Market Research & Competitor Analysis Report – Evanki Beauty Salon Business



1. Executive Summary

The Indian beauty and wellness industry is growing at a rapid pace, fueled by urbanization, higher disposable incomes, and social media influence. Our Beauty Salon offers **modern**, **specialized services** (Hair Extensions, Hair Patches, Nail Art, and Skin Care) that differentiate us from traditional salons.

This report presents:

- Market potential & customer demand
- Expansion opportunities in both urban & semi-urban markets
- Competitor benchmarking with clear differentiators
- Financial projections & ROI for the next 5 years

2. Introduction

The objective of this report is to analyze the **current beauty salon market**, identify growth opportunities, benchmark against competitors, and present a **profitable expansion strategy**.

3. Market Overview

3.1 Indian Salon Industry Snapshot

- Market Size (2024): ₹65,000 Crores (estimated)
- CAGR: 10–12% (expected till 2030)
- Key Trends:
 - Rising male grooming demand
 - Premium organic products gaining traction
 - Social media creating aspirational beauty standards
 - Younger population driving demand for trendy services



3.2 Target Customer Segments

- Urban Women (18–40 years): Brides, working professionals, trend seekers
- Men (25–45 years): Hair patches, grooming, hair spa
- Students & Youth (18–25 years): Nail art, trendy looks, affordable services



4. Services & USP

Service	Description	USP/Why Us?
		Premium products, expert
Hair Extensions	Permanent & Temporary	stylists
Hair Patches	For Men & Women	Natural look guarantee
Nail Extension & Art	Trendy designs, custom art	International-quality products
	Facials, Waxing, Threading, Makeup, Hair	Hygienic, dermatologist-
Skin & Beauty Treatments	Spa	approved
Specialized Services	Brazilian Wax, Advanced Hair Spa	Rare in semi-urban markets

5. Target Expansion Areas

- 5.1 Urban Cities
- o Budaun, Bareilly, Moradabad
- High disposable income
- o Modern lifestyle adoption
- o Competition exists, but scope for premium segment

- 5.2 Semi-Urban / Rural Towns
- o Bahjoi, Bisauli, Chandausi
- Untapped markets with growing aspirations
- Low competition
- o Demand for branded & hygienic beauty solutions

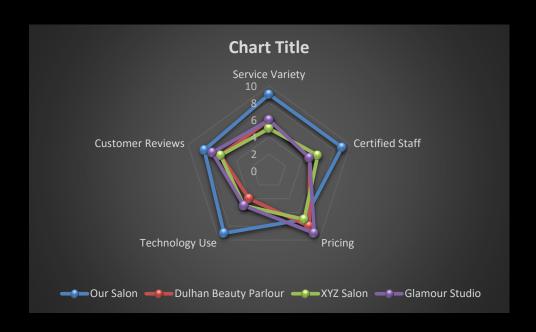
6. Competitor Analysis

6.1 Local Competitors

- **Dulhan Beauty Parlour** Traditional bridal focus
- XYZ Salon Limited to hair & skin care
- Glamour Studio Affordable but lacks premium services

6.2 SWOT

Strengths	Weaknesses	Opportunities	Threats
Certified staff, hygienic setup, premium services	Higher pricing vs local players	Untapped rural market, training institute	Branded salon chains are expanding



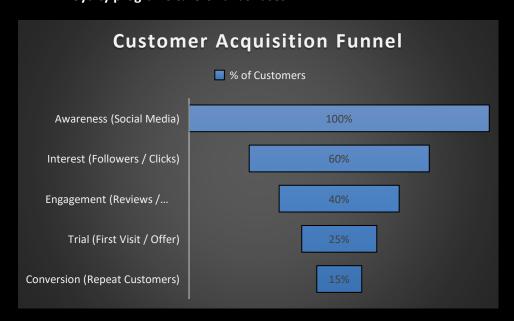
the Chart Interpretation

- Our Salon has strong edges in Service Variety, Staff, Tech Use, and Reviews.
- **Dulhan Parlour** strong in pricing (low cost) but weak in modernity.
- XYZ Salon average across categories.
- Glamour Studio wins on affordability but lacks premium features.

"Our Salon leads in 4/5 categories compared to competitors, making it the premium yet profitable choice."

7. Marketing & Online Presence

- Instagram reels, TikTok-style beauty hacks
- Google Maps & reviews for visibility
- Influencer collaborations with local micro-celebrities
- Loyalty programs & referral bonuses



☆ Interpretation for my Report

• **1,000** people see Instagram reels / TikTok-style hacks.

