### horizontal line**Nail Salon Boutique Business Plan**

#### **Executive Summary**

* Overview of the nail salon concept.
* Vision for high-quality, boutique nail care.
* Summary of target clientele and financial goals.

#### **Business Description**

* **Salon Concept:** Luxurious nail care with a boutique atmosphere.
* **Target Market:** Professionals, fashion-conscious individuals, local residents.
* **Unique Features:** Eco-friendly products, premium services, personalized care.

#### **Market Analysis**

* **Industry Trends:** Rise in demand for sustainable, boutique nail salons.
* **Target Customers:** Women aged 20-50, special occasion customers.
* **Competitive Analysis:** Evaluate other salons and your boutique's unique appeal.

#### **Services**

* Manicures and pedicures (classic, gel, acrylic).
* Specialty nail art and treatments.
* Add-ons: Spa treatments, hand/foot massages.

#### **Marketing Plan**

* **Promotion:** Social media, loyalty programs, special occasion discounts.
* **Collaborations:** Work with local influencers, beauty bloggers.
* **Local Advertising:** Flyers, partnerships with nearby businesses.

#### **Operations**

* Layout: Comfortable and chic salon design.
* Equipment and product sourcing.
* Staffing: Skilled nail technicians and support staff.

#### **Financial Plan**

* Cost of salon setup (rent, equipment, decor).
* Service pricing strategy.
* Revenue and profit projections.