



## **Business Feasibility of Luxe Nails & Style in Lippo Cikarang: Opportunities and Challenges in the Fashion and Nail Art Industry**

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### **Abstract**

The purpose of this article is to discuss the Bangkok fashion and nail art business from Luxe Nails & Style located in Lippo Cikarang Mall, Bekasi Regency. The data collection method is an interview method by interviewing the business owner, supported by observations to capture consumer preferences and business practices more comprehensively. The purpose of this study is to determine how the marketing mix of Bangkok fashion and nail art Luxe Nails & Style, with a particular focus on its contribution to the literature on creative industry business feasibility and the significance of marketing strategy for sustaining competitiveness. The research method used is a descriptive research method with a qualitative approach. The results of the study show that Bangkok fashion and nail art from Luxe Nails & Style are always updated with trend models, which demonstrates the business's adaptability to dynamic consumer demands in the fashion and beauty sector. Prices are quite affordable for all groups, Place or distribution is easily accessible to consumers, promotion uses promotional strategies to the public directly and indirectly, and these findings reinforce the feasibility of the business when assessed through the marketing mix dimensions. In conclusion, Bangkok fashion and nail art Luxe Nails & Style can be said to be growing rapidly by using marketing strategies with marketing mix techniques, namely by continuing to produce unique and attractive fashion and nail art, appropriate and competitive product prices, promotions using direct techniques to consumers and utilizing social media to support wider customers, and strategic distribution locations make it easier for customers to find the store, while contributing practically by offering insights for entrepreneurs in similar industries and theoretically by enriching discussions on feasibility studies of creative businesses in emerging markets.

**Keywords:** Business, Feasibility Study, Fashion, Nail Art, Marketing Strategy

### **Introduction**

With the rapid development of the times, society is required to be more open to the changes and progress occurring in today's modern era. People's interest in clothing products such as shirts, pants, and accessories supports various other needs, including secondary needs (Salsabillah, 2021). One of today's modern demands is physical appearance. This is used as capital for socializing with the general public. For women in particular, beauty is considered a crucial factor in enhancing their appearance. Many women feel dissatisfied with their appearance and seek solutions through natural treatments or using products that enhance their

beauty. This dissatisfaction drives women to try various ways to convey a beautiful impression through their appearance (Suraida, 2023).

Advances in fashion, style, and beauty are two topics closely associated with young women. With the rapid development of fashion trends today, people, especially the younger generation, strive to stay up-to-date by following current trends (Widi & Fionita, 2022). Young women's desire to appear physically attractive and beautiful is linked to a well-proportioned body (ideal body), fair skin, and a healthy physique. From a fashion perspective, this encompasses the style or clothing worn, such as popular clothing styles, motifs, and the use of various accessories, such as earrings, bracelets, rings, bags, and various other knick-knacks, with the goal of becoming a trendsetter, especially in teenage girls' clothing. One type of fashion currently gaining popularity among young women is from Bangkok.

Bangkok fashion is a type of accessory and clothing originating from Bangkok. Bangkok-style accessories have become increasingly popular in recent years due to their simple yet high-quality characteristics (Sanders, 2022). This has attracted young women to Bangkok-style clothing. Fashion consumers believe that fashion can demonstrate identity, style, and boost self-confidence. The growth of Bangkok fashion in Indonesia is growing rapidly because each reseller has a broad network, accelerating marketing to consumers. Furthermore, the trend and affordable prices make it increasingly attractive to purchase.

A woman's perfect appearance extends beyond her clothing to her nail care. Nail art is the art of applying nail polish using synthetic dyes and accessories (Dewi *et al.*, 2023). Nail care is an important aspect of the beauty industry (Kawakubo & Oguchi, 2023). Nail art is the practice of beautifying nails by adding designs, paintings, or decorations, either directly or using artificial nails (Krisnawati *et al.*, 2022). Nail art can boost women's confidence by having beautiful nails, enabling them to appear modern and fashionable. The development prospects for this business are quite promising, given its significant market share, particularly among women of all ages.

