

STARTING A MOBILE HAIR SALON IN TAMILNADU: A DESCRIPTIVE STUDY

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Abstract:

Fears kept many salon regulars away from what were frequently standing appointments. COVID-19 forced the temporary closure of salons and barbershops in many cities across the nation. There may not be a better moment than the present to launch a mobile beauty business. Consider creating a mobile retail firm if you have a special offering or talent and can practically take your idea on the road. Delivering a simple and safe manner for individuals of all ages to feel and look their best gives an opportunity that may develop into group activities for proms, weddings, and all the other life events that people in a post-pandemic society are looking forward to. In this study we are trying to make sense on how impactful is mobile business ideas. In this fast-running world, many of us doesn't have time for concentrating on hair and self-care routine in this way mobile salon will make opportunities for making money, also making everything at customer doorstep is the modern business idea. Also, this may new idea in terms of market side but will have a high business takeaway in upcoming years. Also, there are simple things to get knowledge with before starting it, you'll need to invest in beauty supplies, salon seating, a sink, mirrors, rolling carts, and a generator in addition to licence for your business and vehicle. Obtaining quotations from contractors who can install water lines and electrical outlets, as well as searching through trade publications and local classified ads for used machinery being offered by businesses. In order to handle consumer demand, you need find and use appointment scheduling software or an app. This study is based on secondary data and various information collected from websites and various sources.

Keywords: - Salon, covid-19, mobile business, barbershop, appointment, pandemic.

Introduction:

When you want to appear your best, one of the most crucial things you want to stay aware of is your hair. People notice it right away, and it reveals a lot about your personality. The greatest approach to ensure that the appearance you have is the appearance you desire is to ensure that whomever is caring for your hair is the proper person for you. So, from this we can come to know the importance of salon and it plays major role in day-to-day life. But in these modern days using barber shop is also turned in to a rare cause that's lead to some modern business

ideas, also barber shops are now elevated but not totally vanished. By this a idea turned in that is mobile salon also it makes people in to comfortable mindset that is consider as a major take away in this idea also it is so flexible in consumer point.

MOBILE SALON – A LOOK BACK

People today sometimes lack the time to visit the conventional salons to get their hair cut or nails done on a regular basis. We provide customers with the ease of not having to go to the barbershop and wait for their turns by offering mobile salon services. Less time spent travelling and, more crucially, it is a fantastic service to Baby Boomer communities, who sometimes hesitate to go too far. People who seem to be busy would also find this service appealing. There is no waiting time for the complete range of treatments provided by mobile salons, including hair, nails, facial, make-up, and eco-friendly services using non-harmful chemical products. Employees are freelancers with various service licences. Though mobile salon is not completely taken over the industry its just now entered and covered, it is at its growing phase also it has good grasp among people so sticking on to these ideas will lead to a decent survival of business.

TYPES OF MOBILE SALON

Starting a mobile salon is a better idea also there are4 some types in it, according to the situation, according to the monetary backed for the business, according to the area of mindset of customers you can use the types of mobile salon,

- combined model (shop + vehicle)
- only vehicle to visit client's house
- shop on wheels model

OBJECTIVE OF THE STUDY

To know about the basic knowledge on starting mobile salon

To clear some doubts on starting mobile salon

Aim to encourage people on start-ups and their ideas

METHODOLOGY

This research is based on desktop research method.

COMMON GUIDANCE'S ON STARTING MOBILE HAIR SALON

Sign up Your Mobile Hair Salon Company:

When entrepreneurs start their own firms, this is the most critical step. They must obey the law and work in accordance with state norms. They can now begin their business after receiving certification. The company will be assigned a tax identification number. This is the amount to use when filing taxes with the IRS. It is also necessary for the company to obtain liability insurance. It provides some protection against customer complaint and their potential harmful consequences. The insurance firm will assist the owner save money and establish a new business. A portable hair salon is often conducted by an individual or a freelancer. As a result, taxes and bookkeeping are the duty of the entrepreneurs. Remember to maintain track of your company costs and to register tax department.

Have a perfect balanced business plan:

Entrepreneurs should first establish a strong plan and calculate the expenditures before launching a mobile hair salon. It's also a good idea to test the surroundings before diving in. Writing a business strategy may be a rewarding experience. Individuals write down their aspirations and figure out how they can make them an actuality. First, determine what services the company will provide. The location of the firm is very important in planning. The first factor to consider, of course, is the cost and the financial aim. Set a deadline for obtaining the anticipated earnings from the portable hair salon. Make a list of all your goals, contemplate on them, and then act on them. A fantastic suggestion is to hire a consultant to assist you attain your goals. Another factor to consider is competitive analysis. Discover how they achieved success in their respective fields. Take attention of their typography as well as other marketing methods. Create a distinct marketing strategy influenced by your competition. Investigate the effective marketing methods used by similar firms today. Salon proprietors can benefit from Internet and other research tools in this area. It is critical to analyse entire expenditures while operating a mobile hair salon. These will encompass the storefront (if one exists), the mobile hairdressers, gas, and other expenses. But one thing is certain. Making the firm mobile will save money over hiring a storefront or store.

