Makeup artist business Business Plan: A Proven Sample for US Entrepreneurs

Luminé Beauty Studio, LLC (Texas LLC founded May 2024) is a premium makeup artistry service targeting Austin brides at $250/service. Founder Camila Reyes generated $42,000 in freelance revenue (2023) with 92% client retention. Projecting $125,000 Year 1 revenue at 40% gross margin. Business plan dated October 26, 2023.

1. EXECUTIVE SUMMARY

1.7 million U.S. weddings occurred in 2020, rebounding to 2.1 million in 2023 (The Knot), yet 68% of brides report negative experiences with makeup artists due to inconsistent application (62%), poor hygiene (28%), and hidden fees (41%) per 2023 Ipsy survey. Luminé solves this via certified hypoallergenic products, transparent pricing, and dermatologist-approved skin prep protocols. We charge $250 for wedding services (vs. competitors' $150-$300 range) with 59.7% COGS, yielding 40.3% gross margin. Year 1 revenue: $125,000 from 850 client visits at $147 average ticket.

We target women aged 21-45 in Austin metro ($18.7M SOM) with bridal (45% revenue), special occasion (30%), editorial (15%), and workshops (10%). Fixed costs: $5,050/month. Break-even at 90 clients/month (Month 10). Year 3 net profit: $135,894 on $300,000 revenue. $75,000 funding secures 14-month runway.

We seek $75,000: $45,000 SBA 7(a) loan (10-year, 7% interest, $528/month payment), $30,000 owner equity. Funds allocated: $18,000 studio buildout, $9,500 equipment, $10,000 launch marketing. Milestones: 850 clients Year 1, 1,800 Year 3, $286,500 cumulative net profit by 2026.

2. COMPANY OVERVIEW

Luminé operates as Texas LLC (formation cost $300) for liability protection in cosmetology services. Leased 800 sq. ft. South Austin studio (1800 South Lamar Blvd) selected for proximity to wedding venues (78% of target clients live within 5-mile radius per 2023 ZipCodeBase data). Founded May 2024 by Camila Reyes (12-year licensed artist, $42,000 2023 freelance revenue, Sephora PRO lead 2019-2022).

Camila Reyes (Founder): Licensed TX cosmetologist #TX-COSM-8821, MUAC airbrush certification, MUD Los Angeles graduate. Generated $42,000 revenue in 2023 with 92% client retention. Jasmine Carter (Studio Manager): Managed $180,000 annual bookings at Glow Bar Austin (2021-2023). Dr. Alan Patel (Advisory): CPA with 7 beauty startups exited since 2010.

Date	Milestone	Status	Next Steps
May 2024	Business registration	Complete	N/A
June 2024	Studio lease signed	Complete	Negotiate 3% annual rent cap
July 2024	Website launch	Complete	Integrate Acuity scheduling
Aug 2024	First 10 paid clients	Complete	Implement referral program
Sep 2024	SBA loan application	Pending	Submit collateral docs by 10/30
Oct 2024	Studio buildout completion	Planned	Finalize equipment install
Nov 2024	Break-even target	Planned	Achieve 90 clients/month
Dec 2025	Hire associate artist	Planned	Train on Skin-First protocol

3. MARKET ANALYSIS

TAM: $62.8B U.S. beauty services (IBISWorld 2023). SAM: $4.1B Texas personal care services (IBISWorld). SOM: $18.7M Austin makeup artistry market calculated as 0.3% of $6.2B Central Texas wedding industry (The Knot 2023) where 30% of couples hire makeup artists. Methodology: 2.1M U.S. weddings x 30% = 630,000 makeup bookings. Austin weddings: 12,500 (2023) x 30% = 3,750 bookings. Average $5,000 spend per wedding party = $18.75M.

Primary customers: Women 21-45 earning $75K+ (68% of Austin metro population per 2022 Census), booking 1.7 services/year. Budget: $125-$300/service. 54% book online (Statista 2023), with 42% willing to pay 20% premium for inclusive shade ranges (WGSN 2023). Secondary: Men/non-binary clients (15% of wedding parties) spending $100-$175/service.

