
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.