

Market Research



Identifying Business Opportunities in the Beauty Salon Market in London



Client	Requirements	Approach	Result
<ul style="list-style-type: none"> Coty Inc. Is a world leading beauty company making cosmetic, skincare, fragrances, hair colour and styling brands The Client's vision is to celebrate and liberate the diversity of beauty for their customers 	<ul style="list-style-type: none"> Identification of Beauty Salons in London within the M25 perimeter Creation of a spreadsheet with data about the salon such as: Name, Location, Contact Details, Brands Used and Classification 	<ul style="list-style-type: none"> We contacted Beauty Salons in the different boroughs of London via phone calls and individually asking them about the details of their business Data was also gathered from public directory websites as well as websites of the Beauty Salons if they had any 	<ul style="list-style-type: none"> By the end of the project we were able to gather information on over 1000 Beauty Salons in London

