*, another popular newspaper circulated in India, has report on two other occasions that police arrested the owners of a beauty salon in the state of Maharashtra for operating brothels and assaulting young girls. Due to some entrepreneur who are not qualified to run a beauty parlour, there is endangered the health of the clients through unhygienic practices which damage the image of salon. There are many reports in newspaper about the unprofessional in beauty parlour shop. To prevent the bad publicity of beauty parlour, it is essential to attract the attention of government official and researcher. The government should only permit only to only qualified beauticians to open a beauty parlour.

Marvi Soomro, Raheem Bux Soomro and Irfan Ali Mirani examined on the topic “Factors affecting the development of women entrepreneurship in beauty parlour industry of Sukkur Sindh, Pakistan.” The research is about to explore

the factors contributing towards the development of beauty parlour industry in Sindh Sukkur. Under this research, quantitative research design was conducted. The results indicated that financial factors to education factors to business support to business environment play crucial role in development of women entrepreneurship in beauty parlor industry of Sukkur. Due to strong patriarchal society of Sukkur Sindh, women are best suited for domestic roles rather than considering her financial role. In Sukkur, important factors relating to beauty parlors business such as financial factors due to which females face difficulty at very initial level for investment.

Rajat Deb and Jhuma Dey examined on the topic “Self employment through beauty parlour business: Vindication from women entrepreneurs of Agartala.” The objectives of the study are to identify the motivating factors of WEs of Agartala to become self-employed through beauty parlor business to assess their strategies for sustainability in a competitive environment. Cross sectional research design was adopted in the study. The reliability test and sample adequacy test was also carried out.

1.3 Research Objective

- 1) To study the investment made in starting a business of beauty parlour
- 2) To study the income and profits generated by the business
- 3) To study the problems and challenges faced by the business
- 4) To study how they overcome the problems and challenges faced by them
- 5) To study which service is commonly demand by customer

1.5 Research Question

1. Is beauty parlour business a sustainable business in Kohima in terms of profitability?
2. What are the challenges and problems faced by the business?

1.6 RESEARCH METHODS

The primary research of the project is done by visiting and interviewing the owners of the shop. The information for this research was created from the list of business owners from the district of Kohima; Nagaland. Before interviewing, the questioned is prepared to ask and after that visited the owners of the shop and interviewed them to get the information of the business in Kohima town. The names of the owners, their shop's name and their location which research got the information are

- 1) Medozeii and Vezolii ; Medo'z hair and beauty (unisex salon); near local ground, Kohima
- 2) Kekrozonii ; Cleopha; near new N.S.T bus, Kohima
- 3) Tuoli ; Glamour beauty parlour ; near local ground, Kohima

The secondary sources are collected from the topic "Are the female entrepreneur of beauty salons in India, victims of bad publicity" by Roshni Narendran (2011).

CHAPTER - 2

2.1 DEFINATION OF BEAUTY PARLOUR

A beauty parlour is an establishment of department where hairdressing, facials, and manicures are done. It is a place where people can go to have beauty treatment.

EXAMPLE: Hair cut, styled, skincare, appearance improvement, etc.

In beauty parlour, they have

- 1) Hairdresser: a person whose job is to cut people's hair.
- 2) Colourist: a hairdresser who is specialized in coloring people's hair.
- 3) Beautician: someone whose job is to give people beauty treatment.
- 4) Stylist: someone whose job is to cut and arrange someone's hair in an attractive way.
- 5) Manicurist: a person whose job is to give manicures.

2.2 MEDO'Z HAIR AND BEAUTY (UNISEX SALON)

Medo'z hair and beauty is established in 2020. It is located near local ground, Kohima. This enterprise is set up by Medozeii and Vevolii. They invested 2-3 lakhs to start business. The enterprise is a partnership firm where all the profits and losses were share together equally. They had been trained for 6 months in VLCC institute, Bangalore. They start the business to be independent person and also want to help their family in financial.

The business is started with the service of threading, hair coloring, haircutting, hair bleaching, hairs straightening and make up applying. They faced problem in starting the business due to financial and the criticism of the society. In the beginning they couldn't get customer and trust of customers. Sometimes they don't get any profit where there is no customer but slowly when the business started recognized by some customer the business started to earn profit. The main goal of the business is to grow the business but does not have any bad reputation of their services which they treat their customer nicely and in a proper applying of the product in a professional way and does not have any complaint about their services.

