

ITEC Level 2 Business Awareness

Unit 22.2

Recommended guided learning hours – 25

QCA Unit Number: J/101/2239

Learning outcome	Underpinning knowledge
Students will be able to: 1) Understand and explain the types of business	To include: • Sole trader • Partnership • Limited Company • Home visiting • Franchise
2) Understand and explain the advantages and disadvantages of each type of business	To include: • Sole trader • Partnership • Limited Company • Home visiting • Franchise • National Insurance contributions (UK only) • Personal tax (UK only) • Corporation tax (UK only)
3) Understand and explain each of the following acts and their relevance to operating a salon/clinic (countries outside the UK should teach the relevant equivalent regulations): ♦ Health & Safety at Work Act ♦ The Management of Health & Safety at Work Regulations ♦ The Workplace (Health, Safety & Welfare) Regulations ♦ The Manual Handling Operations Regulations ♦ The Personal Protective Equipment at Work Regulations ♦ The Provision and Use of Work Equipment Regulations	• The employer and employees have a duty of care towards all other persons on the premises and therefore must provide; safe handling, transportation and storage of substances, safe systems of work, safe equipment, safe access and exit, information, training and supervision, all necessary personal protective equipment free of charge, safe working environment with adequate facilities • The employer needs to look carefully at the work environment and the activities taking place there and reduce/eliminate any risks • This regulation is concerned with the employer ensuring; adequate ventilation in the working area (natural or artificial), ventilation temperature control and lighting, cleanliness/waste disposal, maintenance of workplace and equipment, hygiene/washing facilities, adequate toilets, drinking water supply, storage of clothing, sufficient workspace, rest facilities, eating facilities, safe glazing, appointed member of staff for health & safety, suitable and clean floor coverings, furniture in good order, stairs/corridors free from obstructions, evacuation routes • Regulations concerned with lifting, lowering, pushing, pulling, carrying and moving loads • Employer has to provide personal protective equipment to every employee exposed to risk and adequate training in its Use • All equipment used in the workplace must be suitable for its purpose, staff adequately trained in its use, and maintenance

