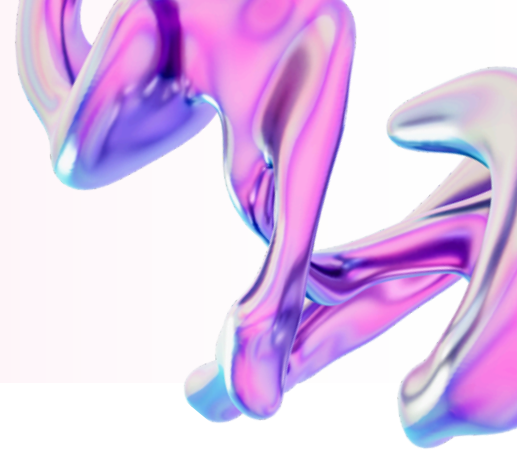


Checklist

For nail businesses



meraki
NAILS UK



Develop a business plan

This should include your business goals, target market, competition analysis, financial projections, and marketing strategy.



Get qualification, accreditation & insurance

In the UK, there is no specific qualification you need to start a nail business. However, you will need insurance to work in salons and other environments, which requires you to have proof of a qualification through an accredited course. This is offered at Meraki Nails UK. [Click here to join the acrylic nails course](#) >>



Register your business

Determine your business structure e.g. sole trader or limited company and register your business with the appropriate state or local agency.



Develop a marketing & sales strategy

Determine the best ways to reach your target audience and sell, whether it's through social media, print advertising, email marketing, or other channels.



Establish a social media presence

Create social media accounts for your business and regularly post updates and engage with your followers.



Create a website

Establish an online presence by creating a website that showcases your business and products/services. For help with websites & social media you can visit www.kokaibranding.co.uk or email info@kokaibranding.co.uk



Invest in your products & equipment

Invest in high-quality nail equipment and supplies. Plan how your work area would be organised. A full list of what you need is provided on the acrylic nails course at Meraki Nails UK, as well as starter nail kits.



Determine services and pricing

Decide on the range of nail services you will offer. Set your pricing structure based on factors such as the complexity of the services, competitors and the cost of materials. Create your pricing list and booking system.



Manage finances

Establish a bookkeeping system, set a budget, and track expenses to ensure your business remains financially healthy. Business accounts are recommended.



Establish a customer service plan

Develop policies & procedures for addressing customer complaints and providing excellent customer service. Determine your staffing needs & hire employees as necessary.