Nail art is not just about decorating nails; it also serves as a means of self-expression and a lifestyle symbol. Women who get nail art treatments generally feel more confident because they have a more well-groomed and attractive appearance. Beautiful, neat nails can convey a professional and modern impression, which is important for many women in various social and professional situations. Nail art itself is nothing new in women's fashion. Nail art continues to evolve, with nail shapes such as oval, square, squab, round, and pointed. Colors are available in a wide variety of colors and accessories. This boosts women's confidence by having beautiful nails that reflect their creativity (Virandra, 2024).

With the expanding beauty market, the nail art business has promising prospects. Demand for nail art services is age-appropriate, making it attractive to a wide range of market segments, from teenagers to adults. The popularity of nail art among women of all ages opens up opportunities for creating and developing businesses in this field. Furthermore, the relatively affordable price and flexible nature of treatments, whether performed regularly or as needed for special occasions, make this service increasingly popular with consumers.

## Method

This research is a type of field research using a descriptive qualitative approach. The data used is primary data, obtained directly from the field to provide contextual understanding of the object under study. There are three data collection techniques (Lingkungan, 2023). The first is observation; according to Marshall, observation is "Through observation, the researcher learns about behavior and the meaning attached to that behavior." Based on this statement, through observation, researchers can obtain data by directly studying and understanding behavior, which in this study refers to consumer behavior and business practices in the kebaya rental context. The second is interviews; according to Berger, an interview is a conversation between a researcher (someone seeking information) and an informant (someone deemed to have important information about an object). In this study, interviews were conducted with the business owner and several customers to obtain deeper insights into marketing strategies, operational processes, and consumer preferences. The third is documentation; Gottschalk (1950) stated that a document (documentation) in its broader sense is any process of evidence based on any type of source, whether written, oral, pictorial, or archaeological. Documentation in this study included business financial records, promotional materials, and operational notes, which served to validate and triangulate the findings.

As for the quantitative method data according to Art (2024), namely field research using questionnaires and library research, these were initially considered as supporting tools. However, given the dominance of qualitative techniques in this study, the use of questionnaires and library research was limited to complementary data, ensuring that the primary methodological stance remained qualitative descriptive rather than quantitative. This clarification strengthens the rigor of the research design and eliminates potential inconsistency.

## Results and Discussion

### Research Overview

Luxe Nails & Style is a beauty business specializing in nail care (nail art) and fashion styling services. It is located at Lippo Cikarang Mall, Jl. MH. Thamrin, Cibatu, South Cikarang. Cikarang is a strategic location in Indonesia with significant potential in the fashion and beauty sectors. As part of the Greater Jakarta metropolitan area and the largest industrial center in Indonesia, this region offers a vast market for the development of fashion and beauty businesses, supported by the modern lifestyle of its residents. The products we sell are as follows:

