

# iUCT34 – Business practice for complementary therapies

URN – H/617/4351

**Guided Learning Hours: 60**

Learning outcome	Assessment criteria	Taught content to include
LO1 Understand the key business criteria required for complementary therapies	1.1. Explain the legal requirements for running a business	<ul style="list-style-type: none"> <li>• The following acts and their relevance to operating a complementary therapy practice/clinic: <ul style="list-style-type: none"> <li>- The Environmental Protection Act 1990</li> <li>- The Work Place Regulations (Health, Safety and Welfare) 1992</li> <li>- Health &amp; Safety at Work Act 1974</li> <li>- The Management of Health &amp; Safety at Work Regulations 1999</li> <li>- The Health and Safety (First Aid) Regulations 1981</li> <li>- Dangerous Substances and Preparations (Nickel) (Safety) Regulations 2005</li> <li>- The Personal Protective Equipment at Work Regulations 1992</li> <li>- The Provision and Use of Work Equipment Regulations 1998</li> <li>- The Control of Substances Hazardous to Health Regulations (COSHH) 2002</li> <li>- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995</li> <li>- The Electricity at Work Regulations 1989</li> <li>- The Fire Precautions Act 1971</li> <li>- The Fire Precautions (Workplace) Regulations 1997</li> <li>- The Manual Handling Operations Regulations 1992</li> <li>- Employers Liability Act 1969</li> <li>- Working Time Regulations 1998</li> <li>- General Products Safety Regulations 2005</li> <li>- Cosmetic Products (Safety) Regulations 2008</li> <li>- The Supply of Goods and Services Act 1982</li> <li>- The Sale and Supply of Goods Act 1994</li> <li>- The Consumer Protection Act 1987</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>- Trades Description Act 1972</li> <li>- Local Government (Miscellaneous Provisions) Act 1982</li> <li>- Data Protection Act 1998/General Data Protection Regulations (GDPR)</li> <li>- Social Services Act 1970</li> <li>- Race Relations Act 1976</li> <li>- Sex Discrimination Act 1986</li> <li>- The Disability Discrimination Act 2005</li> <li>- Mental Health Act 2007</li> <li>- ECHR (Human Rights Act) 1998</li> <li>- The Care Standards Act 2000</li> <li>- Medical Act 1983</li> <li>- Children Act 1989</li> <li>- Sex Offenders Act 1997</li> <li>- Crime and Disorder Act 1998</li> <li>- Protection of Children Act 1999</li> <li>- Youth Justice and Criminal Evidence Act 1999</li> <li>- The Children (Leaving Care) Act 2000</li> <li>- Veterinary Surgeons Act 1966</li> <li>- Copyright, Designs and Patents Act 1988 (Performing Rights)</li> <li>- VAT Act 1994</li> <li>- Medicines and Healthcare products Regulatory Agency (MHRA) requirements</li> <li>- Prohibited appellation regulations</li> <li>- Advertising standards</li> <li>- Any other local, national or European legislation as noted in the NOS and core curriculum</li> <li>• The licensing laws involved with establishing a business to include: <ul style="list-style-type: none"> <li>- Local and national by-laws</li> <li>- Who to contact for information</li> <li>- Treatments which may require licensing e.g. Massage and Special Treatments (MST) licence</li> <li>- Exemptions from licensing</li> </ul> </li> </ul>
	1.2. Explain how marketing and public relations are used in businesses	<ul style="list-style-type: none"> <li>• The main forms of marketing and public relations and their roles in business promotion</li> <li>• Identification of potential market and customers</li> <li>• Products and services</li> <li>• Newspapers</li> </ul>

		<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Leaflets</li> <li>• Direct mail</li> <li>• Word of mouth</li> <li>• Referrals</li> <li>• Television</li> <li>• Internet</li> <li>• Website</li> <li>• Social media</li> <li>• Cinema</li> <li>• Radio</li> <li>• Posters</li> <li>• Talks</li> <li>• Demonstrations</li> <li>• Exhibitions</li> <li>• Open days</li> <li>• Charity events</li> <li>• Sponsorship</li> </ul>
	1.3. Describe the employment opportunities within the complementary therapy industry	<ul style="list-style-type: none"> <li>• Key employment opportunities within the complementary therapy industries, outlining roles, responsibilities and progression routes for example: <ul style="list-style-type: none"> <li>- Employed</li> <li>- Self-employed</li> <li>- Receptionist</li> <li>- Junior therapist</li> <li>- Therapist</li> <li>- Senior therapist</li> <li>- Clinic/spa manager</li> <li>- Director</li> <li>- Health care sector</li> <li>- Spas</li> <li>- Clinics</li> <li>- Salons</li> <li>- Voluntary sector</li> </ul> </li> </ul>
	1.4. Explain how to promote complementary therapy practices	<ul style="list-style-type: none"> <li>• The methods of promotion suitable for complementary therapy practices</li> <li>• Sampling</li> </ul>

