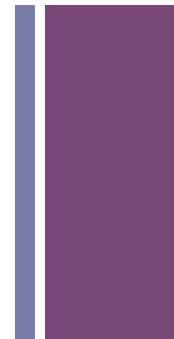




# UP POS for Salon

Marketing Research Result

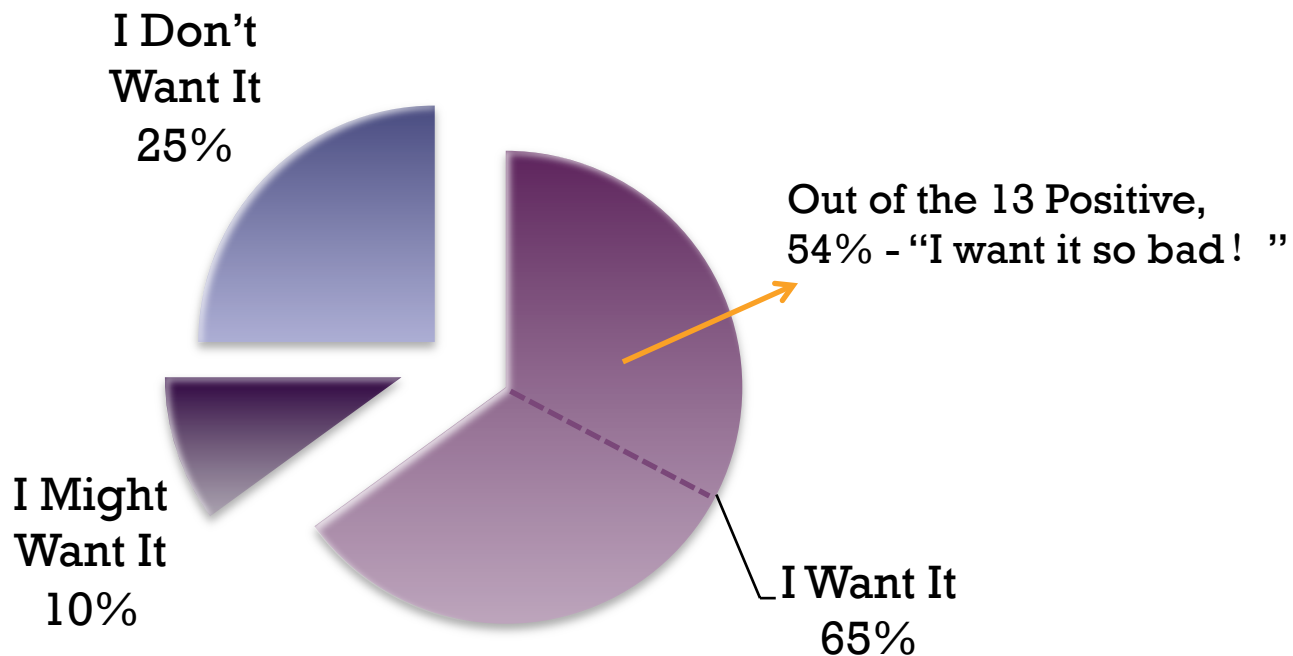
# + Overview



20 Merchants Visited

- 13 I Want It
- 2 I Might Want It
- 5 I Don't Want It

## POS for Salon



# + UP Salon Clientele



Approx. **1100** Salon/Spa/Massage (1.0 & 2.0)

$$1100 * 65\% = 715 \text{ users}$$

# + Think Big



## ■ Hair, Nail, and Skin Care Service Industry

Number of firms: 1.14 million

Owned by Chinese: 19,546 (9.2%)

Owned by Vietnamese: 152,792 (72%)

Sales Volume: \$40 billion

# + Top 10 Most Popular Salon POS



# + Most Wanted Functions



- **Gift Cards – 13 wants**
- **Online Supply Ordering – 12 wants**
- **Appointment Setting – 10 wants**
- **Income Record – 7 wants**
- Customer Info Storage/CRM – 4
- Staff Hour (Check-in/out) – 4 wants
- Chinese/English Translation – 4 wants
- Automatic Marketing – 3 wants
- Inventory Management – 3 wants
- Sales Report – 2 wants
- Wage Calculator – 1 wants

They love the “Online Supply Ordering” function even before knowing the POS can be free.

**Convenience** matters.

# + Supply Analysis



DBA	Volume	Supply	%	POS for Salon
Broadway Nail Spa	\$50000	\$5000	10.00%	Yes
Hair Philosophy	\$65000	\$4500	6.92%	Yes
Gigi Nail Spa	\$20000	\$1500	7.50%	Yes
Minty Nail Salon	\$20000	\$1200	6.00%	Yes
New Choice	\$22000	\$1000	4.55%	Yes
Star Nail	\$10000	\$1000	10.00%	Yes
Nail Sail & Beyond	\$10000	\$1000	10.00%	Yes
Diana Nails & Hair Salon	\$30000	\$900	3.00%	Maybe
Sparkling Snail	\$18000	\$600	3.33%	Maybe
AA Nail Salon	\$12000	\$500	4.17%	Yes
Casual Nail Inc.	\$6500	\$400	6.15%	Yes
Spa HH	\$10000	\$400	4.00%	Yes
Akiko Nails	\$25000	\$250	1.00%	Yes

- 2 salons with the needs for POS are excluded in the supply analysis
  - 1 owner operates a supply store
  - 1 owner only uses Japanese brand and she has built a stable supply channel

# + Supply Average



**Avg. Volume \$22,962**

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**Avg. Monthly Supply \$1,404**

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**Volume/Supply 5.89%**



# + Supply Average



- Excludes special cases (highest volumes & lowest supply)

**Avg. Volume \$15,850**

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**Avg. Monthly Supply \$850**

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**Volume/Supply 5.36%**



# Customer Perceived Value for POS



- Minty Nail Salon – Switching to Salon Iris - \$69/m
- Star Nail - \$100/m
- JTX Nails Inc. - \$60/m
- Hair Philosophy – Using FiveStars - \$299/m
- Yosei Nail - \$60/m
- Akiko Nails - \$85/m

On average, merchants are willing to pay **\$74.80/m** for the POS

\*excluding Hair Philosophy

# + Market Price for Salon POS

## How Much Does a POS System Cost in Different Industries?

Industry	High-end	Basic
Restaurant	\$2,000	\$700
Grocery	\$4,000	\$49/month
Salon	\$3,300	\$29/month
Bar	\$2,300	\$550

The table above shows some of the typical costs you could expect to pay for POS systems in different industries. These are just example costs and the actual amount will be dependent on your business's size, location and requirements.

For a more in-depth look into the average POS costs for each of these industries, see the sections below.

# + Why “I Don’t Want It”



- “I’m too old for computer.” (2 respondents)
- “I’m doing good.” (2 respondents)
- “It’s just a small salon.” (1 respondent)