

Glow & Go Nails

Business Startup Pitch

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Overview of the Business Idea

Glow & Go Nails is a **modern, hygienic, eco-friendly nail salon** based in **Stratford, East London (Glow & Go, 2025)**. We offer express manicures, gel/BIAB treatments, creative nail art, pedicures, and exclusively use vegan, low-odor products.



Fast Service

Express treatments designed for busy students and professionals who need quality without the wait



Social Media Style

Instagram-worthy designs and strong digital presence that keeps us trendy and connected



Eco-Conscious

Vegan, cruelty-free products with low-odor formulas for a healthier salon experience

Our Vision: To be the most reliable, trendy, and sustainable nail salon in Stratford, setting new standards for quality and customer experience.



Legal Format & Management Structure

Legal Structure

Private Limited Company (Glow & Go Nails Ltd)

This structure provides:

- Limited liability protection
- Enhanced credibility with landlords and suppliers
- Professional image for growth
- Compliance framework

01

Professionalism

Clear roles ensure consistent service quality

03

Compliance

Meets all regulatory requirements

Key Management Roles

Managing Director: Strategy, finance, HR, and marketing oversight

Salon Manager: Daily operations, scheduling, customer service excellence

Senior & Junior Nail Technicians: Service delivery and quality control

Receptionist / Social Media Assistant: Front desk and digital engagement

02

Growth Ready

Structure supports expansion and scaling

PESTEL Analysis

External Environment Assessment

	Political Strict UK health and safety laws governing sterilization, waste disposal, and licensing requirements for beauty services
	Economic High cost of living balanced by strong demand for "affordable luxury"; rising energy and rent pressures in London
	Social Social-media-driven beauty trends; Stratford demographic shows 40% aged 20-34, perfect for our target market
	Technological Online booking systems, digital payments, loyalty apps, and social media marketing drive customer engagement
	Environmental Rising demand for vegan, cruelty-free, low-chemical products; proper waste disposal increasingly important
	Legal Employment law compliance, COSHH regulations for chemical handling, and comprehensive insurance requirements

Target Market & Marketing Strategy

Primary Target

Women aged 18-35

Students and young professionals active on Instagram and TikTok, seeking fast, trendy nail services

Secondary Target

Women aged 30-50

Professionals needing regular, reliable nail care with consistent quality and hygiene standards

Positioning

Fast • Hygienic • Fashionable

The eco-conscious nail salon that fits your lifestyle without compromise

Marketing Strategy



Digital Marketing

Instagram and TikTok reels showcasing nail art, micro-influencer collaborations, before/after transformations



Local Partnerships

Collaborations with gyms, cafés, and student unions; targeted leaflet distribution in Stratford



