Evolving The Nail Hub Business Model

A model to invest in the success of customers.

Analyze the ecosystem

Nail Fashion Ecosystem

Salons

- Geographic specificity
- High rents
- · High equipment costs

Salon Owners

- Low business

Consumers

- High demand
- Changing design preferences
- High frequency
- Loyalty
- Segmentable

Technicians

Untrained

Low pay

Product Distributors

- Price focus
- Low service

- knowledge
- Cash flow challenged
 - · Business acumen salon level
 - Technical proficiency technician level
- Safe, trustworthy products
- Market segmentation

Value Gaps

Orienting and reorienting

Orientation 1 Salon Owner

Differentiated design and technique

acumen

Business

train technicians

Select and

Better products

Location

Orientation 2 Franchisor

Standards

Repeatable **Financial** business

model

B₂B System marketing design

model

Orientation 3

B2B Services Model

Education

Product

Manufacturers

Pursue volume

Cost reducers

Low quality

High end segmentation

specialization

Product

Business guidance **Technician** guidance

Changing Intent Structure - Make Salon Owners More Successful

Decisions (Hypotheses)

- Educate the industry repayment via product sales revenues.
- Potential for industry-wide higher quality / superior consumer experience.
- Segmentation via product offerings rather than location or other attributes.
- Provide services that wholesaler / distributor level does not.

Actions (Experiments)

- · YouTube Channel design, technical and business education.
- Educate both salon owners and technicians.
- Natural, organic, non-toxic branded products.
- Bond to customers directly via The Nail Hub website and education platform.

Feedback Loop

Pricing and Revenues, Growth **Customer Satisfaction** Salon and Technician Performance **Educational engagement**



Choose Austrian Economics To Grow Your Business.

Economics For Business is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.