Making equipment's ready:

Being prepared is essential for success in any business. Learn what items are required to establish a portable hair salon. Cleaners, straighteners, combs, hairdryers, shears, shampoos, treatments, and other items are examples. Make an asset register each day and month to see what is gone or needs to be refilled. This will give you an idea of the number of products to include. Investing in the necessary tools is essential when establishing a mobile salon service. Get the necessary instruments and test them first to determine the usefulness of the product. Check the consumer comments before purchasing things to improve the condition of your clients' hair. Check to see whether they have favourable feedback from genuine individuals. If feasible, use a model or hire someone to demonstrate the effect. It will also act as a reference for future customers. All of the salon's chemicals will be supplied by a provider. As a

result, it's critical to select a reliable source for large purchases. This is especially important for salons that offer lasting waves, whitening, and dying services. Examine the inventories often; they will disclose the finest or most-used treatments. Keep some on hand for future use. When clients want different styles, look for a product with a comprehensive tone and impact. Don't forget to bring a case to hold all of the stuff. It is transportable and can be taken anywhere by salon operators. Providing mobile service without a car might be difficult, but it is feasible.

Price fixed should be acceptable:

The price which the business is planned to fix, should be highly acceptable. Customers who are all encouraging the business must have good opinion on prices it will largely reflect on results of the business. Also making high prices in the initial stage is not highly acceptable it will result bad sometimes. but gradual increase in prices and satisfactory results lead to increase in prices are advisable also it is healthy too, first and foremost more than profit covering public and making regular clients are important. Also, at the same time fixing very low prices is also too bad, making more discounts giving more credits are also unhealthy one so being with moderate prices and making changes according to the results are acceptable.

Considering customers as the heart of business:

Not everything is important also at the same time not everything is useless in business, all things are depending on the way which we are taking, but only thing which is unchangeable is consumers for business, yes, every time every business they are the heart for the business they are the deciding factors. so making all things in customer point is somewhat acceptable also it enriches the business more and makes more good results to it. Making loyalty customer, making happy customer, adjusting things according to customers these all will be a huge complementing in results.

Making working hours according to regular clients:

Having constant work hours is essential for a physical store. Work hours at a mobile hair salon are determined by the stylist. Nevertheless, it isn't always acceptable to schedule work hours around the stylist's schedule. It is advisable to select times that are the most suitable for the clients. Clients may pick early hours or late-night service. It is critical for the stylist to be adaptable and work with the customer's schedule. Yes, a portable hair salon provides flexibility in terms of managing time. However, limits must still be established. It is not acceptable to schedule more meetings than can be completed in a single day. Having more appointments than you can manage in a day is not acceptable. Maintain strict timetables and notify clients via the salon's Facebook page. When informing other clients that dates are full, be honest and respectful.

Implementing different marketing ideas:

Online marketing methods are nothing new these days. Online advertising is superior than other types of advertising. Make advantage of good friends to advertise the business. Educate people about the

transportable hair salon and urge them to tell others about it. Creating a business website is one of the greatest techniques for internet marketing. It is simple to incorporate all of the photographs, videos, and other hairstyle samples here. Use media platforms tools and platforms to promote your company, products, and services. Making a blog might also help to improve traffic. Experiment with several marketing methods to find which one works best for your mobile hair shop. Employing a coder is not always necessary when developing a website. There are website building programmes available that will handle the needs of the website owner. Simply choose a design. After that, provide guests information about the salon's offerings. Maintain consistency in your company's branding. Clients may discover everything they need to know about the company and its owner by visiting the website. Include your biography, the things you do, and whom you are. Other conventional forms of advertising include newspapers and neighbourhood bulletin boards.

Establish your brand:

Your brand is your company's distinct and consistent identity. To build a following, you need a global identity, especially if you wish to target a specific sort of audience or customer base. Make sure your brand's colours, style, and voice are comparable across all marketing platforms after you've decided on them.

Choose a specialty:

In a crowded market, a specialisation may help you stand out. Your specialisation might be a specialist beauty service you provide or a certain customer group you serve.

Choose a right vehicle:

It is considered as the one of the core points while starting a mobile hair salon, because using a vehicle is the big thing in this, suitable vehicle makes suitable business, it depends on the size nature of the vehicle your choosing, if your business scale is large go on to new vehicle and remodel it but if you're doing your business in small and medium scale using a second-hand vehicle is good also it will help you in large cost cutoff.so go on with second hand vehicle. also check the capacity of the vehicle, because if you're planning to do with multiple persons, it must be with large vehicles. So, plan wisely according to it because by this only business is going to start.

Planning locations:

While doing mobile business locations plays a major role, planning day to day locations will earn you the more and making money is purely depends on its location so planning locations should be very attractive and sensitive in nature. in which places customers can be grasped also where we can make more loyal customers are on the basis of location. Choosing locations with busy roads may make some problems also no person's roads are also, with no use in it so make balancing all these must be done and adapting to locations should be strictly followed. If a perfect location is existed it must be greatly stick on to the circumstances and make happenings in to success.so choosing location is core.

CONCLUSION

Making new start-ups is the great way of developing countries, also it will have a huge part in developing economy of the country. the great unemployment scale will also come to an end. these kinds of start-ups must be encouraged by the government too, budding entrepreneurs will be the lead role of upcoming sustainable country. In this way starting a mobile hair salon is great idea also it will be one of the finest ways to grasp the upcoming future business world so this paper tries to make some knowledge on starting a mobile hair salon in a small way.

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