Trends: Post-pandemic wedding rebound (2.1M in 2023 vs 1.7M in 2020). 42% YOY growth in gender-neutral services (WGSN). 68% of brides use professional makeup (The Knot). "Skin-first" demand: 37% search volume increase for "dermatologist-approved makeup" (Google Trends 2022-2023).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Bridal	$8,415,000	8.2%	1.5%	45% of revenue; 56 clients/month by Month 10
Special Occasion	$5,610,000	5.1%	1.2%	30% revenue; $125-$175 pricing
Editorial	$2,805,000	6.7%	0.8%	15% revenue; $200/hr minimum
Workshops	$1,870,000	12.3%	3.0%	10% revenue; $95/class max 6 attendees

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Beauty Services	$62,800,000,000	N/A	N/A	IBISWorld 2023
Texas Personal Care	N/A	$4,100,000,000	N/A	IBISWorld 2023
Austin Makeup Artistry	N/A	N/A	$18,700,000	12,500 weddings x 30% x $5,000 avg spend

4. COMPETITIVE ANALYSIS

Austin has 47 licensed freelance makeup artists (TX Cosmetology Board) and 12 studios. Top competitors: Bella Glow ($480K est. revenue, bridal focus), FaceLab ($320K est., editorial), Blush & Beam ($210K est., mobile). Bella Glow's $300 bridal service has 22% Google review complaints about "rushed application" (per 127 reviews analyzed). FaceLab's $200/hr rate limits accessibility (only 15% of target market can afford).

Our advantages: 1) 120+ foundation shades (vs. industry avg 40) reducing color-match failures by 73% (2023 Inclusivity Beauty Report). 2) UV sterilization cuts infection risk to 0.2% (vs. industry 3.1% per CDC salon data). 3) Transparent pricing: $250 flat bridal fee (vs. Bella Glow's $150 base + $75 airbrush upsell). 4) Loyalty program: 10% discount drives 35% repeat rate (vs. industry 22%).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Bella Glow	$480,000	$150-$300	Instagram following (28K)	22% negative reviews	92% positive reviews; hygiene certification
FaceLab	$320,000	$200+/hr	High-end editorial clients	Limited availability (2 artists)	Same-day booking via Acuity
Blush & Beam	$210,000	$100-$175	Mobile convenience	Low retention (18%)	35% repeat rate via loyalty program
Ulta Salon	$1.2M/studio	$65-$125	Brand recognition	Non-customizable services	Personalized skin consultations
StyleSeat Freelancers	N/A	$80-$150	Low prices	Inconsistent quality	Certified artists only

Strengths	Weaknesses	Opportunities	Threats
120+ shade range (certified)	Sole lead artist dependency	Houston/Dallas expansion by 2026	Wedding market saturation
UV sterilization protocol	Limited marketing budget ($800/mo)	42% YOY growth in gender-neutral services	Seasonal demand (Q1-Q2 65% of revenue)
92% client retention (2023)	No retail space yet	Partnerships with 12 Austin wedding planners	Product liability claims

$250 transparent pricing	Studio only open Tue-Sat	Workshop demand up 12.3% (2022-2023)	Rent increases (3% annual)

5. PRODUCTS & SERVICES

We provide four service tiers: 1) Bridal: $125 trial (credited to wedding day), $250 wedding service (includes airbrush, lashes, touch-up kit). 2) Special Occasion: $125-$175 with $50 travel fee within 20 miles. 3) Editorial: $200/hr (2-hr min) with mood board development. 4) Workshops: $95/3-hr class (max 6 attendees). All services include skin assessment, hypoallergenic products, and UV-sterilized tools. Clients receive digital aftercare guides.

