

## SU-DO MEANS BUSINESS!



### AIRBRUSH NAIL ART

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## Cost Justification, Income, & Return on Investment (ROI)

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### What Revenues will Su-Do Nail Art generate for your business?

As a stand alone business proposition or a complementary addition, Su-Do Airbrush Nail Art is a great service that will generate substantial income from a broad base of potential customers. The speed of application and drying together with minimal colour usage mean that you maximize your profits by offering this demanded service. Figures shown represent charging \$5.00 per application for a simple single nail with a labor cost of \$20 per hour. Actual revenue will vary depending upon the number of colours, addition of rhinestones and/or stencil designs, market pricing and labor costs.

Number of Nails	Application Time	Labor Costs	Application Costs	Total Costs	Revenue	Net Profit
1	5 minutes	\$1.67	\$0.05	\$1.72	\$5.00	<b>\$3.28</b>
12	1 hour	\$20.00	\$0.60	\$20.60	\$60.00	<b>\$39.40</b>
48	4 hours	\$80.00	\$2.40	\$82.40	\$240.00	<b>\$157.60</b>
96	8 hours	\$160.00	\$4.80	\$164.80	\$480.00	<b>\$315.20</b>

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### Nail Art Systems Consumable Value

Pro Systems include assorted reusable stencils and sufficient colour for a minimum of 750 nails.

- 750 nails x \$3.28 per nail profit (see above) = \$2,460.00
  - **Total profit from system consumables = \$2,460.00**
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### Return on Investment based on figures shown above

Pro Nail Art System	Total Profit	Cost of System	Return on Investment	ROI (%)
5000	\$2460.00	\$799.00	\$1661.00	<b>207%</b>
2000	\$2460.00	\$639.00	\$1821.00	<b>285%</b>

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**Note:** The example above does not recognize the multi-operator potential of the Pro 5000 system as it is limited by the total quantity of consumables supplied with each system. With no such restriction much greater revenues are possible from a Pro 5000 system worked simultaneously by two to four operators.

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### Conclusion

Even in a conservative pricing scenario and paying an operator \$20 per hour, your Su-Do Nail Art Pro 2000 System will cover its cost after approximately 195 nails and the Pro 5000 System after approximately 245 nails (16 to 20 hours, respectively).

