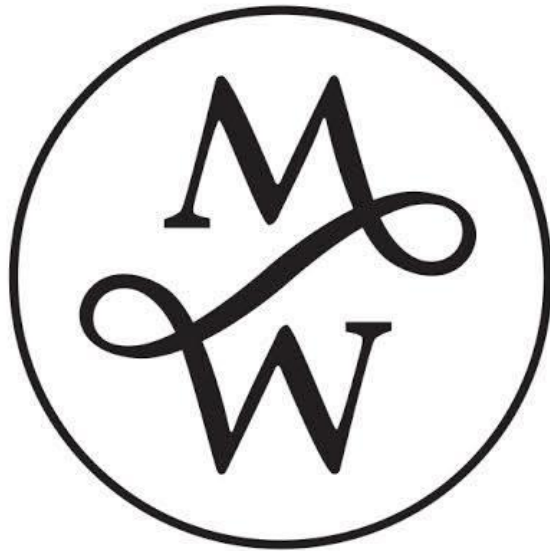


Mica Wright

Nail Technician & Owner of MW Nail Bar





Name of Business: Mica Wright – Nail Bar

Country of Business: Malta

Industry/Sector: Health & Beauty

Objective

1. To be my own boss
2. To do work that makes me happy and allows me to create a sense of community

Services/Products

MW Nail Bar offers:

- Gel & acrylic nails;
- Pedicures;
- Makeup;
- Threading.

Target Customers

Women of all ages with a **prime focus** on women in their late teens to early 20's.

Business Model/Innovation

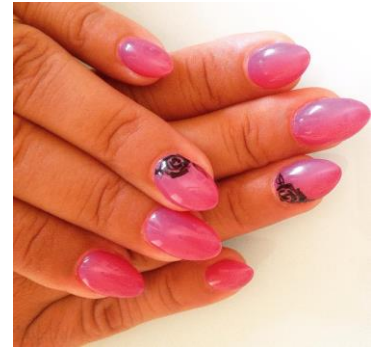
Mica never had a formal business plan written up, but rather, she developed a nonformal and more organic approach to the development of her business. In fact, she began her journey jumping straight into the industry as a nail technician at an established salon in Malta and later for a client who decided to develop a salon of her own and asked Mica to work for her. After 7 months of experience she had gained a significant amount of skills and knowledge in not only the art of being a nail technician, but the industry and business side too. She had attained good product knowledge which also proved to be very helpful when opening her own nail bar.

Financing/Funding

Before Mica was ready to open her own nail bar, she had been employed within the industry working 45 hours a week and was saving from an early age. She also saved money by doing nail house calls. When she felt the time was right to open her own nail bar she began taking saving more seriously. She made a small plan to ensure she could afford to equip the nail bar with all the necessary products to get started and considered shop rent. Once the shop was established, Mica also took the opportunity to offer other artists/beauty professionals a space in her shop for a small fee so that she could offer more beauty services options to her clients at the convenience of all being under the one roof.

How was the idea born/motivation for setting up the business/ Time Wrap?

Mica had sparked an interest in nail art from her older sister and then also made a friend who was a nail technician. She gets a lot of joy from being around and talking to people and could never imagine herself in a corporate office world. Once she began to take the idea of nails more seriously, she completed a nail course at the age of 15. At the age of 16/17 she continued to be mentored by her friend who was already working in the industry. This is where she feels she got the most valuable technical and business skills. Having a mentor allowed Mica to learn a lot of the 'tricks of the trade' from a very early age, building her confidence in the business side of things as well as the technical. Mica opened MW Nail Bar at the young age of 19. The business is already in its 3rd successful year.



Geographical Location

Having a business set up in Malta can be a 'Catch 22'. As it's such a small island it means word of mouth is very effective. This can be just as bad as it can be good. A **single** negative comment online or otherwise, has the potential to set things back very quickly. On the other hand, a single positive comment can spread just as fast and push things forward instantly.

Demand

The demand for nail technicians in Malta is always at a high as it is a very popular beauty indulgent. Although there is a nail bar on almost every corner none of them seem to be struggling for customers! Mica expresses her concern that perhaps one day it may get to a point where there are too many but for now, it's working for everyone.

Challenges

Mica's main challenges setting the business up are like for so many, are mostly financial. It takes time to save up enough to take the risk. Also, making challenging and commitment making decisions such as the one to quit school and go straight into the industry.

Social Impact

Mica's initiative to open the shop space up to other health and beauty therapists has opened new opportunities throughout the community for collaboration and cross-marketing.

Lessons

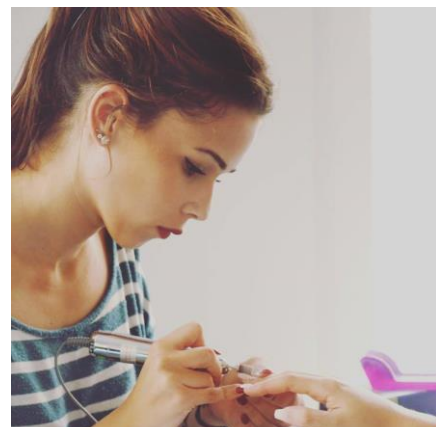
- Don't be ashamed to start small and slow
- Never think you know enough – there is always room to learn more
- Believe in yourself
- Don't be afraid to fail



[Mica_wright](#)



[Mica Wright](#)





Erasmus+

This project has been funded with support from the European Commission.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.