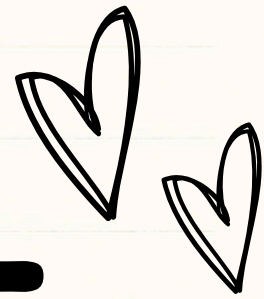




Nail Studio



AT HOME

01

Product

services

basic nails
gel nails
acrylics and manicures
eyebrows and waxing

unique sellings

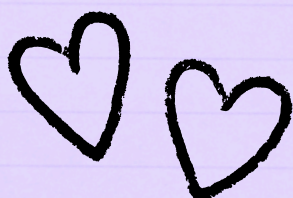
flexibility in appointments
affordable pricing compared to other salons
one on one sitting at home

01



02

price



pricing strategy

Basic manicures 20\$
gel nail art 45\$
acrylic nails 50\$
eyebrows 10\$
waxing 20\$-50\$

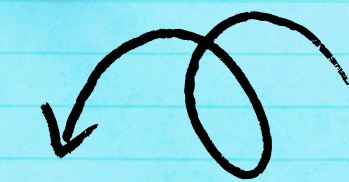


Nail Studio



AT HOME

03



place

Operate from home, highlighting the cozy, private, and hygienic environment

specifically in Terrace and Thornhill

Potentially offer mobile services (at-home appointments) for an additional fee

online marketing

clients testimonials on Instagram

time lapse videos of my work

#AffordableNailArt

share flyer on WhatsApp communities

04



promotion

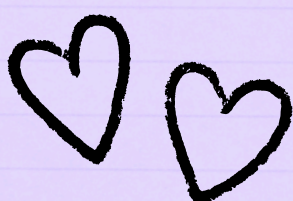
offline marketing

Offer special discounts to

students or new residents in Terrace

Reward clients who bring in new customers

Collect testimonials and reviews to build credibility and trust





Market segmentations



Behavioral

people having less budget
people who wants convience and comfort
who wants to make appointment on the spot

Demographic

Teenagers, young adults and
middle aged womens.
Middle-Income Customers -
Prefer quality services at reasonable prices
students and newcomers
Asian , Canadian and Indian



Market segmentations



Geographic

Terrace, Kitimat and Thornhill
are the targeted regions.

All cultures and communities are welcomed.

Psychographic

Beauty and self-care enthusiasts.
busy moms and working professionals.
People willing to pay extra for an exclusive,
high-end nail experience