

My personal selling skills I think is at a high standard. I have the ability to interact with clients and what their needs and wants are. I have a very good understanding of the services I will be offering, therefore I will be able to guide the client into what I think looks and works best for them, leaving the client with a happy and complete service. I am confident I am able to attract new clients to come and have a treatment done at 'Callie's' and also I am confident that I am able to keep my current clients.

#### PERSONAL SWOT ANALYSIS.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>Nail application and removal</li> <li>Work experience in a salon</li> <li>Good customer interaction skills from working in café's</li> <li>Confident and approachable</li> <li>Strong interest in the beauty industry</li> </ul>	<ul style="list-style-type: none"> <li>Lacking qualifications in administration and pedicures.</li> <li>Improve my knowledge on nail brands – varnishes, UV lights etc.</li> <li>Limited knowledge on accounts</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>Develop skills</li> <li>Business skills</li> <li>Follow my dream</li> </ul>	<ul style="list-style-type: none"> <li>Local salons may further their treatments</li> <li>Conditions in the economy may fall seeing an increase in unemployment and people having less money to spend on luxuries etc.</li> </ul>

#### M2 – Action plan

SKILLS	BENEFITS	TIME
Beginners business course	Better understanding of my business and how it I will run it	Up to 3 months
Qualifications – Acrylic, back fills, manicures, removals etc.	Qualified to do all treatments – giving the best service possible	Up to 2 months
Recording and checking business performance	Meet up with my account before starting the business and during my business for advice	Before starting business and whilst running business
Trade Fairs	Keep updated with latest fashion trends coming out.	At all times

Here I have created a small action plan of my skills. I have shown how I will address all of my skills gaps and I have explained how filling each gap will specifically help the running of my business 'Callie's'. To make sure these are monitored correctly I have set out specific dates to which these need to be completed by. However some will be continuous throughout the running of my business.