

Business Development Strategy with SWOT Analysis Approach and Business Model Canvas at Wink Beauty Studio

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Abstract

This research aims to analyze business development strategies at Wink Beauty Studio using the SWOT Analysis and Business Model Canvas approaches. This approach aims to provide a comprehensive picture of the company's internal and external conditions and formulate the right strategy for business development. The research method used is descriptive qualitative, with data collection through in-depth interviews, observation, and documentation studies. The collected data were analyzed using a SWOT matrix to identify the strengths, weaknesses, opportunities, and threats faced by the company. The results of the SWOT analysis were then mapped into the nine elements of the Business Model Canvas, which include customer segments, value propositions, distribution channels, customer relationships, revenue streams, key resources, key activities, key partners, and cost structures. The research findings show that Wink Beauty Studio has several key strengths, such as superior service quality and customer loyalty, but also faces challenges, such as intense competition and limited resources. Development opportunities lie in the growing beauty trend and the potential of the digital market. By capitalizing on internal strengths and external opportunities, the company can develop more effective strategies to expand market reach and increase profitability. This research is expected to contribute to the management of Wink Beauty Studio in formulating the right strategic steps and become a reference for other beauty business actors in developing their businesses.

Keywords: Business Development Strategy, SWOT Analysis, Business Model Canvas, Wink Beauty Studio, Beauty Industry.

1. Introduction

In this modern era, business development is increasingly competitive. It is proven that there are many service businesses that can be easily found in everyday life, such as a beauty salon business that focuses on women's care. In general, women want to look attractive. In the use of

beauty makeup and other accessories, there are many products or salons that provide various services that can support a desired appearance. One of the beauty accessories that is now used by women is the art of nail makeup or better known as nail art (Permatasari et al., 2024).

Nail art is the art of decorating nails. The process requires a special nail polish that is applied to the top of the nail or plastic nail by mixing the art of drawing and color and the polish of a nail brush that can produce a canvas art on the nail. Nail art itself is not new in the tradition of female beauty. Nail art is also useful to help women overcome problems such as broken, wavy nails and even to extend nails quickly. Nail art is now very rapidly growing from children to adults in all regions in Indonesia and especially in the Dalung area, Badung Bali. In addition, developments in the various business world are very tight, causing competition in the business of creating products and services (Kaunang et al., 2024). Along with the increasing demand for nail art services, more and more nail art businesses are emerging, including Wink Beauty Studio, which focuses on providing quality nail beauty services.

Wink Beauty Studio is a nail art beauty service business established in 2017 in Bandung. In this business, Wink Beauty Studio offers nail care and design services for its customers and in its role Wink Beauty Studio also serves as a nail care consultant. In its journey, Wink Beauty Studio has been running for approximately 3-4 years with fairly stable development, characterized by growth in the number of customers.

However, the high competition in this sector is a significant challenge for businesses, including Wink Beauty Studio. To survive and thrive, every business needs to have the right strategy to compete, retain customers, and create unique value in a competitive market. This is where business development strategies play an important role in determining the right direction and policies to strengthen business positions.

One approach that can be used in developing a business development strategy is through SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) and Business Model Canvas (BMC). This approach provides a comprehensive overview of the internal and external conditions that affect the business, and maps the main elements that support business operations and sustainability.

Preparation of Wink Beauty Studio's business development strategy using SWOT analysis and Business Model Canvas approaches. In identifying various problems that arise in the company, very careful research is needed so that it can find a very fast and precise strategy in overcoming the problems that arise in the company (Sutiarkoro, 2018). This research is expected to provide concrete solutions for companies to optimize their business potential, and face existing challenges with appropriate and sustainable strategies. Therefore, this research becomes very relevant in helping Wink Beauty Studio strengthen its position in the beauty industry, increase competitiveness, and achieve sustainable growth in the future.