- **600** show interest (clicks/follows).
- 400 engage (Google reviews, inquiries).
- **250** try services (introductory offers).
- **150** become loyal customers.

That means 15% conversion from awareness to repeat customers, which is strong for a beauty salon with digital presence.

8. Financial Analysis

8.1 Current Financials

• Annual Revenue: ₹50 Lakhs (approx.)

• **Expenses:** ₹35 Lakhs

• **Net Profit:** ₹15 Lakhs

8.2 Projected Financial Growth (2025–2029)

Year	Revenue (₹ Lakhs)	Expenses (₹ Lakhs)	Net Profit (₹ Lakhs)	Growth %	ROI %
2026	70	45	25	66%	28%
2027	100	60	40	43%	40%
2028	140	85	55	40%	39%
2029	200	120	80	43%	42%

III Visualization 1: Line Graph − Revenue vs Expenses vs Net Profit-

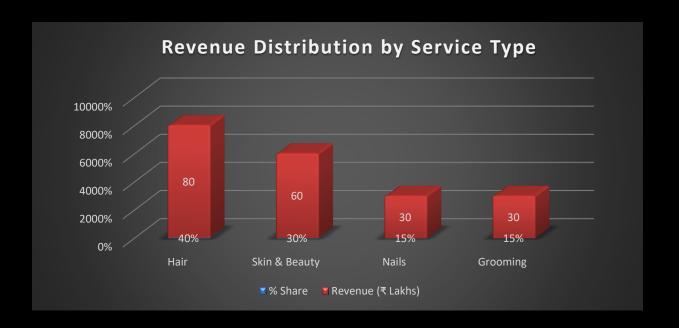


II Visualization 2: Stacked Bar Chart − Revenue Distribution by Service Type

Since services are a key part of our business, let's break revenue into segments.

- **©** Example Distribution (% of Total Revenue)
 - Hair Services: 40%
 - Skin & Beauty: 30%
 - Nails (Extension & Art): 15%
 - Grooming (Spa, Wax, etc.): 15%

		Revenue (₹
Service Type	% Share	Lakhs)
Hair	40%	80
Skin & Beauty	30%	60
Nails	15%	30
Grooming	15%	30

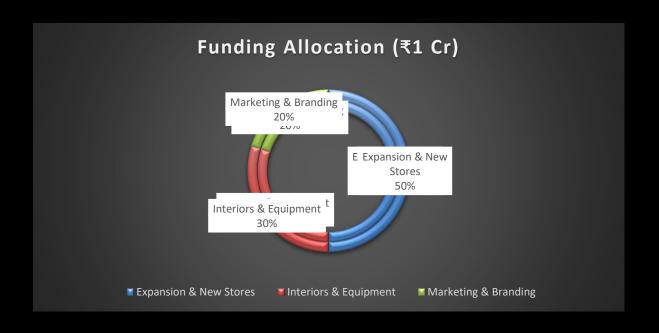


9. Funding Proposal

- Ask: ₹1 Crore
- Utilization Plan:

 - o 30% → Interiors & Equipment
 - 20% → Marketing & Branding

Category	% Allocation	Amount (₹ Lakhs)
Expansion & New Stores	50%	50
Interiors & Equipment	30%	30
Marketing & Branding	20%	20



10. Growth Opportunities

- Beauty Training Institute: Courses in Hair, Makeup, Nail Art
- Franchise Model: Long-term expansion potential
- Bridal Packages & Male Grooming Centers

We're showing **business growth over time** \rightarrow Year 1 \rightarrow Year 3 \rightarrow Year 5. So we'll define **milestones** clearly:

Year 1 (Foundation Stage)

- Beauty Training Institute (Hair, Makeup, Nail Art)
- Bridal Packages launch
- Male Grooming Services pilot

Year 3 (Expansion Stage)

- Training Institute → 2–3 branches
- Start Franchise Model
- Add advanced courses (Permanent Makeup, Skin Care)

Year 5 (Long-Term Growth Stage)

- Pan-India Franchise Expansion
- Dedicated Bridal & Grooming Centers
- Institute becomes a certification hub

11. Conclusion

- The beauty salon market in India is booming. With **strategic expansion**, our salon will gain a **first-mover advantage** in semi-urban areas, while also strengthening its urban presence.
- Projected 4x revenue growth in 5 years
 - ✓ High ROI (40%+)
 - Strong competitive advantage due to certified staff & modern services
- This makes the venture highly attractive for investors and sustainable for long-term growth.

12. References

- KPMG Report: Indian Beauty & Wellness Sector
- Statista: Salon Market in India
- IBISWorld: Hair & Beauty Industry
- McKinsey: Personal Care Trends