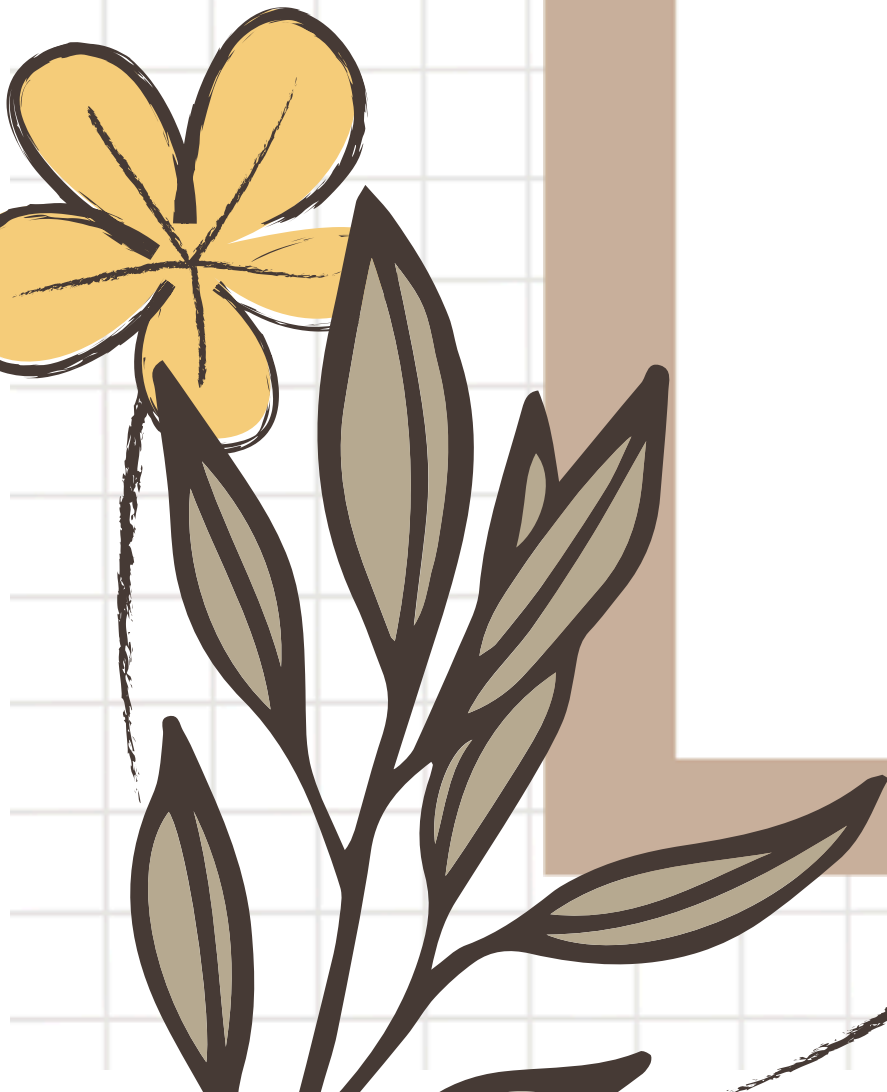




Pitch Presentation





Me & My Background

Tyler - owner and founder of
Tink's Nail Studio



Why did I start this business?
Why am I creating another
business?