Pricing set at 15% premium to mid-tier competitors based on $83/client cost structure. Bridal at $250 (vs. $225 avg) captures value from 37% of brides willing to pay more for skin-safe application (2023 Ipsy). Workshop pricing at $95 (vs. $75 industry avg) reflects small-group coaching value. Gross margin: 40.3% ($59.70 COGS per $147 avg service).

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Bridal	$250	Trial, airbrush, lashes, kit	Brides (25-40)	45%	42.1%
Special Occasion	$125-$175	Travel fee +$50	Professionals (21-45)	30%	38.5%
Editorial	$200/hr	Mood board, consultation	Models/photographers	15%	45.0%
Workshops	$95	Max 6 attendees	Social media users	10%	62.0%

Metric	Value	Calculation/Notes
Price per service	$147	Weighted avg: (45% x $250) + (30% x $150) + (15% x $200) + (10% x $95)
COGS per service	$87	Products ($42) + Labor ($35) + Travel ($10)
Gross Profit	$60	$147 - $87
Gross Margin	40.8%	$60 / $147
CAC	$133	$800 monthly ad spend / 6 new clients (4.1% conversion from 145 leads)

LTV	$585	$147 avg ticket x 3.9 visits x 1.02 (referral multiplier)
LTV:CAC	4.4:1	$585 / $133 (beauty industry benchmark 3:1)
Payback Period	2.1 months	CAC / (Gross Profit x Visit Frequency) = $133 / ($60 x 1.0)

6. MARKETING & SALES

Primary channel: Google Ads targeting "bridal makeup artist Austin" (1,900 monthly searches, $2.40 CPC). Secondary: Instagram ads targeting women 25-40 within 15 miles of Austin (cost per lead $4.80). Tertiary: Wedding planner partnerships (12 contracted, $50 referral fee). Expected leads: 145/month from digital ($800 budget), 30/month from referrals. Conversion rate: 4.1% digital, 35% referrals.

Sales cycle: 1) Ad click -> website (3.2% CTR). 2) Portfolio review (avg. 4.7 min session duration). 3) Booking trial ($125) via Acuity scheduler (22% conversion from inquiries). 4) 85% trial-to-wedding conversion. Sales cycle length: 47 days (vs. industry 62 days). Retention: 10% discount for next service within 6 months drives 35% repeat rate (vs. industry 22%). Churn target: 5.8% monthly.

Channel	Monthly Budget	CAC		L Conversion Rate	Customers/Mo	ROI	
Google Ads	$500	$116		924.1%	3.8	326%	
Instagram Ads	$300	$167		53	4.1%	2.2	251%
Referral Program	$0	$50		3035%	10.5	1,070%	
Wedding Planners	$600	$95		1265%	7.8	516%	
Total	$1,400	$133		1812.6%	24.3	382%	

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Leads	Customers
1	500	300	200	0	0	1000	125	5
2	500	300	200	0	0	1000	125	5
3	500	300	200	0	0	1000	125	5
4	500	300	200	500	0	1500	150	7
5	500	300	200	500	0	1500	150	7
6	500	300	200	500	0	1500	150	7
7	500	300	200	500	0	1500	150	7
8	500	300	200	500	0	1500	150	7
9	500	300	200	500	0	1500	150	7
10	500	300	200	500	0	1500	150	7
11	500	300	200	500	0	1500	150	7
12	500	300	200	500	0	1500	150	7

7. OPERATIONS

Daily workflow: 1) Client books via Acuity (integrated with Google Calendar). 2) Digital intake form collects skin type/allergies. 3) Artist preps station with single-use tools. 4) 90-min service includes consultation, application, photo. 5) Post-service survey via Mailchimp. Capacity: 2 stations handle 12 clients/day (9 AM-7 PM). On-location services use mobile kits with battery-powered LED lighting. Sanitation: UV brush cleaner (10-min cycle) after each client.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Beautylish Pro	Cosmetics wholesale	$850	Net 30	M.A.C Pro
CleanCosmetics Supply	Disposable tools	$320	10% discount Year 1	Sephora PRO
CeraVe	Skincare samples	$0	Brand partnership	The Inkey List
RingCentral	Business phone	$35	Month-to-month	Google Voice
Acuity Scheduling	Booking platform	$29	Month-to-month	Setmore

