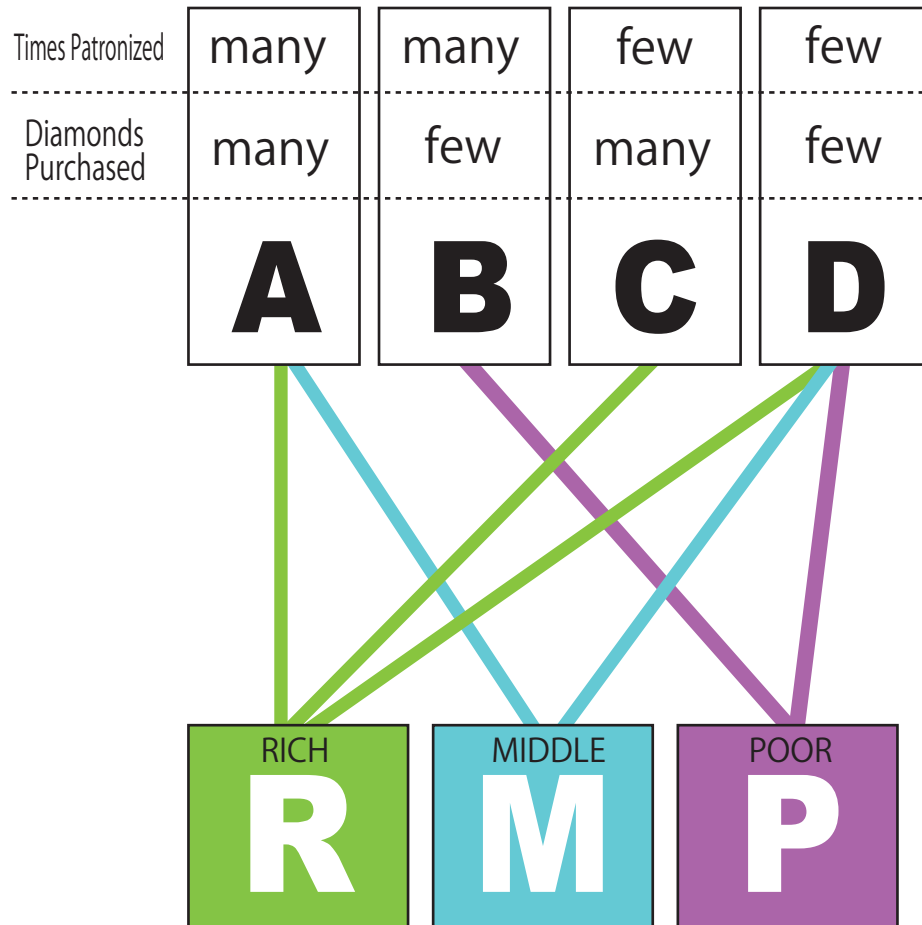


Customers Level

How to clearly distinguish between the big spenders and the low spenders



Use those [in this domain]
to revitalize the market

Trends of customers
[in this domain]

Create customized service items for each type of customers from these three classifications.

Have changes every month (if not able to clearly define customers' classification may refer to the response from each customer group)

Basic Actions

The 6 actions that must be performed within limitations.

Attract

◆Whether seller (manicurist) themselves have diamond nails on their own finger nails?

Customer could clearly see that the ring finger of the manicurist has approximately 10 diamonds

Service Items

◆Designs of service items must be innovative, get rid of boring designs, should have unique designs

Every month, design options that will attract customers from each of the R/M/P classes of customers.

Advertisements

◆Publicize on Facebook; Blogs

Explore new customers and stimulate the desires of the consumers

→ reach out to customers through their social network preferences to stimulate their desires

Separate

◆Classification of customers

The big spenders customer group will be delighted with the higher priced service items

Contact and Analysis

◆Test and Validation

Update the customers classification, based on actual purchases for defining customers' characteristics

Social Groups

◆Customers will to be greatly admired at social gatherings

Derive new plans, with information received, either through contacts in the same field or the media