In a day, 5 to 6 customers come daily and among the customer most come for threading and hair straightening. The costlier service is hair coloring among other services and it takes 3 to 4 hours to finish it. The products and materials is purchase through the agency link. The products and material purchase in pieces not in dozen. The service is done by the owners as there is no employer working under them. The shop open between at 9:30 to 10:00 A.M and close at 4:00 to 5:00 P.M.

The investment made during setting up of business is in between Rs.200000 to Rs.300000 in total. In a month, the total expenditure is Rs. 10000 to Rs. 15000 including light bills, taxes, products, etc. The rent of the house is Rs. 3000. The income of the business in a month is Rs.15000 to Rs. 20000. When a business run to losses they need to cover up the losses when there is a profit. The losses take place due no customer in a day where they had to pay light bill, rent house, etc.

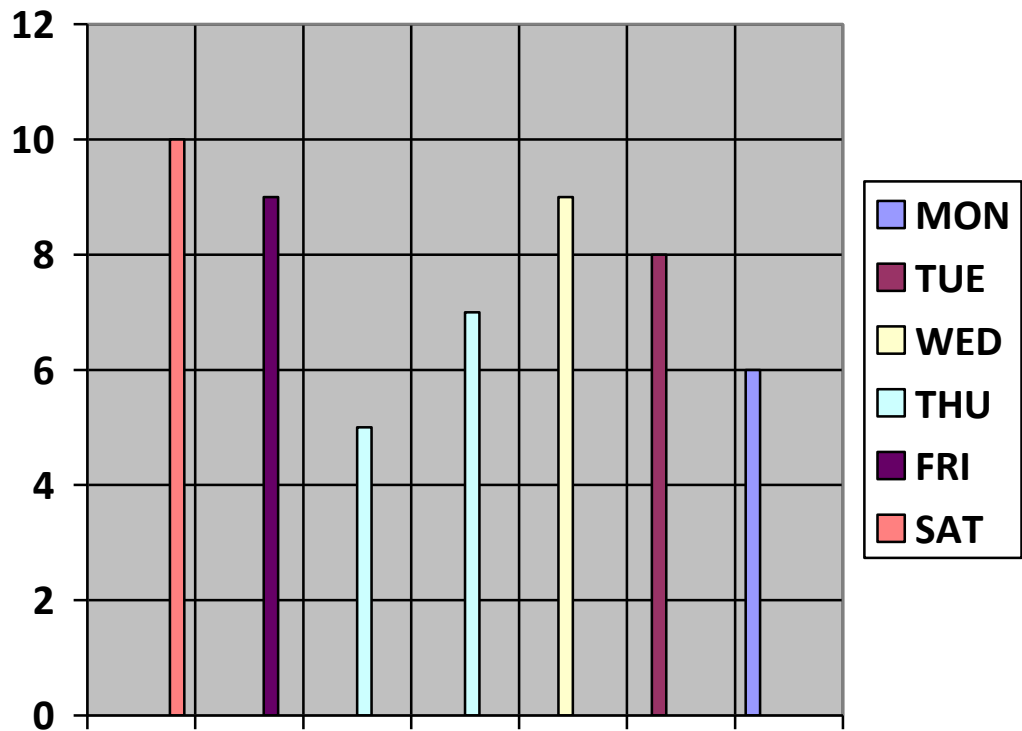
2.2.1 THE EXPENDITURE AND INCOME FOR A MONTH

TABLE

SL NO.	PARTICULARS	AMOUNT
1.	INVESTMENT	Rs.200000 TO Rs. 300000
2.	EXPENDITURE	Rs.10000 TO Rs. 15000
3.	INCOME	Rs.15000 TO Rs.20000
4.	HOUSE RENT	Rs. 3000
5.	PROFIT	Rs. 5000 to Rs 10000

2.2.2 CHART

NUMBER OF CUSTOMERS IN A WEEK



MON							6
TUE						8	
WED					9		
THU			5	7			
FRI		9					
SAT	10						

2.3 CLEOPHA

Cleopha enterprise was set up in 2015 and is still running the business. It was established by Kekrozonii to be an independent woman and help the family in finance resources. It is located in near new N.S.T bus, Kohima. The motivation to set up the enterprise is to be an independent. She set up the business by herself and invested 3-4 lakhs. The rent of the house is Rs. 3500. She expense

Rs. 20000-Rs30000 including light bill, house rent, tax and other things every month. The income is Rs.35000- Rs 45000 every month. While setting up the business the product is brought in Rs. 40000. The service provides by the enterprise are hair cutting, coloring hair, straightening hair, threading and makeup applying. The coloring of hair is the most expensive one in all things she do. The product used to brought in dozen and is cost around Rs. 7000 to Rs. 10000. The shop open around 10:00 A.M in the morning and close around 4:00 to 5:00 P.M in the morning.

