

24 NAIL EXTINCTION AND ANIL ART PARLORS



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1. INTRODUCTION

Opening a nail extension and nail art parlor in Uttarakhand can be a great business opportunity, given the growing demand for beauty and personal care services. A nail extension and nail art parlor offers various services to enhance the beauty and aesthetics of nails. These services include nail extensions, nail art, gel and acrylic treatments, and more. The parlor can cater to a diverse clientele, including individuals looking for everyday nail care, unique occasion nail art, and bridal nail services.

2. SERVICE & ITS APPLICATION

A. Nail Extensions:

- **Application:** Nail extensions involve applying artificial nails to natural ones to extend their length and enhance their appearance.
- **Benefits:** Ideal for clients who want longer nails without waiting for natural growth. They can be customized to different shapes and styles.

B. Nail Art:

- **Application:** Nail art includes creative designs and decorations applied to nails using various techniques like painting, stamping, and embellishments.
- **Benefits:** Perfect for special occasions, daily wear, or to express personal style. It adds a unique and fashionable touch to nails.

C. Gel and Acrylic Extensions:

- **Application:** These are long-lasting nail enhancements using gel or acrylic materials to strengthen and beautify nails.
- **Benefits:** Provides a durable and natural look, ideal for clients with brittle or weak nails. Gel nails offer a glossy finish, while acrylics are known for their strength.

D. Manicures and Pedicures:

- **Application:** Basic nail care services, including trimming, shaping, and polishing of nails, as well as skincare for hands and feet.
- **Benefits:** Promotes nail health, improves appearance, and offers a relaxing experience for clients.

E. Special Occasion Packages:

- **Application:** Customized nail art and extensions for weddings, parties, and other events.
- **Benefits:** Tailored services to match the theme or outfit of the occasion, ensuring clients look their best.

3. DESIRED QUALIFICATION FOR PROMOTER

To be a successful promoter for a nail extension and nail art parlor in Uttarakhand, you should ideally have the following qualifications:

1. **Educational Background:** A degree in Business Administration, Marketing, or a related field can be beneficial. Knowledge of beauty and personal care services is also advantageous.
2. **Customer Service Skills:** Excellent customer service skills to ensure client satisfaction and loyalty. This includes handling client inquiries, resolving complaints, and providing a seamless service experience.
3. **Marketing and Sales:** Experience in marketing and sales can help promote the parlor and attract clients. This includes online marketing, social media management, and developing promotional strategies.
4. **Creative Skills:** A good eye for design and creativity is essential for nail art services. Creating and executing unique nail designs will set your parlor apart.
5. **Technical Skills:** Knowledge of nail extension techniques, gel and acrylic applications, and nail art tools and materials is crucial for providing high-quality services.

4. BUSINESS OUTLOOK AND OPPORTUNITIES

The business outlook for nail extensions and nail art parlors in Uttarakhand is promising. Here are some key points to consider:

Business Outlook

1. **Growing Demand:** With increasing disposable incomes and a growing emphasis on personal grooming, there is a rising demand for beauty and personal care services. Nail art and extensions are becoming popular due to fashion trends and social media influence.
2. **Cultural Emphasis on Wellness:** Uttarakhand has a rich cultural heritage that emphasizes wellness and self-care. This cultural inclination makes it a favorable environment for beauty parlors, including nail art and extension services.
3. **Economic Growth:** The state has shown consistent economic growth, with a positive outlook for consumer spending on beauty and wellness services. This economic prosperity creates a conducive atmosphere for the beauty industry to thrive.

Opportunities

1. **Special Occasion Services:** Offering customized nail art and extensions for weddings, parties, and other events can attract a niche clientele looking for unique and personalized services.
2. **Online Presence:** Establishing a strong online presence through a professional website and active social media profiles can help attract clients and showcase your services.
3. **Collaborations:** Partnering with local salons, beauty parlours, and bridal shops for joint promotions and packages can help expand your customer base.
4. **Customer Referrals:** Encouraging satisfied customers to refer friends and family by offering referral discounts or rewards can help build a loyal client base.

5. **Location:** Choosing a strategic location with high foot traffic, such as near shopping malls, markets, or residential complexes, can increase visibility and attract more customers

6. MARKET POTENTIAL AND MARKETING ISSUES

The nail extension and nail art industry in Uttarakhand holds significant promise due to various factors:

1. **Growing Awareness of Beauty Services:** As more people become aware of and inclined towards beauty and personal care services, the demand for specialized services like nail extensions and nail art is increasing.
2. **Increasing Disposable Income:** With rising disposable incomes, individuals are willing to spend more on personal grooming and beauty services.
3. **Fashion and Social Media Influence:** The influence of social media and fashion trends drives the desire for unique and stylish nail art, making these services highly sought after.
4. **Special Occasions and Events:** There is a high demand for customized nail art and extensions for weddings, parties, and other special occasions.
5. **Urbanization:** The growth of urban areas in Uttarakhand means more opportunities for beauty parlors in cities and towns.