Tool	Purpose	Monthly Cost	Users	Alternatives
Acuity Scheduling	Booking/payments	$29	2	Setmore ($19)
QuickBooks Online	Accounting	$30	1	Xero ($32)
Mailchimp	Email marketing	$20	1	Klaviyo ($45)
Canva Pro	Marketing assets	$12.99	1	Adobe Express ($9.99)
Square Terminal	Payments	$0	1	Stripe Terminal ($29)

8. MANAGEMENT TEAM

Organizational structure: Founder (CEO/Lead Artist) oversees creative and P&L. Studio Manager (PT) handles ops. Year 2: Hire contractor artist ($45/hr, 30% commission). Compensation: Founder draws $48,000 salary Year 2 (industry 50th percentile). Studio Manager: $24/hr (vs. Austin avg $22.50).

Advisory Board: Dr. Alan Patel (CPA) provides quarterly financial reviews. Compensation: $500/session + 0.5% equity (vested over 4 years). Focus: Cash flow optimization and SBA compliance.

Month	Role	Salary	Priority	Source	Onboarding
1-12	Studio Manager (PT)	$1,600/mo	High	Internal referral	2 weeks
7	Associate Artist (Contract)	$45/hr + 30% commission	Medium	StyleSeat	4 weeks
13	Studio Manager (FT)	$3,000/mo	High	CareerBuilder	3 weeks

9. FINANCIAL PLAN

Key assumptions: 15 new clients/month in Year 1 (growing to 25/month Year 2). Avg revenue/client: $147. Monthly churn: 5.8%. COGS: 59.2% of revenue. Client acquisition: 24.3/month at $133 CAC. Break-even: 90 clients/month. Year 1 revenue: $125,000 (850 clients). Year 3: $300,000 (1,800 clients).

Revenue generated via service fees (90% of total) and workshops (10%). Growth drivers: 1) Wedding seasonality (Q2-Q3 = 65% of bridal revenue). 2) Workshop expansion (10% to 15% of revenue by Year 3). 3) Retail sales launch Year 2 ($5,000 revenue).

Cost structure: 65% fixed costs (rent, software, base payroll), 35% variable (products, labor, travel). Fixed costs scale 3% annually (rent). Variable costs scale linearly with clients. Year 1 gross margin: 40.8% (vs. industry 50-70% for services; justified by high product costs in startup phase).

Funding: $75,000 total. $45,000 SBA loan (10-year, 7% interest), $30,000 owner equity. Runway: 14 months. Milestones funded: Studio buildout (Month 3), break-even (Month 10), associate hire (Month 7).

Category	Ite	Cost	Notes
Legal/Formation	Texas LLC filing	300	Paid May 2024
Licenses/Permits	Cosmetology permit	250	TX-COS
Equipment	Airbrush kit	2500	Templete Pro System
Equipment	Makeup chairs (x2)	1800	BeautyS Elite
Equipment	LED mirrors (x2)	1200	10x magnific
Technology	Website development	2200	Squares + Acuity

Initial Inventory		Cosmetics wholesale	4200	Beautylis Pro order
Initial Inventory		Disposable tools	2500	3-month supply
Marketing Launch		Google/FB ads	5000	Months 1-6
Marketing Launch		Print materials	1500	Brochure business cards
Working Capital		3-month operating buffer	18300	Rent, payroll, inventory
Insurance		General liability ($1M)	2600	Annual premium
Professional Fees		Accounting setup	1800	QuickBo configura
Professional Fees		Legal contract review	1700	Vendor agreeme
Contingency (10%)		Unplanned costs	7420	Calculate on total
Total			**74200**	

Category	Ty	Monthly Cost	Annual Cost	Notes
Rent	Fixed	2200	26400	Includes utilities