		<ul style="list-style-type: none"> <li>• Point of sale displays</li> <li>• Merchandising</li> <li>• Loyalty cards</li> <li>• Gift vouchers</li> <li>• Price reductions</li> <li>• Competitions</li> <li>• After sales service</li> <li>• Bonus retail product packs</li> <li>• Treatment programme schemes</li> <li>• Social media</li> <li>• Advantages and disadvantages of differing methods of promotion</li> <li>• The importance of corporate image for the design and production of the following: <ul style="list-style-type: none"> <li>- Website</li> <li>- Business card</li> <li>- Price list</li> <li>- Stationery</li> <li>- Poster</li> <li>- Consultation forms</li> <li>- Client aftercare advice forms</li> </ul> </li> </ul>
LO2 Be able to research a business concept	2.1. Compare and contrast different business types	<ul style="list-style-type: none"> <li>• Types of business</li> <li>• Advantages and disadvantages of each</li> <li>• Sole trader</li> <li>• Partnership</li> <li>• Limited company</li> <li>• Limited liability partnership</li> <li>• Franchise</li> <li>• Define: <ul style="list-style-type: none"> <li>- Accounts</li> <li>- Assets</li> <li>- Allowable expenses</li> <li>- Basic profit and loss</li> <li>- Budget</li> <li>- Car expenses</li> <li>- Cash flow</li> <li>- Corporation tax</li> <li>- Costing of treatments</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>- Drawings</li> <li>- Expenditure</li> <li>- Fixed overheads</li> <li>- Gross profit</li> <li>- Income</li> <li>- Income tax</li> <li>- Petty cash</li> <li>- Personal pensions</li> <li>- Personal tax</li> <li>- Salary</li> <li>- Self-assessment – tax</li> <li>- Spreadsheets</li> <li>- Tax returns</li> <li>- Value Added Tax (VAT)</li> <li>- Variable overheads</li> <li>- Methods of record keeping</li> <li>- National Insurance contributions (NIC)</li> <li>- Net profit</li> </ul>
	2.2. Research a potential business opportunity using a range of resources	<ul style="list-style-type: none"> <li>• The internet</li> <li>• Newspapers</li> <li>• Magazines</li> <li>• Directories</li> <li>• Advertising</li> <li>• Word of mouth</li> <li>• Referrals</li> </ul>
	2.3. Research potential premises, staff, products and resource requirements	<ul style="list-style-type: none"> <li>• Business location</li> <li>• Type of premises <ul style="list-style-type: none"> <li>- Rent space</li> <li>- Rent premises</li> <li>- Leasehold</li> <li>- Freehold</li> </ul> </li> <li>• Business type</li> <li>• Décor <ul style="list-style-type: none"> <li>- Heating</li> <li>- Lighting</li> <li>- Ventilation</li> <li>- Plumbing</li> <li>- Flooring</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>- Interior décor</li> <li>- General furnishings</li> <li>- Layout</li> <li>- Waste disposal</li> <li>- Laundry</li> <li>- Storage</li> <li>- Reception</li> <li>- Treatment areas</li> <li>- Relevant equipment and couches</li> <li>• Staffing requirements <ul style="list-style-type: none"> <li>- Job description</li> <li>- Curriculum Vitae (CV)</li> <li>- Contract of employment</li> <li>- Hours of work</li> <li>- Salary and any commission structure</li> <li>- Holiday entitlement</li> <li>- Period of notice for either party</li> <li>- Disciplinary procedure</li> <li>- Maternity leave</li> <li>- Grievance policy</li> </ul> </li> <li>• Products <ul style="list-style-type: none"> <li>- Consumables</li> <li>- Professional products</li> <li>- Retail products</li> </ul> </li> <li>• Stock control <ul style="list-style-type: none"> <li>- Regular stock checks</li> <li>- Regular stock valuation</li> <li>- Stock rotation</li> <li>- Regular ordering</li> </ul> </li> <li>• Treatment/service costing <ul style="list-style-type: none"> <li>- Overheads</li> <li>- Commercially acceptable treatment times</li> <li>- Product costs</li> <li>- Consumable costs</li> <li>- Staffing costs</li> <li>- Retail product costs</li> <li>- Fee structure</li> <li>- Profit</li> </ul> </li> <li>• Marketing</li> </ul>
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LO3 Be able to prepare a business plan	3.1. Prepare a business plan for self-employment	<ul style="list-style-type: none"> <li>• Mission statement</li> <li>• Market research</li> <li>• Competitor analysis</li> <li>• Premises and location</li> <li>• Products, services and prices</li> <li>• Fixed and variable costs</li> <li>• Staffing requirements – job descriptions, CVs</li> <li>• Strength, weakness, opportunity and threat (SWOT) analysis</li> <li>• Risk analysis</li> <li>• Insurances</li> <li>• Marketing and publicity</li> <li>• Finance and accounting practices</li> <li>• Legal requirements</li> <li>• Start up and running costs</li> <li>• Cash flow forecast</li> <li>• Security and data protection</li> </ul>
	3.2. Describe the professional services, staff and resources that may be required for a business plan	<ul style="list-style-type: none"> <li>• Business plan findings and potential additional costs to include: <ul style="list-style-type: none"> <li>- Builders</li> <li>- Decorators</li> <li>- Plumbers</li> <li>- Solicitors</li> <li>- Electricians</li> <li>- Accountants</li> <li>- Printers</li> <li>- Product suppliers</li> <li>- Marketing and PR</li> <li>- Administration/IT</li> <li>- Professional recruitment</li> </ul> </li> </ul>

## Assessment

### Portfolio of evidence

- All learners will be assessed via an assignment for this unit
- This is internally assessed by the college lecturer and verified by the external examiner (if sampled)

iUCT34 - Assignment guidance form may be downloaded from [www.itecworld.co.uk](http://www.itecworld.co.uk)

The assignment must be evidenced using the assignment assessment form. See [www.itecworld.co.uk](http://www.itecworld.co.uk)

## Guide to taught content

The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.



**Document History**

Version	Issue Date	Changes	Role
v1	12/09/2019	First published	Qualifications and Regulation Co-ordinator