

Minx™

Dr. Lisa Delpy Neirotti

## MINX NAILS

- Revolutionized the nail industry in 2008
- “Brought fashion to finger tips”
- Solid nail covering in any design
- Beyoncé wore gold Minx to Golden Globes



Minx™

## BUSINESS PLAN

- Introduce to market through high end salons
- Publicity main marketing vehicle (celebrities, nail magazines)
- In U.S., direct to salons through website
- Internationally, partnered with distributors
- Build brand and sell to company with retail distribution



Minx™

## LIFE CYCLE

- Rapid growth \$0-\$5 million in first two years
- Overspent on travel, website, sales staff
- Hired top notch law firm yet numerous patent infringements
- Knock-offs went straight to retail or multi-level marketing
- Gel product introduced as “new” nail product
- Sales decreased and partners started disagreeing
- Questioned whether or not to approach competitors

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## TRANSFORMATION PLAN

- Introduced a new product - “MINX Coat”
- Cut expenses to bare minimum
- Restructure so only one chief
- Develop new user friendly website (direct to consumer)
- Launch new “super” MINX Nails

Alexander McQueen special edition

The logo for the brand MINX, featuring the word "MINX" in a stylized, white, handwritten-style font with a small trademark symbol (TM) at the end.