Payroll	Variable	2667	32000	Founder salary + PT manager
Benefits	Fixed	0	0	No health benefits Year 1
Insurance	Fixed	217	2600	General liability
Software	Fixed	112	1344	Acuity, QuickBoo Mailchim
Utilities	Fixed	150	1800	Wi-Fi, electricity
Marketing	Fixed	1000	12000	Google/F ads
Professional Services	Fixed	100	1200	Accounti support
Supplies	Variable	1000	12000	Cosmetic disposab
Travel	Variable	400	4800	On-locati services
Loan Payment	Fixed	528	6336	SBA 7(a) principal/
Fixed Total		**4207**	**50484**	
Variable Total		**3667**	**44004**	
Combined Total		**7874**	**94488**	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	5880	5880	8820	10584	10584	10584	12348	12348	12348	14112	14112	14112	125000
COGS	3500	3500	5250	6300	6300	6300	7350	7350	7350	8400	8400	8400	74200

Gross Profit	2380	2380	3570	4284	4284	4284	4998	4998	4998	5712	5712	5712	50800
Marketing	1000	1000	1000	1500	1500	1500	1500	1500	1500	1500	1500	1500	15000
Salaries	0	0	1600	2667	2667	2667	4000	4000	4000	4000	4000	4000	32000
Rent	2200	2200	2200	2200	2200	2200	2200	2200	2200	2200	2200	2200	26400
Software	112	112	112	112	112	112	112	112	112	112	112	112	1344
Insurance	217	217	217	217	217	217	217	217	217	217	217	217	2600
Other OpEx	1500	1500	1500	2000	2000	2000	2000	2000	2000	2000	2000	2000	22000
Total OpEx	4929	4929	6529	8596	8596	8596	10029	10029	10029	10029	10029	10029	95200
EBITDA	-2549	-2549	-2959	-4312	-4312	-4312	-5031	-5031	-5031	-4317	-4317	-4317	-44400
Depreciation	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	18000
EBIT	-4049	-4049	-4459	-5812	-5812	-5812	-6531	-6531	-6531	-5817	-5817	-5817	-62400
Interest	263	263	263	263	263	263	263	263	263	263	263	263	3156
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-4312	-4312	-4722	-6075	-6075	-6075	-6794	-6794	-6794	-6080	-6080	-6080	-65556

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	75000	70688	66376	61654	55579	49504	43429	36635	29841	23047	16967	10887
Cash In	5880	5880	8820	10584	10584	10584	12348	12348	12348	14112	14112	14112
Other Income	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	5880	5880	8820	10584	10584	10584	12348	12348	12348	14112	14112	14112
Cash Out	10192	10192	13542	16659	16659	16659	19142	19142	19142	20192	20192	20192
Net Cash Flow	-4312	-4312	-4722	-6075	-6075	-6075	-6794	-6794	-6794	-6080	-6080	-6080
Ending Cash	70688	66376	61654	55579	49504	43429	36635	29841	23047	16967	10887	4807

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	125000	55000	60000	65000	70000	80000	85000	90000	95000	300000

COGS	74200	32450	35400	38350	41300	47200	50150	53100	56050	165000
Gross Profit	50800	22550	24600	26650	28700	32800	34850	36900	38950	135000
OpEx	95200	30000	30500	31000	31500	38000	39000	40000	41000	164106
EBITDA	-44400	-7450	-5900	-4350	-2800	-5200	-4150	-3100	-2050	-29106
Net Income	-65556	-10000	-8000	-6000	-4000	-5000	-3000	-1000	1000	135894
Ending Cash	4807	20000	35000	50000	65000	80000	95000	110000	125000	125000

Metric	Value	Calculation
Monthly Fixed Costs	5050	Rent $2,200 + Software $112 + Insurance $217 + Loan $528 + Base Payroll $1,991
Variable Cost per Service	87	COGS breakdown
Price per Service	147	Weighted average
Contribution Margin	60	$147 - $87
Contribution Margin %	40.8%	$60 / $147
Break-Even Units	84	$5,050 / $60
Break-Even Revenue	12348	84 units x $147
Expected Break-Even Month	10	Month 10 revenue $14,112 > $12,348
Safety Margin	15.7%	(100 clients - 84) / 100

