



# **The B2B marketplace of the nail industry**

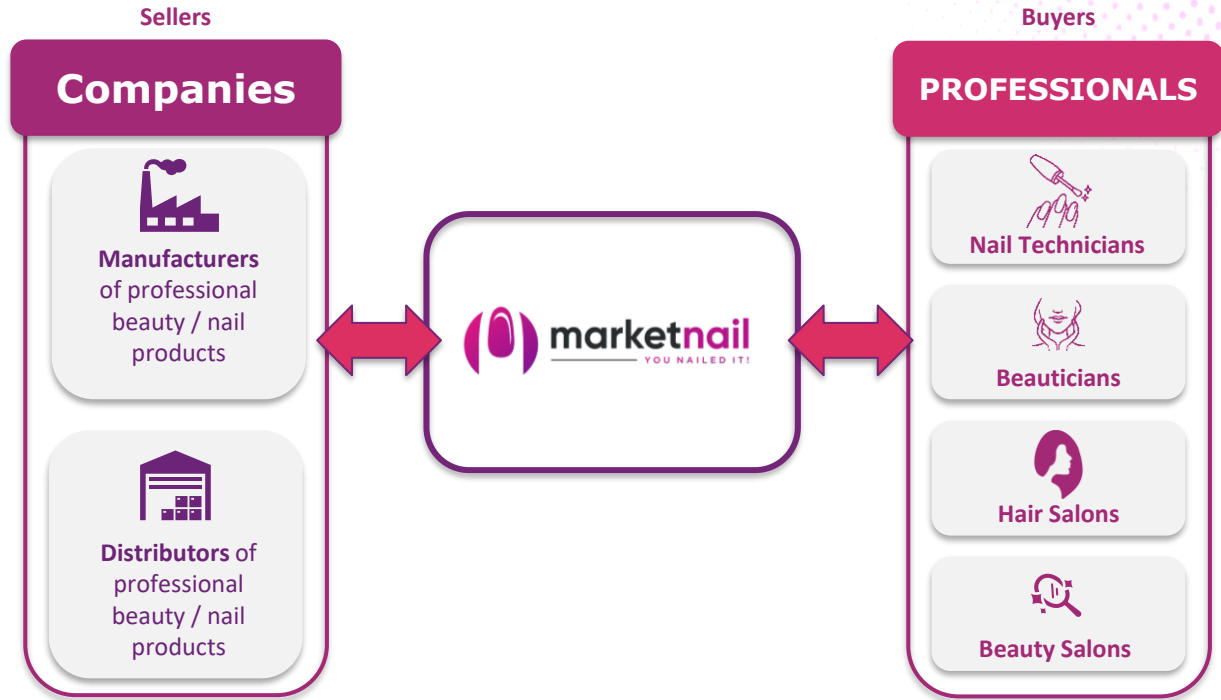
**COMPANY PRESENTATION**

# The Company

Beautymarketplace Srls is the company that manages the website [marketnail.com](https://marketnail.com) (.it/.es/co.uk/.fr/...), the B2B marketplace entirely specialized in professional nail products and tools.



# The marketplace



# MARKETNAIL: scope and development model

## GEOGRAPHIC SCOPE

The marketplace will be launched in **Italy and subsequently in UK, Germany, France and Spain**, taking advantage of digital market acceleration leveraging the entrepreneurial team's expertise and strategic partnerships with industry well-established firms.

Marketnail will rapidly expand in **other European countries, North America**, some **Asian and Middle-Eastern countries, South America** and **some African and Australian regions**.



## DEVELOPMENT MODEL

A operational **headquarter in every country**, to support business development and to serve as representative and press office.

National representatives will take care of the marketplace expansion and deal with local manufacturers and distributors.



### Commercial agreement facilitator

Works with firms, professionals, press and fair organizations



**Business promotion** through fairs and industry magazines

**Partnership development with advertisers, manufacturers, distributors and other professionals**

# MARKETNAIL: THE B2B MARKETPLACE FOR BEAUTY AND NAIL

## MISSION

Marketrail is an **open market for each and every beauty or nail professional operator**. Our mission is to create a barrier-less market where industry players, regardless of the size, can offer their products and services to professional nail technicians in a very simple, straightforward and efficient digital environment.



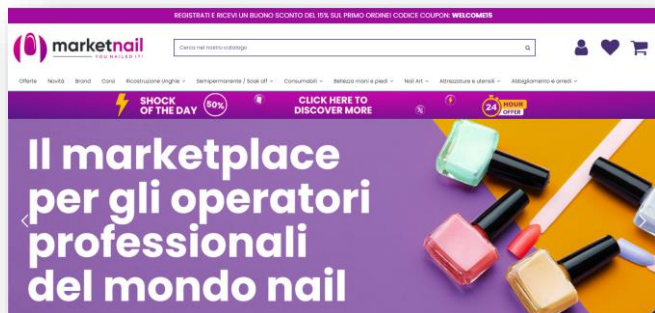
# Operational Model

Access to the marketplace is free for every player (firms and professionals).  
The platform will charge a 10% commission on sales.

- **Catalogue, prices, thresholds, invoicing, shipping and warehouse management** is entirely up to the single vendor.
- **Payments are directly made from buyer to seller** (digital payments only)
- **Optional integrations** available in order to automate specific functions (i.e.: warehouse syncing, invoicing, ...)

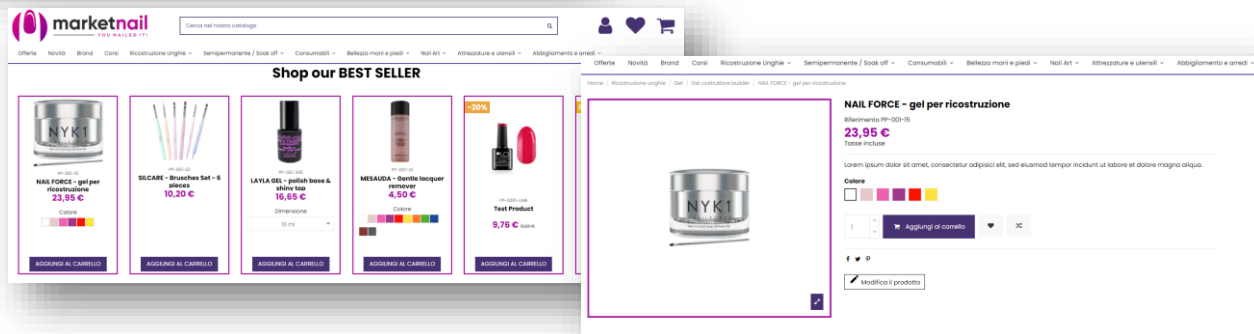


# Marketnail.com



Finest product classification, easy to browse:

- Internal search engine
- **10 main categories**
- **350 sub-categories**
- More than 50 filters



# Promotions, Adv and DEM

- Website sections dedicated to promotion:
  - «**Shock of the day**»: for very limited and heavily discounted offers
  - «Offers»: for less discounted and / or less limited offers
- **Banners**
- Dedicated **e-mail marketing campaigns** available







# THE B2B MARKETPLACE OF THE NAIL INDUSTRY

**STRAIGHT FROM THE BRANDS  
PRODUCTS, TOOLS, SERVICES AND  
MORE FOR NAIL TECHNICIANS**



# Are you in the nail industry?

- If you're a **manufacturer or distributor**, publish your **catalog** on [marketnail.com](https://marketnail.com)!
- If you want to be **our local partner in your country**, let us hear from you!
  - Let's talk about how we can do business together



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