2. Literature Review

2.1 Entrepreneurship

Entrepreneurship is the process of identifying, developing, and bringing into opportunity innovative ideas and better ways to conduct business. The goal of entrepreneurship is to generate innovative new ventures to achieve set business objectives. Entrepreneurship includes various aspects, such as creating risks or uncertainties along with developments and challenges,

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such as economic crises, understanding of how businesses can develop better, and how to make businesses. The person who makes the effort is called an entrepreneur. Entrepreneurship is the process of creating something different in value by using the effort and time required, assuming the financial, psychological and social risks that come with it, and receiving monetary rewards and personal satisfaction. Entrepreneur is someone who is free and has the ability to live independently in carrying out his business activities or business or life (Puji Hastuti, 2020). Entrepreneurship means business movement efforts carried out independently by both individuals and groups (as long as they have the same goals and perceptions); by finding ideas and creativity to create or obtain goods or services which are then utilized in order to achieve goals (profits) both commercial and social (Bairizki, 2017).

2.2 Analysis SWOT

SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but can simultaneously minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Thus, strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) under current conditions. This is called a Situation Analysis. The most popular model for situation analysis is SWOT Analysis (Nuryani et al., 2023).

It can be effectively used to build organizational strategy and competitive strategy. In accordance with the systems approach, organizations are wholes that interact with their environment and consist of various subsystems. In this sense, an organization exists in two environments, one being within itself and the other being outside. It is a necessity to analyze these environments for practical strategic management. This process of examining an organization and its environment is called SWOT Analysis.

2.3 Business Model Canvas

Business Model Canvas (BMC) is a visual representation tool that allows us to thoroughly understand the business processes of a company or organization with just one sheet of paper or slide. With BMC, we don't need to create a long business plan document, and it makes it easier for budding entrepreneurs to map and analyze their business model (Candradiningrat et al., 2021). A business overview process scheme that describes the view of a company or organization can realize, deliver, and get value. It is a simple framework for creating, evaluating, and transforming business models. It can be used effectively for business development strategies, by describing the business processes in a business to get value from several elements on the business model canvas.

2.4 Previous research

Table 1. Penelitian Terdahulu

No	Research Title / Author	Journal Name/Publisher	Analysis Method	Research Results	Similarities & Differences
1	Analisis disruptive marketing pada perusahaan startup (PT.	Jurnal Kajian Manajemen Bisnis (JKMB) Vol 12,	Qualitative method with SWOT analysis approach	The research results of the SWOT analysis show that Gojek's management direction in increasing service	Similarities: 1. Research method 2. S-O strategy research results Differences:

No	Research Title / Author	Journal Name/Publisher	Analysis Method	Research Results	Similarities & Differences
	Gojek Indonesia) / Ridlwan Muttaqin			sales through the concept of Disruptive Marketing is in a Stable Growth Strategy condition, meaning that Gojek is pursuing maximum growth by strengthening market share, pursuing profits, and strategy.	1. Object studied
2	Business Development Strategy in the Jiwek Asli Mirasa Traditional Food Business Field Using SWOT Analysis and Business Model Canvas. / Gugun Darmawan, Ridlwan Muttaqin, Erna Herlinawati	Dinasti Jurnal Internasional Manajemen Bisnis Digital	Qualitative case study method with SWOT analysis approach and Business Model Canvas	Research Results Through SWOT analysis, it was found that the right business planning and development strategy was used to increase sales of mirasa's original jiwek traditional food, the results of the study indicate an aggressive development strategy, namely market penetration and market development. the strategy develops the results of the SWOT analysis, namely the S-O strategy.	Similarities: 1. The problem under study. 2. The analysis approach used. 3. SWOT Analysis strategy results. Differences: 1. Object Research Object 2. Results of Business Mapping Analysis on the Business Model Canvas.
3	Strategy of development of the business of the farmers group in the district of Bandung/ Ajeng Monika,	Journal of Management Science (JMAS)	This research uses the QSPM Method and SWOT Analysis approach	The results of this study provide results on the Internal and External Matrix (IE), namely the potato farmer group is in cell position V, market penetration and product development are	Similarities: 1. the SWOT analysis approach used Difference: 1. Discussion Result 2. Object of research