In a day, 8-11 customers come and the services is mostly hair straightening and threading. During the past few years back, it is difficult to handle some customers who used to be rude. But nowadays, the people become civilized that they respect the services and praised the employer for their service.

2.3.1 THE EXPENDITURE AND INCOME FOR A MONTH

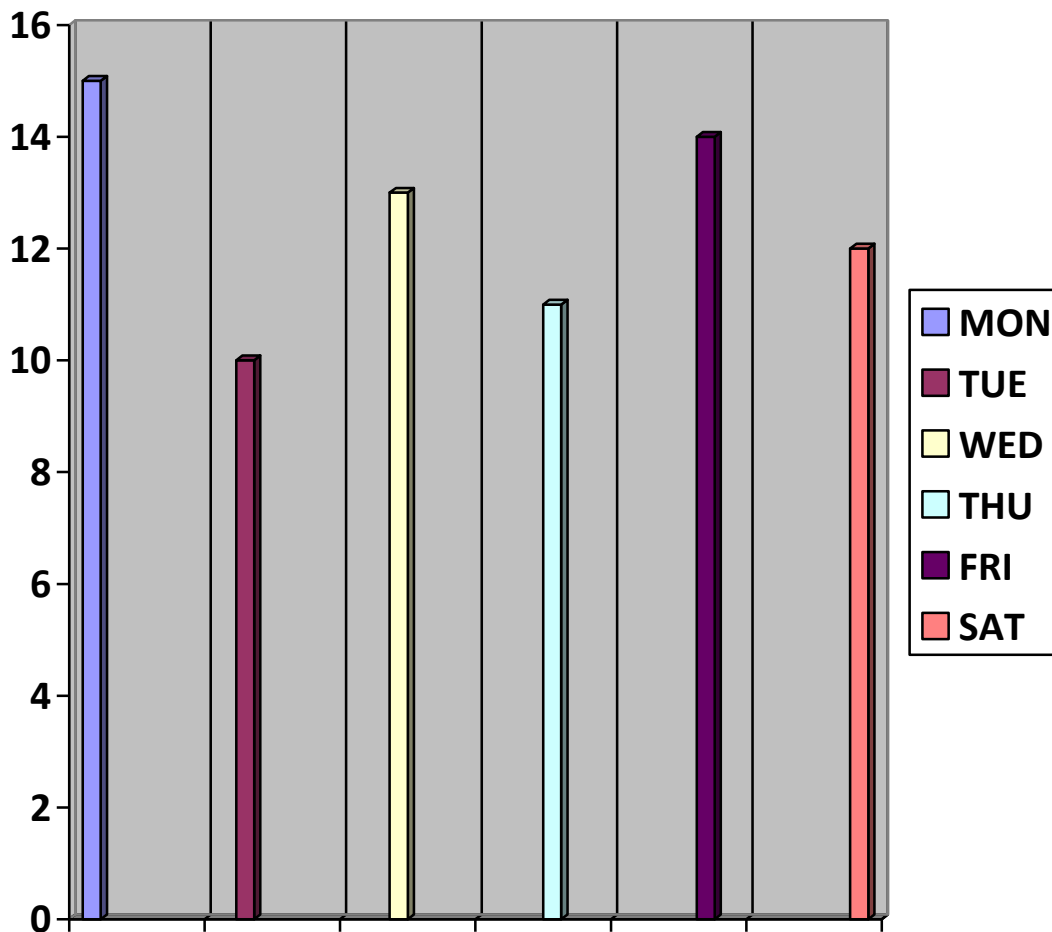
TABLE

SL.		
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NO	PARTICULARS	AMOUNT
1.	INVESTMENT	Rs.300000 to Rs. 400000
2.	EXPENDITURE	Rs. 20000 to Rs. 30000
3.	INCOME	Rs. 35000 to Rs. 45000
4.	COST OF PRODUCT	Rs. 7000 to Rs. 10000
5.	PROFIT	Rs. 15000

2.3.2 CHART

NUMBER OF CUSTOMERS IN A WEEK



2.4 GLAMOUR BEAUTY PARLOUR

This enterprise established in 2012 and is still running the business. It had become 10 years from the start of the business. The business is run by Touli and she invested 1 lakh to start her business. It is located near local ground. The customer come daily as the business is running for a long time. Most of the customers come for threading and hair straightening.