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	40.6%	42.0%	45.0%	50-70%

Operating Margin %	-76.2%	-17.1%	45.3%	15-25%
Net Profit Margin %	-52.4%	-12.9%	45.3%	10-20%
Current Ratio	1.1	1.8	2.5	1.5-2.0
Quick Ratio	0.9	1.5	2.1	1.0-1.5
CAC Payback	2.1 mo	1.8 mo	1.5 mo	6-18 mo
LTV:CAC Ratio	4.4:1	5.1:1	6.2:1	3:1
Monthly Burn Rate	5463	0	0	N/A
Runway (mo)	14	N/A	N/A	N/A

10. RISK ANALYSIS

Highest risks: 1) Wedding market saturation (Probability 4/5, Impact 4/5). Austin has 47 freelance artists targeting same $18.7M SOM. 2) Seasonal demand (Probability 5/5, Impact 3/5). Q1 revenue 28% below annual average (2023 local data). 3) Product liability (Probability 2/5, Impact 5/5). Allergic reactions cost $28,500 avg settlement (IBISWorld).

Mitigation: 1) Differentiate via hygiene certification (UV sterilization) and 120-shade range. Achieved 92% client retention in 2023 pre-launch. 2) Counter seasonality with Q1 "New Year Glow" packages ($125 for headshot makeup). 3) Carry $1M insurance ($2,600/year) and use hypoallergenic products (Cinema Secrets).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Market saturation	4	4	16	Hygiene certification + 120-shade range	Discount for off-peak bookings	Reyes
Seasonal demand	5	3	15	Q1 headshot packages	Partner with corporate HR for events	Carter
Product liability	2	5	10	$1M insurance + hypoallergenic products	Immediate service recovery protocol	Reyes
Key person dependency	3	4	12	Document techniques; train associate by Month 7	Contract backup artists	Reyes
Supply chain disruption	3	3	9	Multi-vendor sourcing (3 suppliers)	3-month inventory buffer	Carter
Rent increase	4	2	8	3-year lease with 3% annual cap	Negotiate revenue-based rent	Patel
Low client volume	3	4	12	Aggressive referral program ($50/booking)	Offer 20% discount for 3+ bookings	Carter
Negative reviews	2	3	6	Post-service survey; $25 review incentive	Public response protocol	Carter

11. IMPLEMENTATION TIMELINE

Critical path: Studio buildout completion (Month 3) enables client acquisition. Key dependency: SBA loan approval by Month 2 to fund buildout. Top priority: Achieve 90 clients/month by Month 10 to hit break-even. Secondary: Workshop launch Month 4 to diversify revenue.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Website launch	Acuity booking integration	$2,200 dev budget	50 trial bookings	Reyes
2	SBA loan approval	Collateral documentation	$1,700 legal review	$45,000 funded	Patel
3	Studio buildout complete	2 stations operational	$18,000 budget	OSHA compliance certified	Reyes
4	Workshop program launch	Curriculum + marketing	$500 materials	15 attendees Month 1	Carter
5	First 100 clients	Client database	Referral program	35% repeat rate	Carter
6	Google Ads optimization	CAC < $133	$500 ad spend	4.1% conversion rate	Carter
7	Hire associate artist	Training completed	$200 training materials	15% revenue from associate	Reyes
8	Implement loyalty program	Digital rewards system	Mailchimp setup	10% redemption rate	Carter
9	Q3 revenue target	$12,348 revenue	Wedding season push	90 clients served	Reyes
10	Break-even achieved	Positive net cash flow	Cost control	$14,112 revenue	Patel
11	Year 1 financial review	Profitability analysis	QuickBooks data	$125,000 revenue	Patel
12	Year 2 planning	Budget + hiring plan	Advisory board input	$205,000 revenue target	Reyes