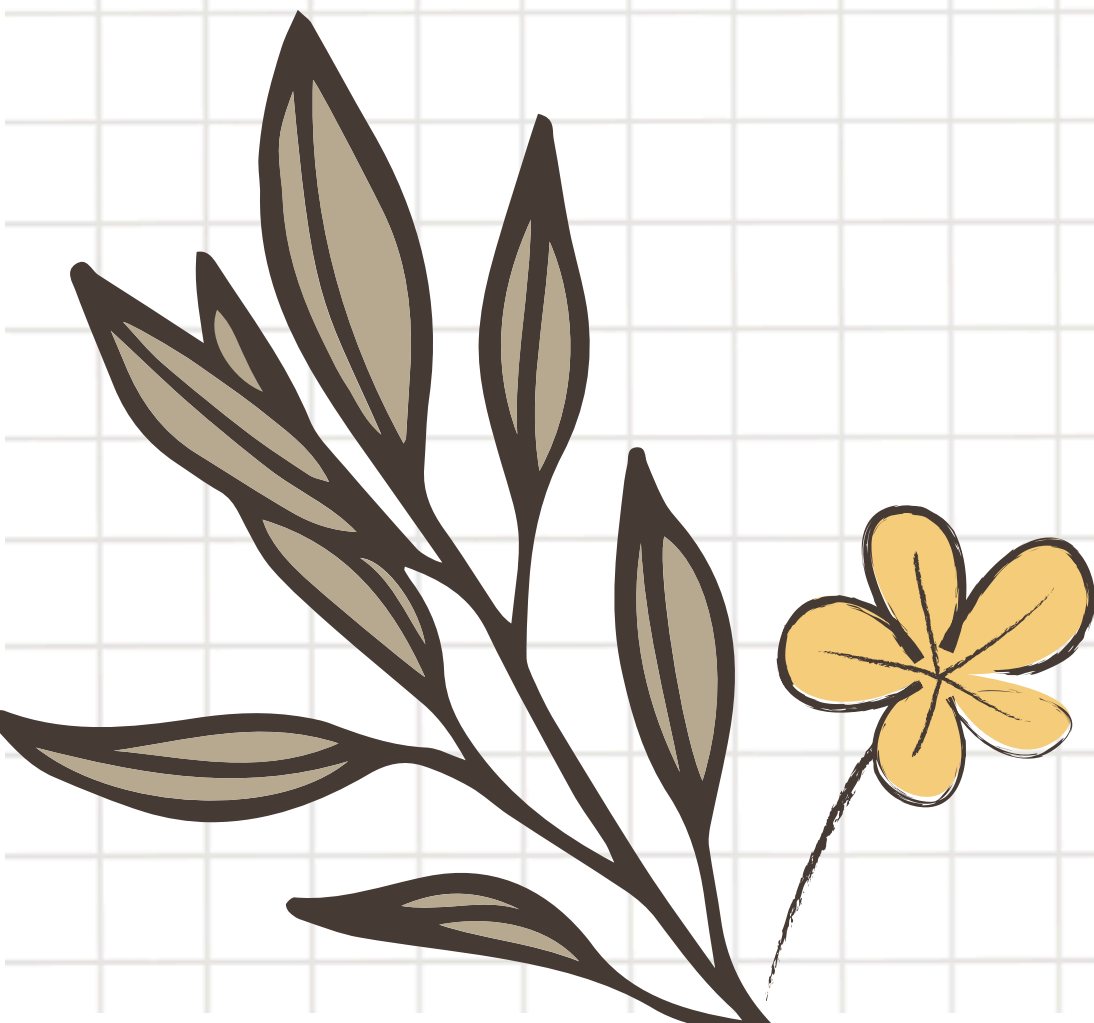
Idea...

Tink's Pop & Polish!!

Pop up nail salon-
Available in events and hotels

Events such as festivals/
conference events.

