

Customer Attitude towards Beauty Parlour

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Abstract— Beauty parlour management system may be a web-based salon management application with their planning practicality. during this system user will review salons and stylist on-line and may create appointment on-line it additionally could also be a offline. during this system beauty shop owner will create their account on-line and provides details of the services they provide and additionally describe the stylist data. User will review the salons and their services they provide and additionally describe the stylist data. User will review the salons and their services mistreatment his system and may create appointment with favorite stylist on-line. User may cancel appointments on-line. User may write and reviews regarding the salons or stylist. this technique helps each the client and therefore the salon. client will simply notice best salons in their vicinity and may check the review of different client of that salon on-line. It helps him to require call of taking the services of explicit salons. Beauty parlour is that the one in all the popular industries in our country. because the discarding unit financial gain is growing and other people have gotten a lot of involved regarding their beauty and health day by day, the contribution of their income within the professional hands and fingernails care sector I additionally magnified considerably.

Keywords: Beauty parlour management system

I. INTRODUCTION

Beauty is that the gift of god and payoff from one to the opposite generation. The wonder parlour search is that the would like of each age of men ladies and ladies or youngsters notable writer Keats outlined the word beauty as: "A factor of beauty may be a joy forever" may be a important shop to create the folks smart wanting b application of cosmetics treatment of hair and nourishment of skin by numerous ways. Life vogue is quick growing and dynamic within the trendy and therefore the ladies became heap of} privy to their makeup the standing of ladies has improved lot and is rising additional. This has resulted in their life vogue dynamic. Additionally their economic independence encourages them to resort this sort of services.

II. LITERATURE REVIEW

The history of cosmetic spread at 7,000 years & it now days present in every sociate on earth. The makeup is art that done on human body. Makeup is a not a simple art, it needs to do very hard work & practice. The evidence of cosmetic is found in ancient Greece. The rose water is described by romans, castor oil is use as protective balm. The Ancient Greeks also used cosmetics.

Cosmetic are written in old book queen painted her eyelid. & that book also describe beauty treatment as well. Book also contain information about kohl was used to line the eyes, whitening skin & led-based formula.

In the 1900s, makeup was not excessively popular among women. Women doesn't know about that what is an

actually a makeup is. They don't have any clue about parlour. In 1900s women actually paint a face with colour, after year women actually know about what is a makeup & how to do it. After 1900s makeup is very popular among all woman's, the craze of makeup is separated among all countries. The women are gone to parlour for doing a makeup. Now a day's makeup & parlour is become very popular, women go in parlour at daily basis. But not only women now a day's men's all go to parlour.

III. METHODOLOGY

This report may be a descriptive one, that was administered by aggregation primary and secondary information. Descriptive analysis has a crucial.

This report may be a descriptive one, that was administered by aggregation primary and secondary information. Descriptive analysis has a crucial objective: offers description of one thing selling characteristics of operate (Malhotra, 2012) and additionally the outline of development or characteristic related to an object population (who, what, when, wherever and the way of a subject, Copper, 2012).

The report tried to gauge the client preference on beauty shop, why the shoppers take, like this service. Before getting into to the deep study, abstract structure envisioned below that the complete study was conducted.

In getting ready a report concerning the shoppers preference may be a tough and complex task and no single methodology is suitable for getting ready the report. For this reason, variety of procedures have followed to arrange a meaningful report. The methodology of the task is portrayed as follows: This study coated 2 styles of information, which are:

Primary information

Secondary information +/-

Primary Data:

Primary information are going to be collected through a structured form, made specially for this report.

Secondary Data:

Going through completely different documents and papers developed by the corporate personnel and by others at the sources of secondary information.

IV. RECOMMENDATIONS & IMPLEMENTATION

On the idea of findings & analysis it's suggested that Persona ought to still follow their gift criteria in selecting places wherever they needed to ascertain their new brunch. Persona ought to make sure that client will get satisfactory beauty service. In setting value structure it's suggested to make sure that the standard of beauty service supports the value. For obtaining additional customers Persona need to research over its competitors and supply new & trendy service.

Persona ought to offer the chance to the client to renowned concerning the merchandise quality before

victimisation. Persona ought to introduce additional versatile rates for various segments of consumers. Persona ought to differentiate its service from their competitors as additional beauty parlors of its status are returning in market. Persona ought to offer its services systematically. Persona ought to expand retailers a minimum of each divisional town that each sphere of client will take the sweetness service from Persona. Value of services ought to be affordable. Positioning is no doubt the foremost vital a part of the complete stigmatisation method .While the brand & tagline might get all of the eye, it's the positioning that ought to be obtaining the lion's share of the eye. To become property whole and survive and Persona should establish a relevant house in customers mind & heart that it needs to occupy. Workers operating within the parlor ought to have sound information concerning the merchandise Persona ought to emphasize on promotional activities. From the get-go there should be a spotlight on the far side a subject for a newbrand ad campaign, success would force constant internal & external reminders and massages, and it's attainable that solely atiny low variety of communications are going to be delivered through advertising.

V. CONCLUSION

This report has shown that "Customer perspective towards the sweetness parlour A Study on: Persona". This surveys can pine State establish variations across parlour segments. It'll facilitate to develop merchandise, services or programs gauge the market response to new development concepts. By this analysis i'll reveal audience preferences for varied criteria. By this study i'll live consumer service satisfaction levels and establish weaknesses & strengths in our consumer service ways in which or processes. Presently I even have well-known regarding beauty service taking attitudes of customers. The analysis reveals but market feels regarding competitors, products, services and positioning at intervals the market place .Customer perspective analysis offers insight into market behavior. Consumer perspective analysis communicates what is most significant to our customers in terms of our relationship with them. The survey show the sweetness service institution customers that we've a bent to worry regarding what they suppose that you are able to concentrate as a results of we've a bent to own AN interest in what they have to say. This report has in addition shown that a sturdy whole, interims of quality service provider may be a crucial suggests that of differentiation. It'll increase the value of a service and /or its provider and helps the patron to make his choice. I even have completed on a one of the fastest growing sectors of People's Republic of Bangladesh i.e. Beauty parlor. I believe this report will facilitate U.S.A. masses in our career.

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