<ul style="list-style-type: none"> ◆ The Control of Substances Hazardous to Health Regulations (COSHH) ◆ The Electricity at Work Regulations ◆ Reporting of Injuries, Diseases and Dangerous Occurrences Regulations ◆ Data Protection Act ◆ Supply of Goods and Services Act ◆ Consumer Protection Act ◆ Trades Description Act ◆ Disability Discrimination Act ◆ Care Standards Act ◆ Understand and explain how to carry out a risk assessment 	<p>records kept up to date</p> <ul style="list-style-type: none"> • Regulations in place to protect those who have to handle hazardous substances. A substance is deemed hazardous when it can cause harm to the body when inhaled, ingested, in contact with skin, absorbed through skin, injected into body or introduced via cuts. Employers need to reduce/control risk through alternative products where possible, or train staff thoroughly in its use. • Regulations cover installation and maintenance and use of electrical systems and equipment to prevent injury/death. Systems/equipment should be regularly checked by qualified professional and staff trained in correct use/electrical safety. • Any personal injury to an employee at work should be recorded and reported to the local enforcement officer in writing; Death, Major injury, more than 24 hours in hospital, incapacity for more than 3 calendar days. All accidents should be recorded in Accident Book and investigated to prevent recurrence. • Protection of private information, particularly when stored electronically (check current law). • All goods sold must do what they claim they do. Could apply to therapy equipment or products. • Safeguards customers from products that are unsafe. Products must comply with safety standards. • Regulations state that products must be described accurately – covers weight, ingredients, sizes, quantity, country of origin. All cosmetics must have ingredients listed on the container. • Any client with a disability has equal access to all the services provided in the clinic/salon. Equal rights and access to everyone. Possible need to make reasonable adjustments to premises, e.g. wheelchair ramp. Possible need to arrange for staff and therapists to have disability awareness training • This act sets out a broad range of regulation making powers covering, amongst other matters, the management, staff, premises and conduct of social care and independent healthcare establishments and agencies. National Minimum Standards (issued as part of the Care Standards Act): Competence of the work force including their suitability, experience and qualifications • Examining the work place to identify anything that may be harmful, to include hazards relating to: The salon/clinic environment and the category of person at risk, equipment, cleaning and sterilising/sanitising products, products used in treatments and procedures for treatments. Assessing whether a risk is high, medium or low. How to reduce risks by taking precautions. Regular reviews of risk assessment.
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4) Understand and explain the licensing laws involved with establishing a business	To include: <ul style="list-style-type: none"> • Who to contact • Local and National bye laws • Treatments which may require licensing • Exemptions from Licensing
5) Understand, explain and demonstrate how to plan the interior of a treatment room	To include: A project whereby a plan of a salon/clinic must be produced incorporating the following: <ul style="list-style-type: none"> • Heating • Lighting • Ventilation • Plumbing • Flooring • Interior décor • Equipment • Layout • Waste disposal • Laundry • Storage • Reception • Treatment areas • Relevant equipment and couches
6) Understand and explain the accounting systems required when running a business, including income, expenditure and VAT (UK only)	To include: <ul style="list-style-type: none"> • Basic profit and loss • Petty cash • Spreadsheets • Budget • Cash flow • Costing of treatments • Net profit • Gross profit
7) Understand and explain the importance of maintaining good working relationships	To include: <ul style="list-style-type: none"> • Personal effectiveness • With other therapists • As part of team • With clients • With suppliers
8) Understand and explain the purpose of a contract of employment and the main clauses that should be included within it	To include: <ul style="list-style-type: none"> • Job description • Hours of work • Salary and any commission structure • Holiday entitlement • Period of notice for either party • Disciplinary procedure • Maternity leave
9) Understand and explain the advantages and disadvantages of employing staff	To include: <ul style="list-style-type: none"> • Loyalty • Confidentiality • Trust • Absence • Enables more clients to be treated therefore larger client base • Enables more products to be sold • Requires more treatment rooms • Requires more capital investment • More overheads
10) Understand and explain the importance of developing and maintaining a good stock control system	To include: <ul style="list-style-type: none"> • Regular stock checks • Regular stock valuation • Regular rotation of stock i.e. ensure the newest products are stored at the back and oldest drawn forward • Regular ordering • Order products that sell through quickly and do not stand on the shelves
11) Understand and explain the importance of providing a retail service	To include: <ul style="list-style-type: none"> • Linking the treatment to the products and enabling clients to continue treating themselves at home • Encouraging clients to look after themselves • Extra revenue for the business • Encourages staff to sell if they work on commission

12) Understand and explain the basic principles of selling	To include: <ul style="list-style-type: none"> • Never pre-judging a customer • Good communication skills and enthusiasm • Good product knowledge • Never try to sell a product which is not suitable for the client • No pressure selling • How to close a sale • Choosing appropriate time in the treatment to introduce additional services and retail products • Allow time for clients to ask questions
13) Understand and explain the role of the receptionist	To include: <ul style="list-style-type: none"> • Scheduling Appointments • Appearance • Telephone Manner • Client Handling • Customer Service • Record Keeping • Sales Techniques – SWOT and PEST • How to close a sale • Product Knowledge • Treatment Knowledge • Taking money and logging payments • Preparing treatment rooms before and after treatment • Setting up of couch, trolley and other equipment • All tools prepared using correct hygiene procedures
14) Understand and explain the main forms of advertising and the advantages and disadvantages of each method	To include: <ul style="list-style-type: none"> • Newspapers • Leaflets • Mail shots • Word of Mouth • TV • Cinema • Radio • Posters • Talks • Demonstrations
15) Understand, explain and demonstrate how to plan a talk/demonstration	To include: <ul style="list-style-type: none"> • Role play should be encouraged during training a talk /demonstration should be planned and delivered • Ensure relevant products are available • Ensure a couch and model are available for demonstration purposes • Ensure bullet points have been prepared or cue cards to ensure the continuity of the talk • Ensure there is an introduction and conclusion • Take the appointment book • Take price lists • Take information on products available • Take a leaflet explaining the treatments available
16) Understand and explain how to cost a treatment	To include: <ul style="list-style-type: none"> • The time it takes • Overheads • Products used • Consumables used • Profit
17) Understand and explain the benefits of offering courses of treatments	To include: <ul style="list-style-type: none"> • Ensures that clients return to the salon/clinic • Ensures that cash is paid in advance • Improves cash flow • The client usually gets a discount for paying for the course
18) Understand and explain the basic security implications of the establishment relating to:	<ul style="list-style-type: none"> • People • Equipment • Stock • Cash • Confidential client records