The total expenditure in a month to run business is Rs. 5000 to Rs. 10000. The income of the business in a month is above Rs. 20000. The rent of the house is Rs.3500. The services are hair coloring, threading, hair straightening, make-up, etc in the business.

SL. NO.	PARTICULARS	AMOUNT
1.	INVESTMENT	Rs.100000
2.	EXPENSES	Rs. 5000 to Rs. 10000
3.	INCOME	Rs. 20000
4.	HOUSE RENT	Rs. 3500

2.5 SERVICES

1) Threading: Threading is a type of hair removal that originated in India, Iran, central Asia. Threading practitioners use a twisted cotton thread to remove several hairs at a time. It is mostly used for hair removal on the face, including eyebrows, upper lip, chin and cheeks.

- 2) Hair bleaching: hair bleaching is a chemical process that involves stripping the pigment (colour) from hair strands, resulting in a lighter hair colour.
- 3) Hair cutting: hair cut is the act or process of cutting and shaping the hair.
- 4) Hair straightening: hair straightening is a treatment allows hair to straight and silky.
- 5) Hair coloring: hair coloring is the practice of changing the color of hair.
- 6) Makeup: makeup or cosmetics are care substances used to enhance the appearance or odor of the human body.

2.6 TOOLS USED IN BEAUTY PARLOUR



2.7 THE PROBLEMS AND CHALLENGES FACED BY THE BUSINESS

Globally, the covid-19 pandemic was started where they had to shut down the business which is difficult as they had to pay the rent even they are not running the business. For 2 years, there is no business and they are running into losses. Even after the business is open there is a social distancing which they had to welcome only the 1 or 2 customer at one time. The challenge is that they have to cover up the losses incurred in past years. The profit they get had to cover up the losses as well as to manage the expenditure in the present to run the business. It had become difficult to manage the business for the owner of the shop to run flexible in financial resources.

The society criticized about the female doing the business of beauty parlour which they had to face the society and is difficult for them to overcome as which society insult them in doing such business. The misconception of society of business of beauty parlour had to remove which they prove and be professional in doing all services. This had been in past year but the misconception of the society had been removed.

CHAPTER- 3

CONCLUSION

3.1 FINDINGS

After doing the research the outcome of the project is that many shop owners invested more than 1 lakh to start the business. Many start the business to support their family in financial and to run the household. Most of time they get profit and the product are sufficiently available in Kohima town. There is an agency link where they get the products and materials. The problem and challenges faced by the business. The service of the business is mostly like threading and hair straightening in Kohima town. Most of the customers come for threading and hair straightening. To start business there is difficulty in the society due to social criticism. The result of the customers coming to the shop in a daily basis is around 5-7 customers. The profit of the business in Kohima town of beauty parlour is in stable, the overall profit is around Rs. 5000 to Rs.15000. The products are purchase in both piece and dozen by the shop owners. The overall income of the business is around Rs. 20000 to Rs. 45000. The rent of the house of all the study in the research is Rs. 3500. The expenditure of business of all the shop is around Rs. 15000 to Rs. 20000. The main objective of the business is to give customer satisfaction of the services.

3.2 SUGGESTION

After doing the research of the project report on the topic “A brief study on beauty parlour establishments in Kohima” some suggestion for improvement of the business are:

- 1) There should be fully train and be professional in beautician to give customer satisfaction.
- 2) There should give proper treatment to customer
- 3) There should give maximum satisfaction to customer
- 4) Business support should enhance their role at rural level along with semi – urban
- 5) Financial policies need to be established for loaning of small business like establishment of beauty parlour.
- 6) There should be support of the society for establishment of beauty parlour business without criticism.
- 7) The used of the materials like scissors, comb, facial material, water, spray, etc should be clean and well maintained.
- 8) Proper material should be used to the customer
- 9) The location of the business should be in proper place so that the customer can come daily.
- 10) Proper infrastructure must be maintained to provide any problem

3.3 CONCLUSION

The research is about the establishment of beauty parlour in Kohima. The report is done by interviewing and visiting the places in Kohima town. The questions were prepared and asked the owner of the shop about the business is suitable to the environment and is sustainable in terms of profit. The problem faced by the business. The result is that the business is sustainable in terms of profit. The suggestion is that the business should have a suitable location and environment to start the business.

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The important information collected from
MEDO’Z HAIR AND BEAUTY (UNISEX SALON)
CLEOPHA
GLAMOUR BEAUTY PARLOUR