

PROSPECTUS



BUSINESS -  
*NEW VENTURE  
CREATION*

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## ■ About Us



Beauty is Life Institute™ is a premier beauty and aesthetics training center dedicated to shaping the next generation of industry professionals. With locations in Paarl and Johannesburg, we specialize in empowering individuals with cutting-edge skills, managerial expertise, and entrepreneurial insights to thrive in the dynamic beauty and wellness sector.

Our holistic approach combines the latest advancements in aesthetics with innovative business practices, ensuring our graduates are well-equipped for success.

At Beauty is Life Institute™, continuous learning and professional development are at the heart of everything we do, fostering excellence, innovation, and expertise in every student we train.

## ■ Our Philosophy

Beauty is Life Institute™ is dedicated to shaping the next generation of Health and Skincare professionals. Rooted in respect, integrity, and industry expertise, we combine eco-friendly principles with high-quality, results-driven training.

We mentor and inspire our students to excel in the dynamic beauty industry, offering lifelong support and a focus on excellence. At Beauty is Life Institute™, we don't just teach – we empower careers.



# ■ What does this course entail?

This course is designed to equip aspiring entrepreneurs with the knowledge and skills necessary to create a detailed and effective business plan for a new venture. Whether you're looking to start your own beauty business or manage an established enterprise, a well-crafted business plan is essential for long-term success.

Throughout the course, you will explore the key components of a business plan, from setting business and financial goals to understanding legal requirements and ethical considerations. You will gain practical insights into competitor analysis, marketing strategies, risk assessment, and funding requirements, while also learning how to present your business plan to potential investors and financiers.

By the end of this course, you will have a fully developed business plan that aligns with your vision and goals, offering a strategic roadmap for the growth and success of your business.

Whether you're just starting out or looking to enhance your business planning skills, this course will equip you with the essential knowledge to build a thriving and sustainable venture in the beauty and aesthetics industry. You'll gain the confidence to launch and manage your business effectively, ensuring long-term success in a competitive market.



# ■ Business Course Outline:

- Purpose and Importance of a Business Plan
- Key Elements of a Successful Business Plan
- Resources and procedures to implement the plan effectively.
- Industry-specific and legal requirements tailored to the venture.
- Ethical frameworks for operational plans.
- Social and ethical considerations, including cultural values and beliefs.
- Personal values and their influence on business operations.
- Business Structure and Legal Considerations
- Exploring legal business types for new ventures.
- Addressing industry regulations and compliance requirements.
- Strategic Planning
- Crafting a vision statement.
- Setting business, financial, and operational goals and objectives.
- Designing operation and management plans.
- Developing a code of ethics for the business.
- Marketing and Financial Planning
- Competitor research and analysis.
- Creating comprehensive business, financial, and marketing plans.
- Establishing effective marketing and promotion strategies.
- Identifying funding requirements and risks.
- Supporting Documents and Presentation
- Presenting the plan to potential financiers professionally.

Where BUSINESS,  
STRATEGY, and  
GROWTH unite for  
your success.

## ■ Course Details

Beauty is Life Institute offers nationally recognized business training at multiple locations: Paarl and Johannesburg. Our students have the flexibility to study theory remotely through online classes, while practical sessions are held at their nearest Beauty is Life Institute location. This blended learning approach allows students to start gaining hands-on experience while acquiring valuable business insights, ensuring they are well-prepared to create and launch their own successful venture.

### Our Paarl Branch:

Spice Route Destination;  
Suid-Agter-Paarl Road  
Paarl; Western Cape

### Our Johannesburg Branch:

Honeydew Eco Village  
281 Honeydew Road  
Northriding AH,  
Johannesburg; Gauteng

## ■ Investment in Your Future

**Cost of Course: R6 800**

**Deposit of R1 200 is required to secure your place in the course.**

**Registration Cost: R550**

**Course Duration: 5 Days**

**The cost of the course includes:**

- All necessary study materials

At Beauty is Life Institute, we are committed to empowering the next generation of business professionals with the knowledge, skills, and experience needed to succeed. Our course is designed to provide a comprehensive education, combining theory with practical business applications, ensuring that our students are well-prepared to excel in New Venture Creation. We look forward to welcoming you to our community and supporting you on your journey to success.

## Let's Get In Touch

### Contact Us

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### Visit Our Website

[www.beautyislifeinstitute.co.za](http://www.beautyislifeinstitute.co.za)

