

Role of Beauty Parlours in Economic Development of Shrirampur Town

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Abstract

It is a human desire to maintain their body and skin. Since we lack both time and patience, most of us prefer that someone else does it for us as only then we can relax and enjoy. A beauty parlour is business dealing with cosmetic treatments of women and also of cosmetic treatments of men. The low investment and high return is a feel good factor of beauty business. People seek beauty, they are constantly looking to improve what they have or try to give themselves a whole new look. It is no wonder that hair and beauty parlour business remain one of the rapidly growing industries today.

In today's modern world, glamour and beauty is having extremely high importance. As the beauty stays always in demand, this business is growing rapidly. Recently the people from different fields like Medicine, Engineering, Airline, Fashion designing, Call centre etc., are taking up beauty cosmetology and hair styling as their profession.

Keywords: Beauty Parlour, Cosmetic Treatments, Airline, Fashion designing, Industry, Glamour.

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