No	Research Title / Author	Journal Name/Publisher	Analysis Method	Research Results	Similarities & Differences
	Fanji Wijaya			strategies that can be used.	
4	Strategi Bisnis dalam Mengembangkan Usaha Pada Kelompok Tani Kopi Buntis/ Fanji Wijaya	Jurnal Indonesia Membangun	this research uses qualitative. object of research, using SWOT analysis	The results of research here using the swot analysis method show that the Buntis coffee farmer group is in quadrant VIII position, this position indicates growth.	Similarities: 1. The problem studied in the number of competitors 2. The approach used 3. Research method Differences: 1. Research Results
5	Formulation of Business Development Strategy Through SWOT Approach and Business Model Canvas/ Fitria Lestari, Ridlwan Muttaqin.	International Journal of Finance Research	Qualitative case study method with SWOT analysis approach and Business Model Canvas	The results refer to two strategies: the harvest strategy, which focuses on profitability and cash flow in the short to medium term; and the divestment strategy, which is used to add capital to the investment plan or follow the acquisition strategy that has been selected for the next process. Development, innovation and technology must continue.	Similarities: 1. Research Methods Difference: 1. Object of Research 2. Research results 3. Defined strategy

Sumber: diolah peneliti, 2024

3. Research Method

In this research method, Wink Beauty Studio's business development strategy is evaluated through a descriptive qualitative approach. The descriptive analysis method is used to gain an in-depth understanding of the object of research from the data collected. This method is used to provide a comprehensive picture of the internal and external conditions of the company, as well as to find opportunities and obstacles faced when developing a business (Wijaya, 2021). Interviews were conducted with the owner and management of Wink Beauty Studio to find out about the current business model and business growth plans. Observation of operations at Wink Beauty Studio to understand business processes and discover internal and external factors. Most of the research subjects were the business owner, key staff, and regular customers of

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Wink Beauty Studio. In addition, external parties such as suppliers and working partners were also asked to participate to enhance the data. The data obtained from interviews and observations were analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of Wink Beauty Studio. The SWOT analysis will be designed to optimize the strengths and opportunities owned and identify all weaknesses and threats faced and business structuring will utilize the Business Model Canvas (BMC) as a tool. Business models make it easy for planners and decision makers in the company to see the logical relationship between components in their business, so that value for consumers and value for the company can be generated (Sultan & Hasbi, 2018).

To increase the validity of the data, triangulation was carried out using various data sources (interviews and observations). Data reliability was maintained by using structured and consistent interview and observation guides. meeting with the main business owner of the nail art beauty business Wink Beauty Studio to analyze existing problems and design a strategic analysis process and business mapping.

4. Findings and Discussions

The SWOT analysis provides insight into the various internal and external factors affecting Wink Beauty Studio's nail art beauty industry business, as well as how to integrate important elements of the BMC to support growth. Primary data was collected through interviews with MSME owners to answer the problem formulation and identify the Business Model Canvas (BMC) and SWOT analysis (Lestari & Muttaqin, 2024). With this, the author invites business managers to discuss related data that will be poured into SWOT analysis and Business Model Canvas which aims to design a business development strategy for Wink Beauty Studio. The company's strategic factors obtained are then included in the IFAS and EFAS tables before weighting each of the company's strategic factors (Muttaqin, 2020). With the implementation of this discussion, the author hopes that it can provide significant benefits in maintaining his business and developing it in the present and future.

4.1 Analysis SWOT

The data that has been collected will be identified to analyze matters concerning Wink Beauty Studio's internal issues and weighting will be carried out to find scores on the data that has been analyzed. The purpose of weighting and scoring is to find the strategic components of the company that have a positive or negative impact. Strengths and opportunities are examples of positive elements, while weaknesses and threats are examples of negative elements. internal factors directly or indirectly affect the company (Darmawan et al., 2024).