Hotels for the guest
experience





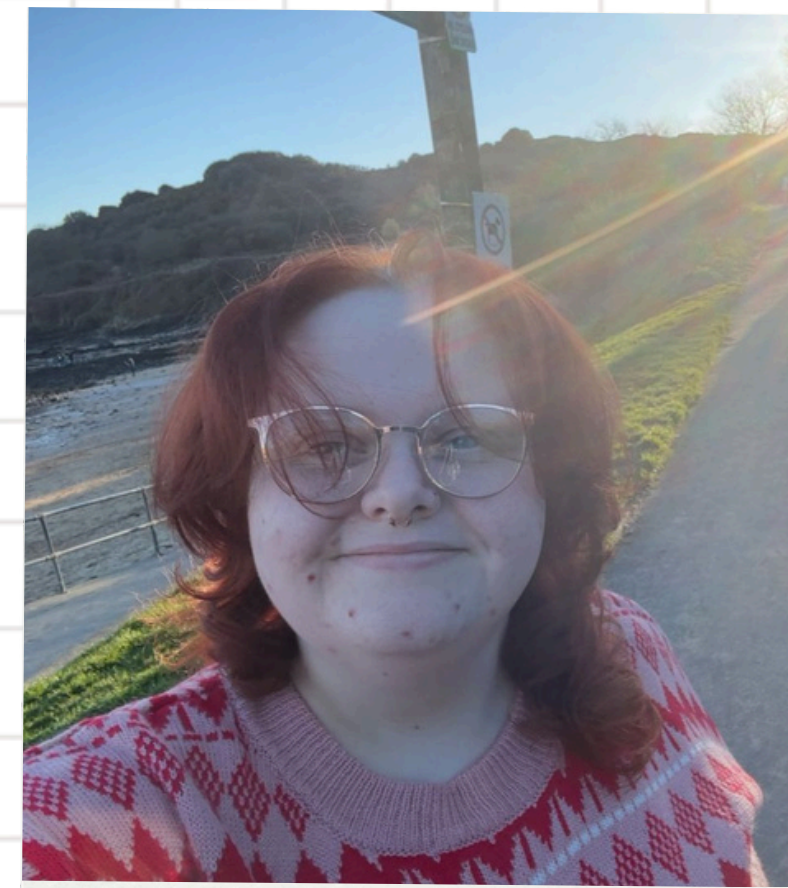
Team Members



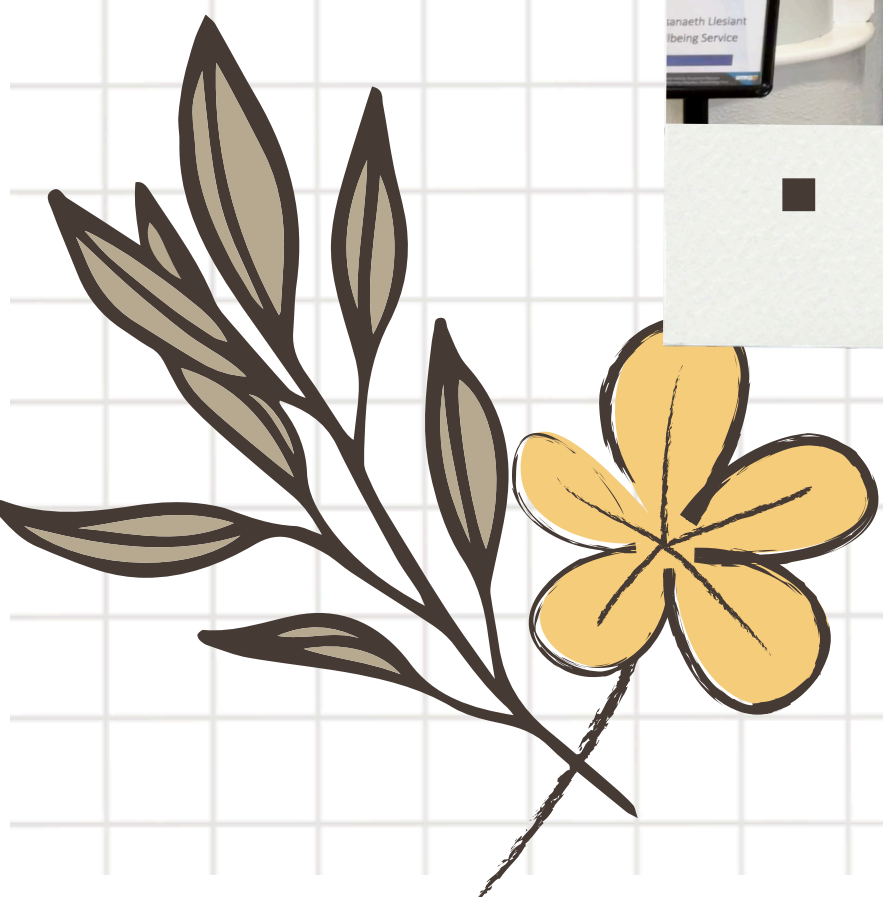
■ Caitlin



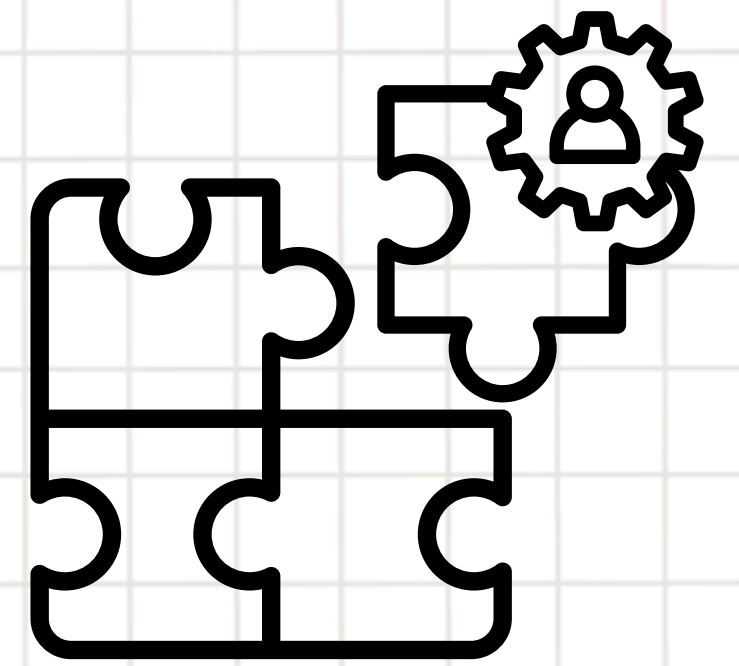
■ Alyssa.



■ Nia



Potential Market Gap



This is a unique experience
that nowhere else offers.

Young visitors want the
intagramable experience

The need for unique experiences
along side the entertainment in
events





Solutions



Tink's Pop & Polish is a fully branded mobile nail bar that travels to:

Festivals

Sporting events

hotel partnerships

It operates as a pop up beauty experience.



Instead of being just a nail service, this becomes:

A tourism enhancement service

social media content

It adds value to events while generating revenue.





Target market

Main Target Market

- Event Attendees (Age 18–35)
- Gen Z & Millennials
- Festival attendees
- Social media active