Promotions

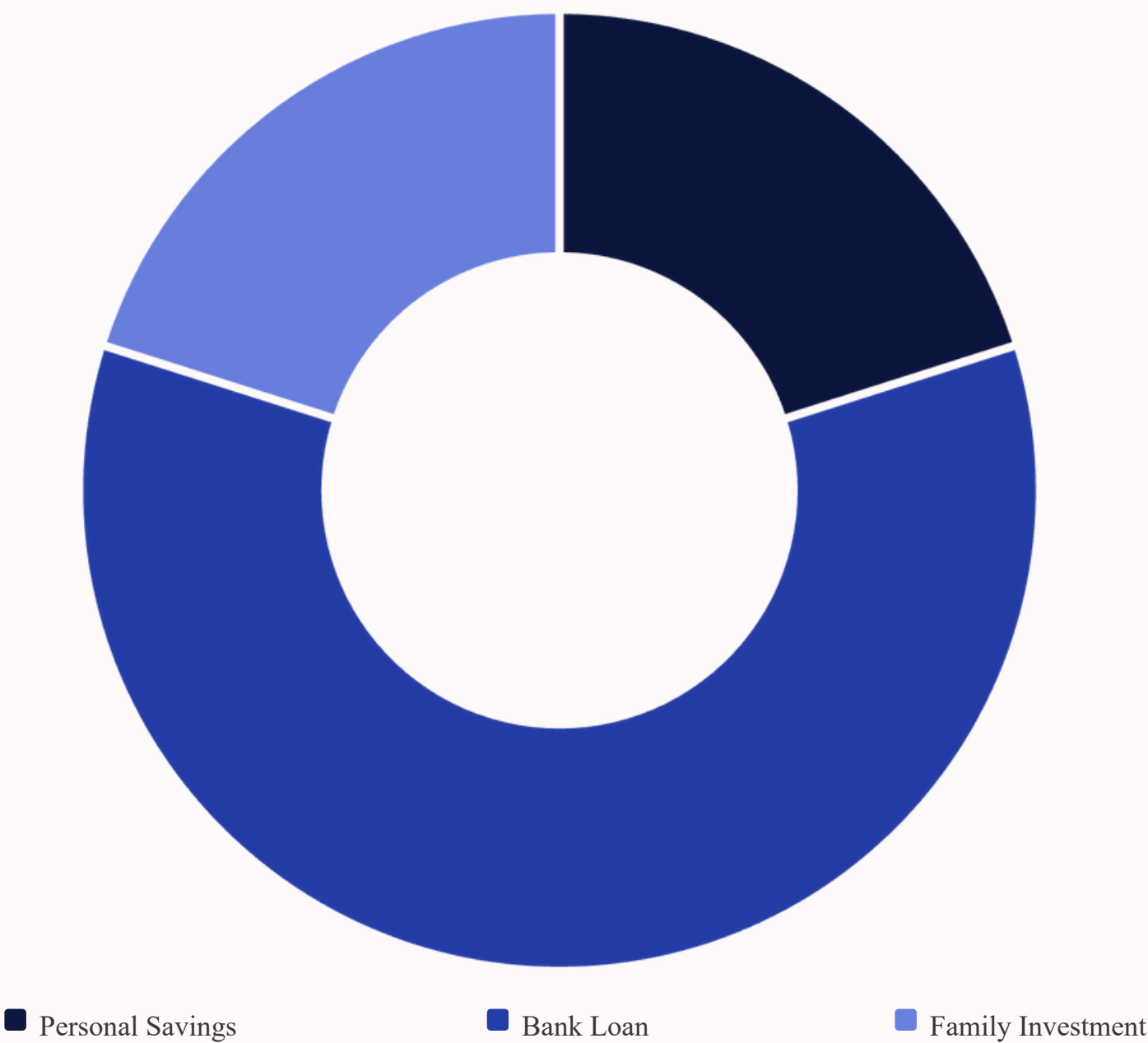
Student discounts, digital loyalty cards, "20% off first month" launch offer to build customer base



Funding Requirements & Allocation

£25K Total Investment Complete funding needed to launch and sustain operations	£18K Start-up Costs Renovation, décor, equipment, stock, and insurance	£7K Working Capital Buffer for first 3-4 months of operations
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Sources of Funding



Breakeven Timeline

Expected to reach breakeven by **Month 4-5** based on projected customer acquisition and retention rates.

☐ **Glow & Go Nails is financially viable, scalable, and perfectly aligned with current market trends.** Our strategic location, targeted marketing, and eco-conscious approach position us for sustainable growth in East London's thriving beauty market (Sujanska and Nadanyiova, 2023).

References

- Glow & Go (2025). *Glow & Go*. [online] Glow & Go. Available at: <https://glowandgoo.com/en/> [Accessed 6 Dec. 2025].
- Sujanska, L. and Nadanyiova, M. (2023). Sustainable Marketing and its Impact on the Image of the Company. *Marketing i menedžment inovacij*, [online] 14(2), pp.51–57. doi:<https://doi.org/10.21272/mmi.2023.2-06>.