

The Summit

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Hair Raising



Cartoon courtesy of
shorelines art

www.shorelinesart.co.uk

It would be nice to say that the days when the careers officers would look unfavourably at you when you told them you wanted to be a hairdresser are gone. Despite its poor career image the industry in the UK is now worth £5 billion and our hairdressers lead the world in talent and innovation. The industry recently held its annual awards ceremony which was attended by two thousand hairdressers from around the UK. The award ceremony hosted by Jonathon Ross was held in the Grosvenor House Hotel in London. Awards were given e.g. for British

hairdresser of the year and Afro Hairdresser of the year.

According to the Times British hairdressing started to develop in the 1960's with the hair cuts that accompanied Mary Quant and Biba design styles. From there it is possible to track the rise and fall of the British economy by looking at the hairdressing industry. For example there was a peak of spending in the 1960's, followed by a downturn in the late 1970's and early 1980's. Spending recovered in the 1990's and the industry is once more experiencing growth.

Peter Belcher of Schwarzkopf said 'France and the U.S. are important but they tend to follow rather than lead. British hairstyling has the edge'. The average spend in a salon in the UK is £22, but hairdressers at the award ceremony quoted customers spending £300 and £1,000. There are an estimated 35,000 salons in the UK and 20 million women visit hairdressers as opposed to 16 million men.?

Source The Times on line

One piece at a time

Hard Rock International which is familiar as the 'Hard Rock Café', has been acquired from the Rank Group by the Seminole Indians of Florida for \$965m. In the recent past the 3,300 strong tribe lived in poverty. However since they set up gambling from their casino operations on their native home land, which is one of the few areas in the U.S. where gambling is allowed, the Seminoles have earned \$900m annually from their casinos. A spokesman for the tribe said 'Our ancestors sold Manhattan for trinkets. We're going to buy Manhattan back, one hamburger at a time'.?

Source The Week

What are our Clients doing?

Best wishes to Sophie and Martyn who launched their business Trees4travel on 1st December 2006. Both are passionate about environmental issues and they have translated this passion into a business. No longer need you feel guilty about carbon emissions from holiday and business flights. For just £1.99 for

every two hours of flight you can buy a tree direct from the trees4travel web site. And what's more the trees are planted in ongoing reforestation projects in Costa Rica, Brazil and the United States. These projects also provide much needed work for local people. So to put something back in return for air travel and to provide a really unusual gift visit their web site. ?

www.trees4travel.co.uk

Artificial Stomach

The Norwich Institute of Food Research has developed an artificial stomach which is designed to shed light on the human digestive system. It is so realistic that it even vomits. The stomach has taken five years to develop and can produce a 'recipe' for the progress of food through its digestive system. Previous models were only able to work on nutrients and molecules. The latest model is able to work on real food. A spokesman said that the model would be particularly useful to businesses wanting to develop probiotic foods

that have to survive the human gut in tact. ?

Source Food Manufacturer Dec 2006

Web site News

New on the home page

[Visit our web site to make use of the business and marketing resource section.](#)

The resource centre provides marketing and business articles that have appeared on our site for FREE to help you add valuable content to your site. By doing this you increase the number of visits to your site from the search engines and this in turn helps boost site ranking. The marketing and resource centre also provides new visitors with access to our monthly business and marketing newsletter.

Also new on the site ['Start a Direct Mail Campaign'](#) which provides a good starting point to help any business increase the number of contacts and potential customers they have.

On your Bike

Ikea have given all of their 9,000 staff a free bicycle and the company is also offering to pay a 15% subsidy on public transport costs to discourage workers from using their cars. This is all part of a campaign Ikea as a business has to combat global warming. ?

Source The Week

Shower Invention

Jill Parkinson from Dewsbury in Yorkshire has invented a portable shower head holder. Ms Parkinson came up with the idea after staying in various hotel rooms around the world on business trips. Hand held showers were usually all that was available. The device works by sticking onto the tiles of walls with no wall fittings. Ms. Parkinson promises that the device can be used with 90% of the shower heads on the market. The shower head holder has been patented and Ms. Parkinson aims to secure £10,000 orders by the end of 2007. At present the device is sold from the Internet, but Ms Parkinson hopes soon

to secure deals with various high street retailers. ?

Source the Yorkshire Post

More Web Site News

Our favourite web site this month is

www.glassesdirect.co.uk.

This site was set up by James Murray-Wells after he discovered how cheap it actually is to produce glasses. Mr. Murray-Wells set up as an online glasses retailer in December 2004 and within one year he had 22,000 customers.

Turnover for 2008 is estimated at £10m. Prices of glasses start at £15

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