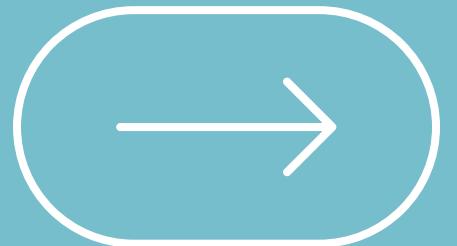


APRIL 2022



Marketing Strategy Analysis

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Business Overview



ABOUT US

Established: 2004; Ruby Nails is a family owned nail salon partnership run by Nhung Tran and Dung Tran.

Reputation: Known for great prices and skilled staff with 20+ years of experience.

Core Services: Manicures, pedicures (most popular), and waxing.



Business Overview



ABOUT US

Customer Base:

- Built strong loyalty by being one of the first salons in the area.
- Long-term employees developed personal relationships with clients.
- Relies heavily on word-of-mouth referrals (no website or online presence).

Target Demographics:

- Women and men enjoying social outings with friends.
- Elderly customers with limited mobility or foot care needs.
- People seeking a quiet, relaxing atmosphere (no background music).

Competitive Landscape:

- New salon opened nearby, initially reducing customer volume.
- Many customers returned due to better pricing and experienced staff.
- Struggles to capture younger generations, who prefer trendier salons.



Marketing Strategy

01

WORD OF MOUTH

Leveraging loyal customers and positive word of mouth



02

AFFORDABLE PRICES

Competitive pricing without compromising quality of services



03

GIFT CERTIFICATES

Vouchers get customers in the door



SWOT Analysis

S

- Experienced Nail Technicians
- Comparatively Low Prices
- Fast and Efficient
- Loyal Customers

W

- Intricate Designs
- Elderly Nail Technicians
- Lack of Social Media/Online Presence
- Lackluster Decor

O

- Located in Shopping Plaza
- Neighborhoods
- Retirement home
- Distance from other nail salon

T

- Eldery customers
- Competition
- Evolving nail trend

Marketing Mix

PRODUCT AND PRICE

Ruby Nails

	<u>Cash</u>		<u>Credit</u>	
Nail Enhancements	Full Set	Fill In	Full Set	Fill In
Acrylic Nails	\$30+	\$20+	\$33+	\$23+
with Gel Color	\$40+	\$30+	\$43+	\$33+
Ombre	\$45+	\$35+	\$48+	\$38+
SNS Dip Powder	\$35+		\$38+	
Pink & White	\$50+	\$45+	\$53+	\$48+
Mani & Pedi	Regular	French	Regular	French
Gel Color	\$20+	\$25+	\$23+	\$25+
Gel with Manicure	\$30	\$35	\$33	\$35
Manicure	\$17		\$20	
Spa Pedicure	\$28		\$31	
Joy Pedicure	\$35		\$38	
Deluxe Pedicure	\$45		\$48	
Pedicure & Manicure	\$45		\$48	
Polish Change	\$10+	\$15+	\$13+	\$18+
Cut Down	\$5+		\$8+	
Nail Design	\$5+		\$8+	
Nails or Toes Cut	\$10		\$13	
Waxing				
Eyebrows	\$10		\$10	
Lip	\$7		\$7	
Chin	\$5+		\$7+	
Full Face	\$25+		\$30+	
Under Arm	\$25+		\$30+	

Ruby Nails

Pedicures



Spa Pedicure **Cash: \$28 / Credit: \$31**

Trimming and shaping of natural toe nails, cuticle grooming, callus removal, file and buffer, lotion massage on feet, and finish with polish application



Joy Pedicure **Cash: \$35 / Credit: \$38**

Includes all treatments from the Spa Pedicure plus sea salt or sugar scrub with various scents to choose from



Deluxe Pedicure **Cash: \$45 / Credit: \$48**

Includes all treatments from the Joy Pedicure plus mud mask, cooling gel, hot towels, and extra massage