Interest in beauty & self care

Second Target Market

Hotel Guests & Visitors

Weekend travel

Hen parties & celebration

Wellness tourists

those having disposable income

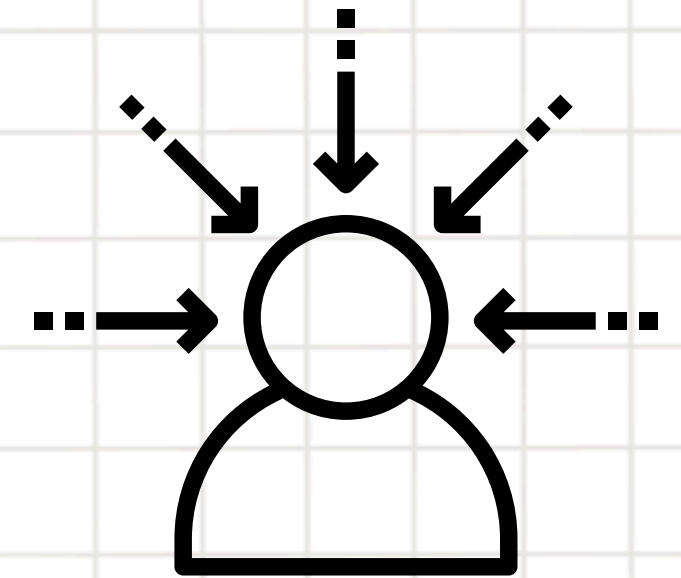
B2B Target Market

Event planning

Festival planners

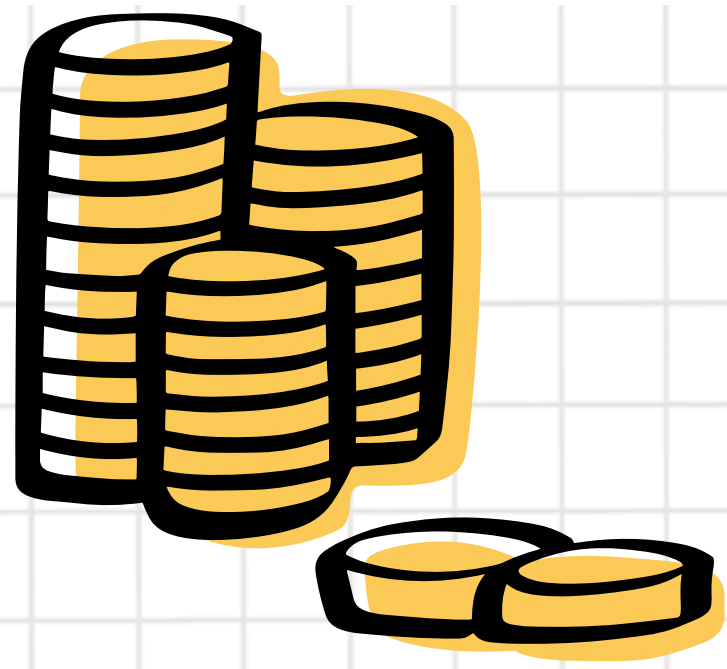
Sporting event planners

Hotels

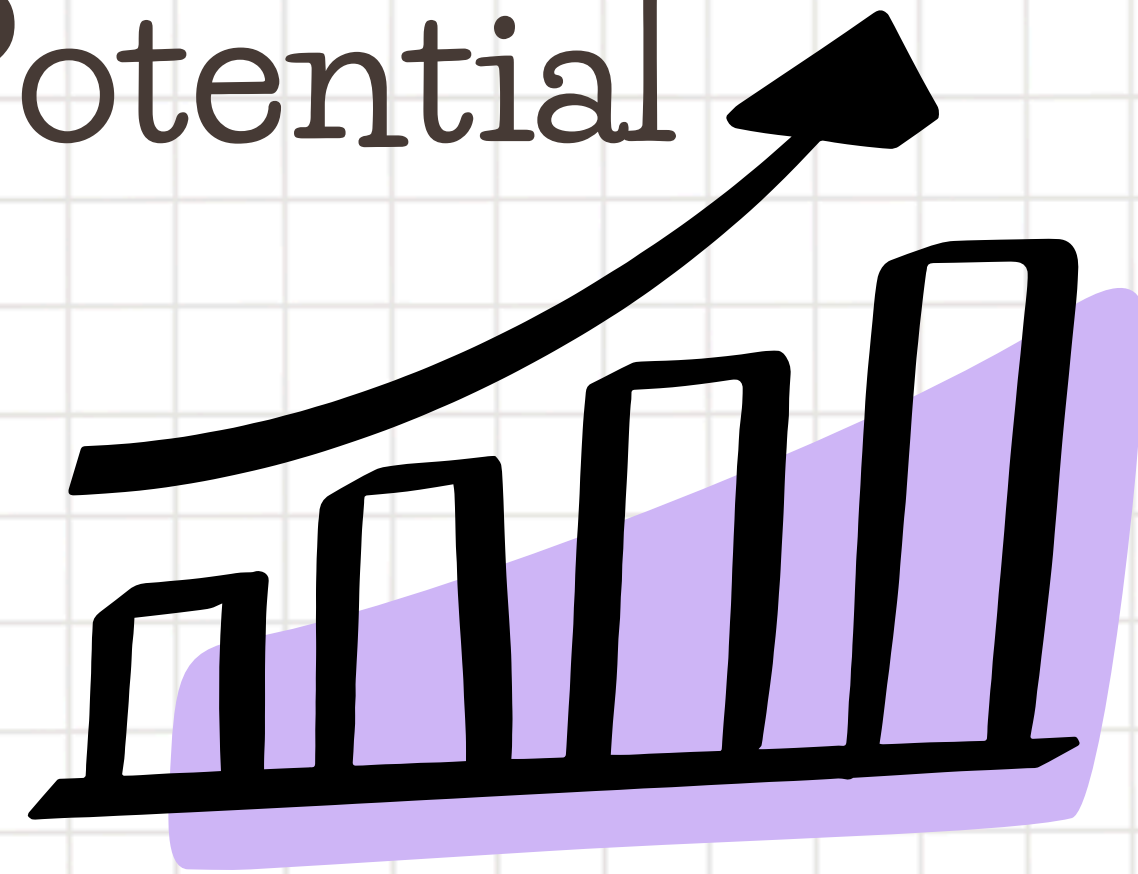


Demographic, behavioural and psychographic
segmentation.