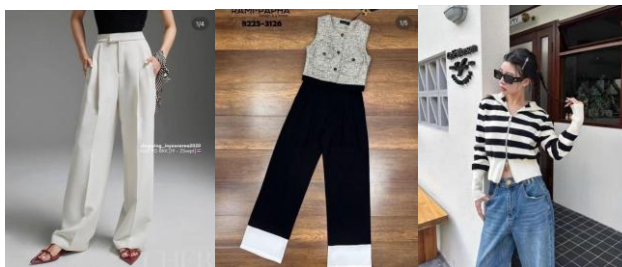


Figure1. Bangkok Clothing

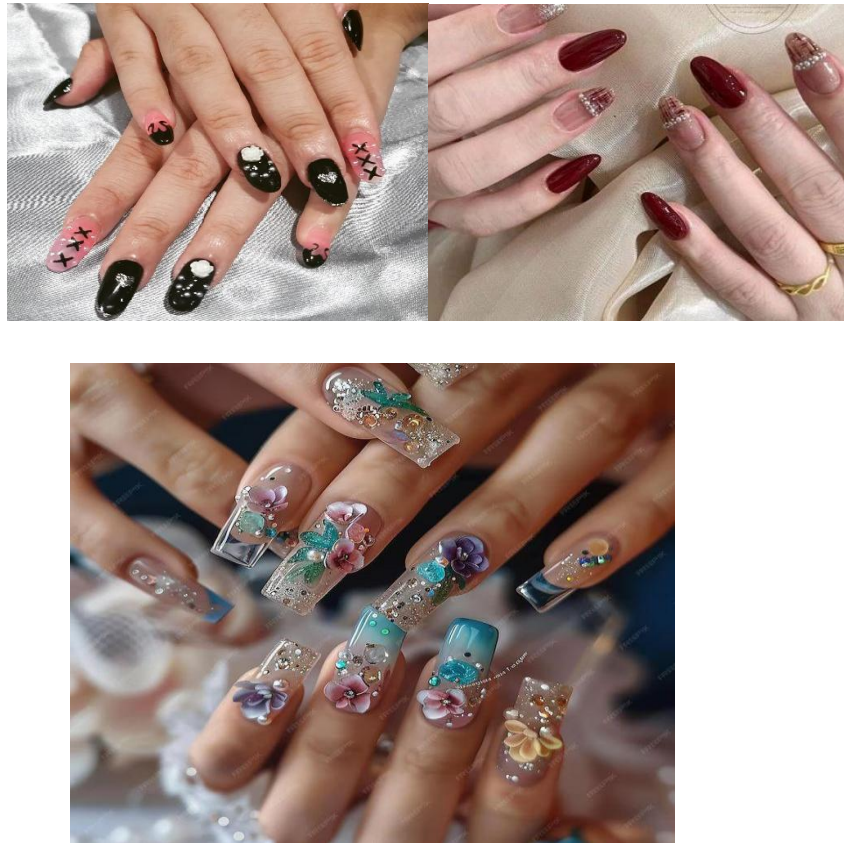


Figure 2. Nail Art

### **Market Aspeect**

1. Market Segmentation: Young and adult women aged 16-35 with middle to upper incomes.
2. Products: Luxe Nail's & Style offers clothing and nail care products that appeal to women.
3. Distribution: Luxe Nail's & Style distributes its products in urban areas, taking into account consumer purchasing power. This distribution is conducted offline (physical stores) and online.
4. Promotion: Utilizing social media, live promotions, virtual product try-ons and nail art previews, mini fashion shows, and workshops.

### **Human Resources Aspects**

The HR aspect of the Luce Nail's & Style business encompasses the stages of business implementation and the readiness of the workforce, both manual and skilled, needed to run the business. Workforce planning is carried out by analyzing the workforce based on job specifications and descriptions, with the goal of recruiting competent employees who meet the required qualifications. HR Management Stages:

1. Recruitment and selection: administrative stage, interview stage, and a three-month orientation period to assess employee development.
2. Training and development.
3. Performance evaluation.
4. Compensation.

The employee qualifications required by "Luxe Nail's" include skills relevant to the fashion industry and positive personalities. To run the Luxe Nail's & Style business, we employ four employees, with the following details and specifications: two in nail art and two in fashion.

## Financial Aspects


### Working Capital

Working capital covers daily operational needs that are consumable to support business activities. In the context of the Luxe Nails & Style business, working capital includes items such as nail polish, nail vitamins, remover, and nail art stickers. These items are used routinely in providing nail art services to customers. Working capital is calculated based on the number of items needed multiplied by their unit price. In the Luxe Nail's Art & Fashion business, working capital includes items such as:

