

## Client Profile

### Who is the client?

- Cecilile's Nails & Beauty Care
- Owner: Cecilile Smith

### What they sell/offer?

- Nail Designs – the business offers a variety of styles such as Acrylic, Basic polish, Gel polish and more.
- Manicure and Pedicure – the combo of not only polished nails but grooming as well.
- Hair Care – this service is newly introduced and currently offers braid, haircut, and colouring services.

### Why do customers buy from them and not somewhere else?

- Cecilile has a competitive advantage over her surrounding competitors as she offers similar services at high quality for a more affordable price.

### Brand and Imagery

- Cecilile utilizes the logo below to represent her brand, where pink is the key colour. The colour pink is often associated with love and kindness and as such it was perfect in illustrating the atmosphere of her business.



### **Mission statement**

- We aim to maintain a safe and friendly environment whilst delivering optimum service to our clients.

### **Do they need a website?**

- Yes. Cecilile believes having a website would allow her to reach a wider share of the population, as well as allow the business to have a more prominent presence in the market. In addition, it would allow her to showcase what her business is all about including the services offered. This would in turn allow persons to learn about her business prior to even visiting.