(Johnson, 2024)



Market Potential



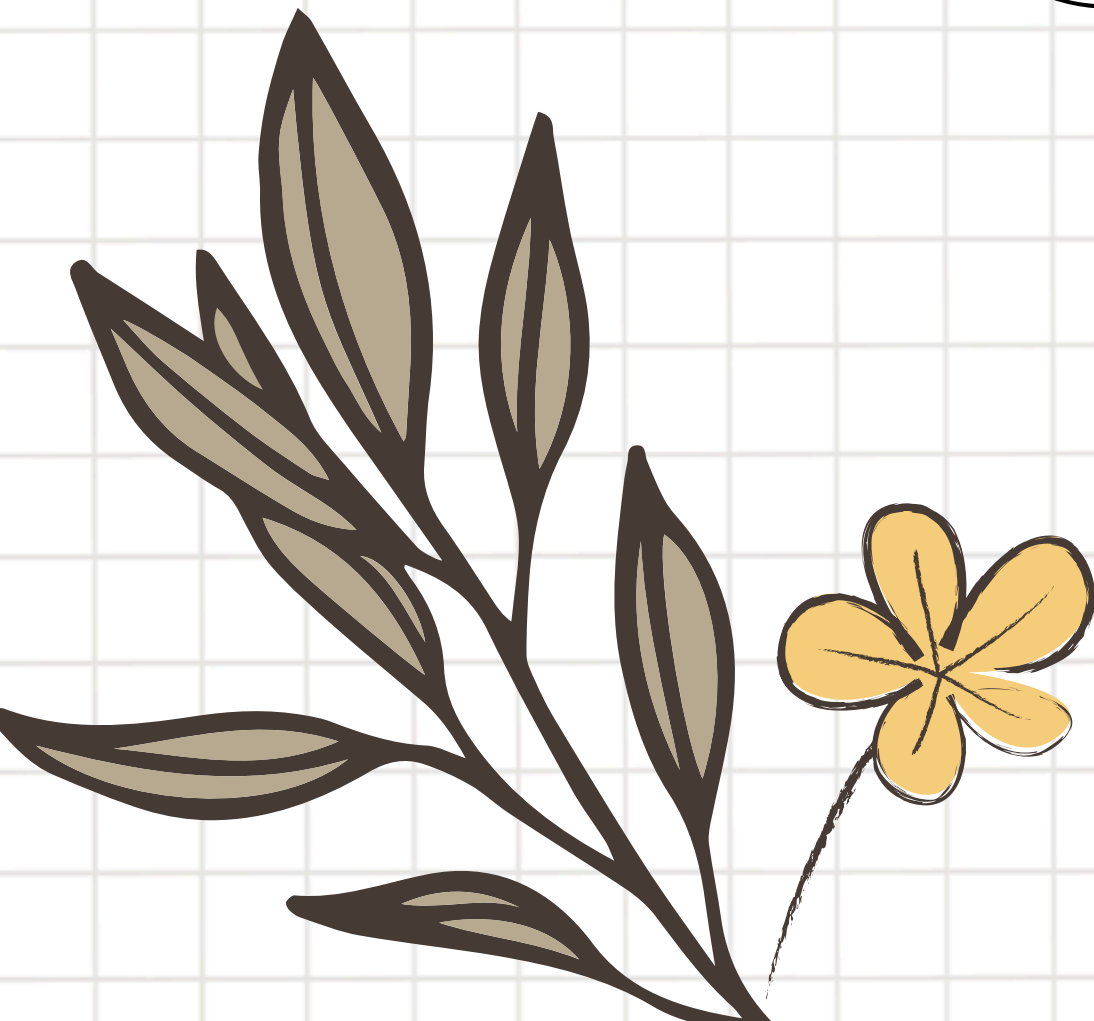
Industry growth

→ Customer demand

→ Spending

Why now is the right time

→ The Beauty industry is worth
over £30 million



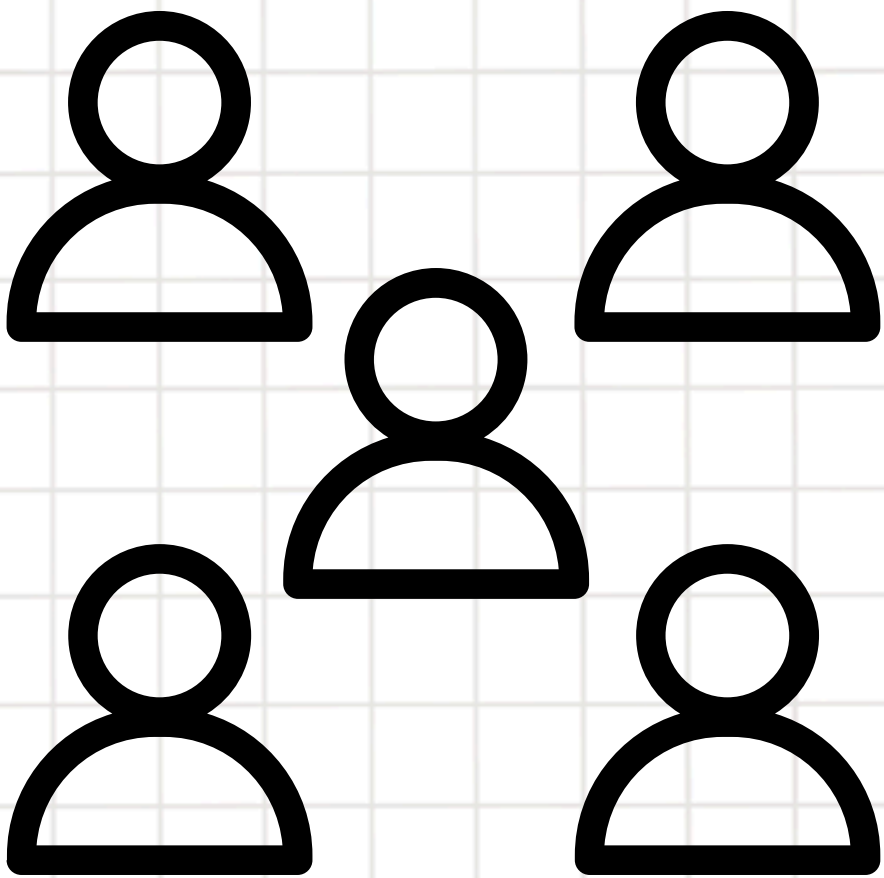
(Professional Beauty, 2024)

(Glo-pamper.co.uk, 2026; Nails by Mets, 2022)



Competitors

Strengths are that they're established, experienced, and can operate nationally.
But most of them focus heavily on corporate events or private bookings.



Nails by Mets

Long-standing event experience

Glo pamper

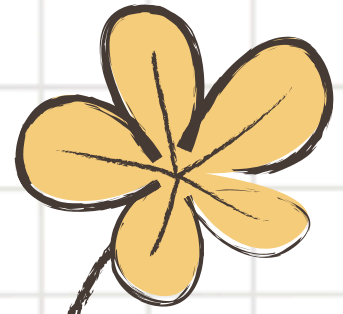
Large network + corporate reach

The Nail Club

Quality mobile nail service

Event and tourism focused
allowing tourists to enjoy
both travels and experiences





Business model

Revenue would come from:

- Charging per nail service

- Appearance fees from event organisers

- Hotel contracts

- Possible collaborations

Costs would mainly include wages, transport, insurance and event fees.



Potential risks?????

Startup costs will be lower due to my existing business and already have the necessary products and equipment.