Table 1. Working Capital

No	Name of goods	Quantity	Unit price	Total
1	Base coat	10 pcs	Rp. 15.000	Rp.150.000
2	Nail polish	30 pcs	Rp. 10.000	Rp. 300.000
3	Accessories	5 pck	Rp. 15.000	Rp. 75.000
4	Nail Remover	5 pcs	Rp. 30.000	Rp. 150.000
5	Nail Vitamins	5 pcs	Rp. 25.000	Rp. 125.000
6	Top Coat	15 pcs	Rp. 15.000	Rp. 150.000
7	Handtag	40 pcs	Rp. 2.000	Rp. 80.000
8	Label	40 pcs	Rp. 500	Rp. 20.000
9	Plastic Packaging	40 pcs	Rp. 2.000	Rp. 20.000
10	Business Card	40 pcs	Rp. 500	Rp. 20.000
11	Easy Sticker	5 pck	Rp. 3.000	Rp. 15.000



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12	Difficult Sticker	5 pck	Rp. 6.000	Rp. 30.000
<b>Total</b>				<b>Rp. 1.155.000</b>

### Investment Capital

Investment capital is a long-term initial expense used to purchase fixed assets to support business operations. In this case, investment capital includes nail art equipment (such as UV LEDs, cuticle clippers), furniture (tables, chairs, display cases), and other supporting equipment (hangers, mirrors). This expense is incurred only once and is not included in daily expenses. The following is an explanation of investment capital:

Table 2. Investment Capital

No	Type	Size	Price Unit	Quantity
1	Cuticle Pusher	1 pck	Rp. 35.000	Rp. 35.000
2	Nail Clippers	3 pcs	Rp. 15.000	Rp. 45.000
3	Cuticle Scissors	2 pcs	Rp. 20.000	Rp. 40.000
4	Nail Art Brush	2 pcs	Rp. 15.000	Rp. 30.000
5	UV LED Nail Art Lamp	1 pcs	Rp. 90.000	Rp. 90.000
6	Nail Art Box	1 pcs	Rp. 70.000	Rp. 70.000
7	Nail Samples	1 pcs	Rp.250.000	Rp. 250.000
8	Table	50 pcs	Rp. 1.000	Rp. 1.000
9	Chair	2 pcs	Rp. 300.000	Rp. 600.000
10	Statue	4 pcs	Rp. 200.000	Rp. 800.000
11	Display Case	2 pcs	Rp. 500.000	Rp.1.000.000
12	Hanger	2 pcs	Rp. 1.000.000	Rp. 2.000.000
13	Clothes Rack	4 pcs	Rp. 50.000	Rp. 200.000
14	Full-Body Mirror	4 pcs	Rp. 210.000	Rp. 840.000

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15	Cuticle Pusher	2 pcs	Rp. 150.000	Rp. 300.000
<b>Total</b>				<b>Rp. 5.140.000</b>

### Fashion Production Costs

Fashion production costs include the expenses required to produce fashion products for sale. In this business, fashion products such as t-shirts, blouses, shirts, and blazers are produced by calculating the cost of goods sold and the selling price. The difference between the selling price and the selling price generates profit, calculated as profit per unit of product. These products include:

Table 3. Fashion Production Cost

No	Type of Goods	Cost of Goods Sold	Selling Price	Profit
1	T-shirt	Rp. 45.000	Rp. 75.000	Rp. 30.000
2	Blouse	Rp. 60.000	Rp. 110.000	Rp. 50.000
3	Shirt	Rp. 70.000	Rp. 115.000	Rp. 45.000
4	Dress	Rp. 50.000	Rp. 105.000	Rp. 55.000
5	Sweater	Rp. 70.000	Rp. 115.000	Rp. 45.000
6	Pants	Rp. 60.000	Rp. 110.000	Rp. 50.000
7	Skirt	Rp. 45.000	Rp. 85.000	Rp. 45.000
8	Outerwear	Rp. 70.000	Rp. 115.000	Rp. 45.000
9	Blazer	Rp. 70.000	Rp. 120.000	Rp. 45.000
<b>Total</b>		<b>Rp. 540.000</b>	<b>Rp. 950.000</b>	<b>Rp. 415.000</b>