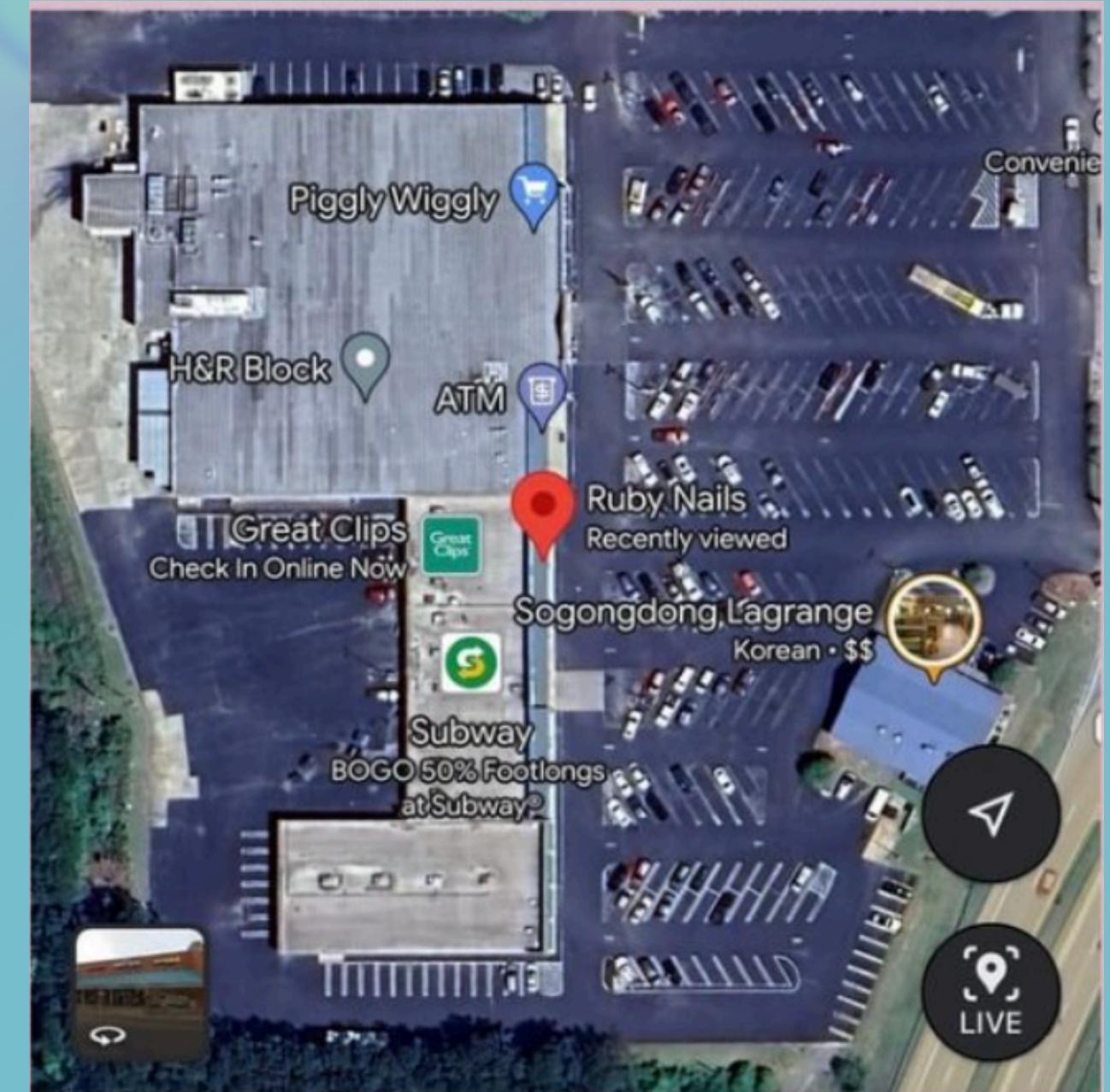
Marketing Mix

Location: One of the first nail salon establishments

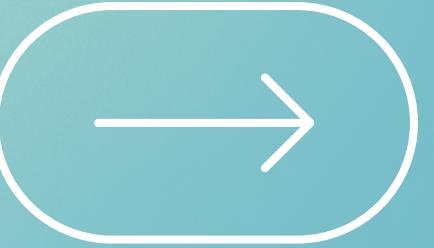
- Located within a plaza
- Dollar Tree
- Subway
- Piggly wiggly
- Cheng's Garden
- Retirement home

Promotion :

- Personal selling by directly interacting with customers and building relationships
- Gift cards
- word of mouth



Marketing Outreach



DIGITAL STRATEGIES

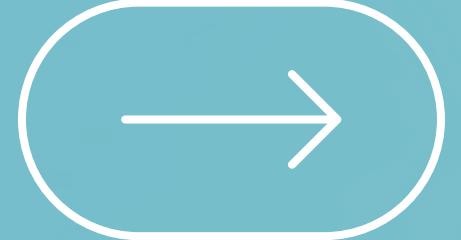
- Expand their outreach online
Facebook, Instagram, TikTok
- List services/prices on website
- Book appointments online



TRADITIONAL STRATEGIES

- Advertise by putting out flyers in
retirement homes, malls, cars

Implementation Roadmap



IMPROVEMENTS

01 Train nail technicians

02 Improve decor

03 Advertising

04 Expand Payments

Conclusion

- Our study of Ruby Nails highlights marketing challenges when businesses navigate competitive ***market maturity***
- Ruby Nails maintained success in the nail and beauty industry through it's ***customer loyalty*** and ***brand evangelism***
- Expanding market outreach in both ***digital*** and ***traditional*** space will help promote business