How we will market our product



Social media-
Instagram
facebook
Tiktok

I will use TikTok, Facebook, and
Instagram to stay current with trends,
engage with audiences, and promote my
business, making my brand known and
attracting new customers.



Door 2 door telling people about my
business and also posting leaflets through
doors



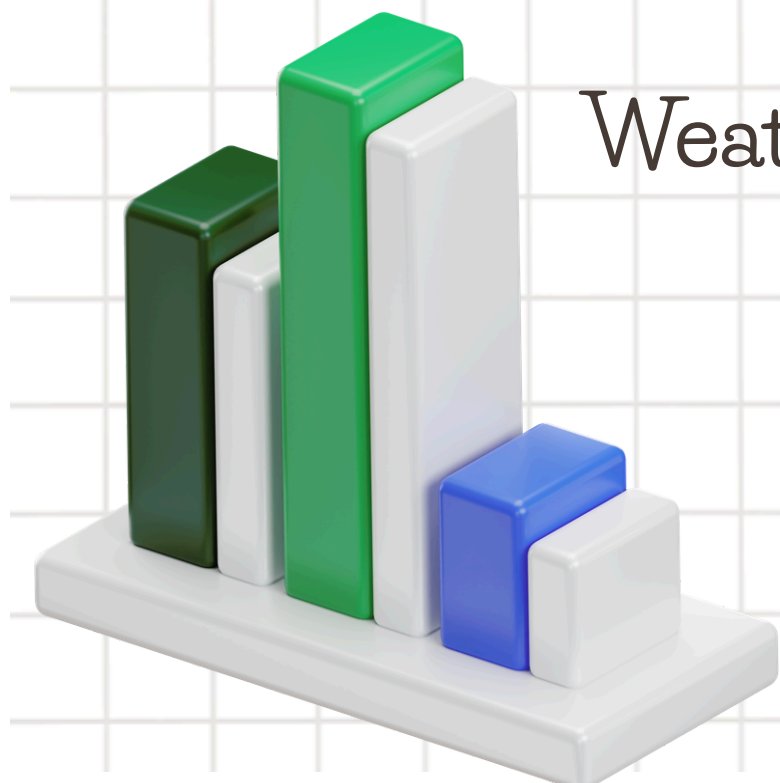
SWOT

Strengths -
Established brand
profit potential
tourism trends

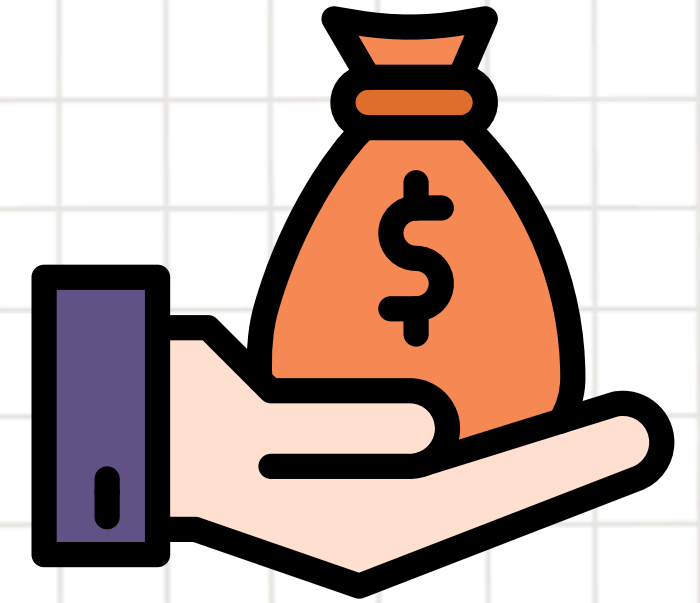
Weaknesses -
Seasonal demand
Weather with outdoor events
staffing

Opportunities-
the tourism industry continues to grow
more than one mobile unit could be a
option in the future

Threats-
weather
competitors.



Business Financials



20 to 25 events in the first year, generating between £500 and £900 per event, projected revenue could reach £10,000 & £22,000

Low fixed costs and low running costs = profit made quicker

This does not include any contracts that could be made with hotels



Reference list

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