### Nail Art Production Costs

Nail art production costs include expenses related to providing nail art services. These services are categorized by difficulty level, including simple, medium, complex, and stamping. Each category has a different cost price and selling price, with profit calculated based on the difference between the two. These costs reflect operational efficiency in providing services to customers. This explanation provides an overview of the sources of expenses and funding allocations within the Luxe Nails & Style business, as follows:

Table 4. Nail Production Cost

No	Types of products	Selling Price	Selling Price	Profit
1	Easy cute nail art	Rp.110.000	Rp.160.000	Rp. 50.000
2	Medium nail art	Rp.125.000	Rp.175.000	Rp. 50.000
3	Intricate cutex nail art	Rp.135.000	Rp.190.000	Rp. 55.000
4	Easy stone nail art	Rp.150.000	Rp.200.000	Rp. 50.000
5	Medium stone nail art	Rp.185.000	Rp.255.000	Rp. 70.000
6	Intricate stone nail art	Rp.190.000	Rp.275.000	Rp. 85.000
7	Medium sticker nail art	Rp.115.000	Rp.170.000	Rp. 55.000
8	Easy sticker nail art	Rp.135.000	Rp.180.000	Rp. 45.000
9	Intricate sticker nail art	Rp. 140.000	Rp.185.000	Rp.45.000
<b>Total</b>		<b>Rp.1.285.000</b>	<b>Rp. 1.790.000</b>	<b>Rp. 505.000</b>

### Operating Costs

When running a Nail Art & Fashion business, it's important to detail operating costs to estimate annual expenses. The main operating costs include:

Table 5. Operating Cost

No	Components	Cost
1	2 nail artists	Rp. 3.000.000
2	6 employees	Rp. 18.000.000
3	Yearly kiosk rental	Rp. 48.000.000

### Operational Aspects

Operational aspects encompass production activities, equipment and supplies, facilities, etc.

### Fashion Product Quality

Choosing the best quality products, using comfortable materials for both everyday wear and special occasions, ensures that consumers who wear these garments feel



comfortable, cool, and presentable. Product quality is crucial for maintaining customer loyalty.

#### **Nail art equipment and supplies**

1. Comfortable chairs 4
2. Medium sofas 2
3. Display racks/nail poppers 3
4. Small storage boxes 2
5. Small trolley racks 2
6. Nail dryers/UV lights 3

#### **Fashion equipment and supplies**

1. Mannequins 3
2. Clothes racks 2
3. Clothes hangers
4. Display cases 2
5. Wall decorations/stickers

#### **Operating hours**

Tuesday to Sunday, closed on Tuesday

Times: 9:00 AM to 8:00 PM WIB



Note: Orders for nail art close at 7:00 PM WIB

#### **Conclusion**

Luxe Nail's & Style is a promising nail art and fashion business, strategically located in Lippo Cikarang Mall, South Cikarang, Indonesia, with great potential in the modern beauty and lifestyle industry. Offering a variety of quality products, such as nail art supplies (base coat, nail polish, top coat, vitamins, and accessories) and fashion products (T-shirts, blouses, dresses, and outerwear), this business also uses creative marketing strategies through social media, direct promotions, and innovations such as virtual try-on products. With the support of professional management for employee performance evaluation and business management, Luxe Nail's & Style aims to build a strong foothold to support the growth of the fashion and nail art industry in Cikarang, while theoretically contributing to the understanding of how small-scale fashion and beauty enterprises in emerging markets can achieve competitiveness through a marketing mix approach. The managerial implications of this study highlight the importance of integrating digital marketing, customer experience management, and product diversification as strategies to strengthen market presence. Future research is recommended to expand the analysis by involving consumer perception studies, digital platform integration, and comparative feasibility assessments with similar businesses, thereby enriching academic literature and providing practical insights for entrepreneurs.

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