AS A INVESTOR

1. **Does the business have a clear target market and strategy for reaching Investor?**

the target market could include individuals of a certain age group, income level,

lifestyle, or geographic location who are interested in nail care services. Once

the target market is defined, the business should develop a strategy for reaching

investors that highlights the market opportunity, competitive advantage, growth

potential, and financial projections.

1. **How competitive is the nail care market in Terrace, and does Nail Bar offer unique services or advantages?**

There are several competitors in a market like Gloss , Marsana and Terrace nail

beauty salon but I offer my service at a low price as it is a small business. For

the services, I offer the different services like Mani-Pedis , tan removing with

organic products this is the main advantage of my nail bar business.

1. **What are the financial return considering the initial and revenue projection?**

Projected financial returns should be based on realistic revenue projections

and careful consideration of initial investment costs. This includes expenses

for setting up the salon, purchasing equipment and supplies, hiring staff,

marketing, and ongoing operational costs.

1. **Are there any potential regulatory or legal challenges in operating a home-style nail salon?**

Operating a home-style nail salon may pose potential regulatory and legal

challenges depending on local zoning laws, health and safety regulations,

licensing requirements, and other legal considerations. This may include obtaining

permits or licenses, implementing sanitation protocols, and maintaining proper

insurance coverage to mitigate any potential risks.

**AS A CUSTOMER**

1. **Are the services offered by Nail Bar appealing and competitive compared to other nail salons in Terrace**?

Assessing the appeal and competitiveness of Nail Bar's services compared to other nail salons in Terrace involves evaluating factors such as the range of services offered, the quality of products used, the skill level of the technicians, and the overall customer experience. Nail Bar should strive to differentiate itself by offering unique services or advantages that appeal to its target market, such as specialty nail art, innovative techniques, or a relaxing atmosphere.

1. **What is the pricing strategy of Nail Bar, and is it competitive considering the quality of service offered**?

The price for my nail bar should be competitive enough to attract customers while still reflecting the quality of service offered. Nail Bar could consider offering different pricing tiers or packages to cater to different customer preferences and budgets, and periodically reviewing and adjusting prices based on market demand and feedback.

1. **What are the booking and scheduling options available to customers, and how convenient are they?**

I just set a walk-in’s for two days and for rest of the days there is an option available for booking on a phone call. Additionally, implementing a reliable scheduling system that allows customers to easily find available appointment slots.

1. **Are there any special promotions or discounts available for first-time customers or repeat clients?**

Implementing special promotions or discounts can be an effective strategy for attracting new customers and rewarding loyal clients. Regularly communicating these promotions through various marketing channels, such as social media, email newsletters, or in-store signage, can help maximize their effectiveness.