Marketing Issues

Despite the promising market potential, there are several marketing challenges that nail extension and nail art parlors in Uttarakhand may face:

1. **Awareness and Education:** Many potential customers may not fully know the benefits and availability of nail extensions and nail art services.
2. **Competition:** The beauty and personal care market can be highly competitive, with many players offering similar services.
3. **Quality Perception:** Ensuring that your parlor is perceived as offering high-quality and professional services is crucial for attracting and retaining clients.
4. **Pricing Strategy:** Balancing pricing to remain competitive while ensuring profitability can be challenging.

1. BUSINESS INPUTS AND MATERIAL REQUIREMENTS

Starting a nail extension and nail art parlor in Uttarakhand requires careful planning and consideration of various business inputs and material requirements. Here are some key aspects to consider:

Business Inputs

1. **Location:**

- **Prime Spot:** Choose a location with high foot traffic, such as near shopping malls, markets, or residential complexes.
 - **Salon Setup:** Design the parlor with a welcoming and comfortable ambiance.
2. **Initial Investment:**
 - **Capital:** Allocate the budget for purchasing equipment, furniture, and an initial stock of products.
 - **Operating Costs:** Consider costs for rent, utilities, salaries, and marketing.
 3. **Staffing:**
 - **Qualified Technicians:** Hire skilled nail technicians with experience in nail extensions, nail art, and basic nail care.
 - **Training:** Provide ongoing training to keep the staff updated on the latest trends and techniques.
 4. **Licenses and Permits:**
 - **Business Registration:** Register the parlor with the relevant authorities.
 - **Health and Safety Compliance:** Ensure compliance with local health and safety regulations.

Material Requirements

1. **Nail Products:**
 - **Nail Polishes:** A wide range of colors and finishes.
 - **Nail Extensions:** Gel, acrylic, and other types of nail extensions.
 - **Nail Art Supplies:** Brushes, stickers, rhinestones, and other decorative items.
2. **Equipment:**
 - **UV/LED Lamps:** For curing gel nails.
 - **Electric Drills:** For shaping and filing nails.
 - **Manicure and Pedicure Stations:** Comfortable chairs and workstations for technicians and clients.
3. **Tools:**
 - **Nail Files and Buffers:** Essential for shaping and smoothing nails.
 - **Cuticle Pushers and Nippers:** For precise nail care.
 - **Brushes and Dotting Tools:** These are used to create intricate nail art designs.
4. **Furniture and Fixtures:**
 - **Reception Desk:** For greeting clients and managing appointments.
 - **Seating:** Comfortable chairs for waiting clients.
 - **Storage:** Cabinets and shelves for storing products and tools.
5. **Hygiene and Safety Supplies:**
 - **Sanitizers and Disinfectants:** To maintain a clean and safe environment.
 - **Disposable Items:** Gloves, masks, and disposable towels to ensure hygiene.

7. OPERATIONS AND EXECUTION PROCESS

I. Business Planning:

- **Market Research:** Understand the target market, client preferences, and competitor landscape.
- **Business Plan:** Develop a comprehensive plan outlining your business model, services, pricing strategy, financial projections, and marketing plan.

II. Legal Compliance:

- **Business Registration:** Register your parlor with the relevant authorities.
- **Licenses and Permits:** Obtain necessary licenses and permits for operating a beauty parlor.
- **Health and Safety Compliance:** Ensure compliance with local health and safety regulations.

III. Location and Setup:

- **Prime Spot:** Choose a location with high foot traffic, such as near shopping malls, markets, or residential complexes.
- **Salon Setup:** Design the parlor with a welcoming and comfortable ambiance, including workstations, seating, and storage.

IV. Service Offerings:

- **Nail Extensions:** Provide various nail extensions, such as gel and acrylic.
- **Nail Art:** Offer creative and customized nail art designs for different occasions.
- **Manicures and Pedicures:** Provide essential nail care services, including trimming, shaping, and polishing.

V. Staffing:

- **Hiring:** Recruit qualified nail technicians with experience in nail extensions, nail art, and basic nail care.
- **Training:** Provide ongoing training to update staff on the latest trends and techniques.

VI. Marketing and Promotion:

- **Online Presence:** Create a professional website and maintain active social media profiles to showcase your services and attract clients.
- **Local Advertising:** Use local newspapers, magazines, and radio stations to reach potential customers.
- **Collaborations:** Partner with local salons, beauty parlours, and bridal shops for joint promotions and packages.

VII. Customer Service:

- **Client Onboarding:** Ensure a smooth onboarding process for new clients, including clear communication and documentation.
- **Support:** Offer excellent customer service to handle client inquiries, resolve complaints, and provide a pleasant experience.
- **Feedback:** Collect and analyze customer feedback to continuously improve your services.

8. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Manager (Self-Employed)	1	12	0	0
2	Nail Technician	4	12	0.15	7.2
4	Cleaner/Groundskeeper	2	12	0.08	0.96
	Total				8.16

9. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
Total time required (some activities shall run concurrently)		3

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	0.36
3	Plant & Machinery	0.13
4	Equipment and Furniture Exp.	0.15
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.05
7	Working Capital	2.64
Total Project Cost		3.34

11. MEANS OF FINANCE

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	1.34
2	Bank Finance	2.01
Total		3.34

12. LIST OF MACHINERY AND EQUIPMENT

A. MACHINERY

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Nail Drill	2	0.01	0.02
2	LED Nail Lamp	2	0.01	0.02
3	UV Lamp	2	0.01	0.02
4	Electric Nail File	4	0.00	0.01
5	Washer and Dryer	1	0.03	0.06
Total Amount				0.13

B. FURNITURE & EQUIPMENT

Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Sterilizer Box	2	0.02	0.03
2	Pedicure Chair	2	0.04	0.08
3	Manicure Tables	2	0.02	0.02
Total Rs.				0.15

12. SUPPLIERS OF MATERIALS AND EQUIPMENT

1. **Kulis Professional:**

- **Products:** UV gel nail polish, nail art kits, nail art accessories, nail tips, and UV nail lamps.
- **Website:** Kulis Professional
- **Contact:** Thomson Chemtech Pvt. Ltd.

2. **IndiaMART:**

- **Products:** Nail art accessories, nail art decoration, dotting tools, UV gel nail polish, and nail practice stands.
- **Website:** IndiaMART
- **Contact:** Various suppliers listed on the website

3. **GLAM Nails India:**

- **Products:** Gel polish, nail extension kits, nail art brushes, LED lamps, and nail care products.
- **Website:** GLAM Nails India
- **Contact:** Various products listed on the website

These suppliers offer a wide range of materials and equipment needed for nail extension and nail art Parlors.

13. SALES REALIZATION AND PROFITABILITY

Sr. No	Product	Sales in Percentage	INR
1	Acrylic Nail Extensions	70.0%	2.25
2	Gel Nail Extensions	30.0%	1.8
3	Nail Art	0.0%	1.35
4	Manicures	0.0%	0.675
5	Pedicures	0.0%	0.675
6	Nail Repairs	0.0%	0.945
7	Customized Nail Designs	0.0%	108000
Total		100.00%	108007.695

14. PROFITABILITY PROJECTION

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	8.78
B.	Cost of production	
i)	Raw materials	0.75
ii)	Utilities	0.39
iii)	Manpower Cost (Salaries/wages)	8.16
iv)	Administrative expenses	0.02
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.00
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.00
ix)	Rent	0.36
x)	Interest	0.19
xi)	Misc. expenses	0.00
	Total (B)	9.93
	Gross profit/loss (A – B)	-1.15
	Less: Depreciation	0.03
C.	PBIT	-1.19
D	Income-tax	-
E	Net profit/loss	-1.19
F.	Repayment (Annual)	0.24
G	Retained surplus (E-F)	-1.42

14. BREAK-EVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.36
Depriciation	0.03

Interest	0.19
Manpower	2.45
Total Fixed cost	3.03
Variable cost	
Raw materials	0.75
Utilities	0.39
ManPower	5.71
Administrative expenses	0.02
Selling & distribution expenses	0.06
Total Variable cost	6.93
Contribution margin	21%
Break-Even Point in Value	14.44

15. STATUTORY APPROVALS

The following statutory approvals will be required:

1. **GST Registration**
2. **Trade License** from the local municipal authority.
3. **Food Safety and Standards Authority of India (FSSAI)** if food services are included.
4. **MSME Registration**
5. **Event Licensing** for specific venues or events.

16. TRAINING CENTERS AND COURSES

I. VLCC School of Beauty (Dehradun, Uttarakhand)

- **Address:** 20 New Road, Race Course, Near Dwarka Store, Dehradun, Uttarakhand 248001
- **Phone:** 080 3790 7642
- **Courses:** Skincare, makeup artistry, hairdressing, spa therapy, and more.

II. Grace: The Nail Art Studio by Smakshi Chawla (Panipat, Haryana)

- **Address:** House no:46, Near Devi Mandir, Old Housing Board Colony, Panipat, Haryana
- **Phone:** Not available
- **Courses Offered:** Nail art and extensions.

III. Agilus Diagnostics (Dehradun, Uttarakhand)

- **Address:** No 1, Onkar Palace, Chakrata Road, Dehradun, Uttarakhand 248001
- **Phone:** 075002 38877
- **Courses Offered:** Various beauty and wellness courses.

1. **Swayam Portal (<https://swayam.gov.in>)**

These training centers provide valuable courses in event management, decor planning, and wedding coordination.

Disclaimer

Only a few machine manufacturers are mentioned in the profile, although many are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.