The weight obtained is determined by the identification of factors that the author gets from the owner of Wink Beauty Studio, the weight value on each factor is based on how much impact it has on business goals with an overall value of 1.0. on the rating assessment obtained with a value of 1 - 4, with provisions on strengths and opportunities 3-4 and on weaknesses and threats 1-2. the results of the two values are multiplied in order to get a total value. The results of weighting and assessment will be applied in the following table:

Table 2. The results of the calculation of the weight of the Wink Beauty Studio nail art IFE matrix

No	Strength	Rating	Weight	Score
1	Service expertise in nail art	3,6	0,14	0,51
2	Equipment used	3,3	0,14	0,47
3	Personalized and customizable service	3.2	0,09	0,27

4	Comfortable practice room atmosphere	3.6	0,14	0,51
5	Products used	3.5	0,06	0,20
Total				1.97
No	weakness	Rating	Weight	Score
1	Limited resources	1.1	0,09	0,09
2	Limited promotion	1.3	0,14	0,19
3	Limited innovation	0.8	0,11	0,13
4	Limited market segmentation	1,2	0,09	0,10
Total			1,00	0,47

The IFE matrix is organized in weighting and rating to get the total IFE. The data in the IFE matrix is obtained from interviews with business owners and direct observation. The IFE matrix in SWOT analysis is used to identify and evaluate internal factors including Strength (Strength) and Weakness (weakness) contained in the business (Monika & Wijaya, 2024). The results of processing SWOT internal factors are 1.97 strengths and 0.47 weaknesses, from the results of this management the resulting score is 2.44. the total IFE value owned by Wink Beauty Studio is the score obtained. In the IFE matrix research results and discussion are addressed comprehensively. Wink Beauty Studio's main strengths in the Nail Art business lie in the service expertise here nail art as well as the comfortable atmosphere of the practice room. However, the studio faces internal challenges such as limited resources, less than optimal promotion, limited market segmentation, and lack of innovation in additional services.

Table 3. The results of the calculation of the weight of the Wink Beauty Studio nail art EFE matrix.

No	Opportunity	Rating	Weight	Score
1	The ever-growing beauty trend of nail art	3.1	0,09	0,29
2	Increased awareness of self-care	2.8	0,06	0,17
3	digital market growth opportunities	3	0,09	0,28
4	Collaboration opportunities with beauty influencers	2.7	0,11	0,29
5	Nail art that has been recognized in various age groups	2,6	0,12	0,30
6	Continued care service opportunities	2.9	0,13	0,37
Total				1,70
No	Threath	Rating	Weight	Score
1	Competitors with high capital use high-end products	1.8	0,14	0.26
2	Large number of competitors in the same field	2,0	0,08	0,17
3	Unstable decline in consumer purchasing power	0.9	0,11	0,10
4	Rapid changes in nail art model trends	1.3	0,06	0,08
Total			1,00	0,61

The preparation of the EFE matrix results is the same as the IFE matrix which is weighted and rated to get the final total. In this EFE matrix, the score is 1.70 for opportunities and 0.61 for threats, the EFE matrix results in a score of 2.31. Wink Beauty Studio's biggest factor is the great opportunity in the development of nail art services through the utilization of growing beauty trends, digital growth, and high awareness in self-care. However, Wink Beauty Studio must also be prepared to face threats from competition, rapid trend changes, the consumer economic crisis, and competitors who have large capital.

Based on the results of the IFE and EFE matrices, the data analysis that will be described is as follows:

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IFE Matrix

$X = \text{total strengths} - \text{total weaknesses}$

$X = 1,97 - 0,47$

$X = 1,5$

Based on the EFE matrix, we can determine the position of the Y axis with the following formula:

$Y = \text{total opportunities} - \text{total threats}$

$Y = 1,70 - 0,61$

$Y = 1,09$

Based on the results of the description of the IFE and EFE matrices, it can be concluded that the X-axis position is at point 1.5 and the Y-axis position is at point 1.09. The following is a picture showing the strategic position of the two matrices.

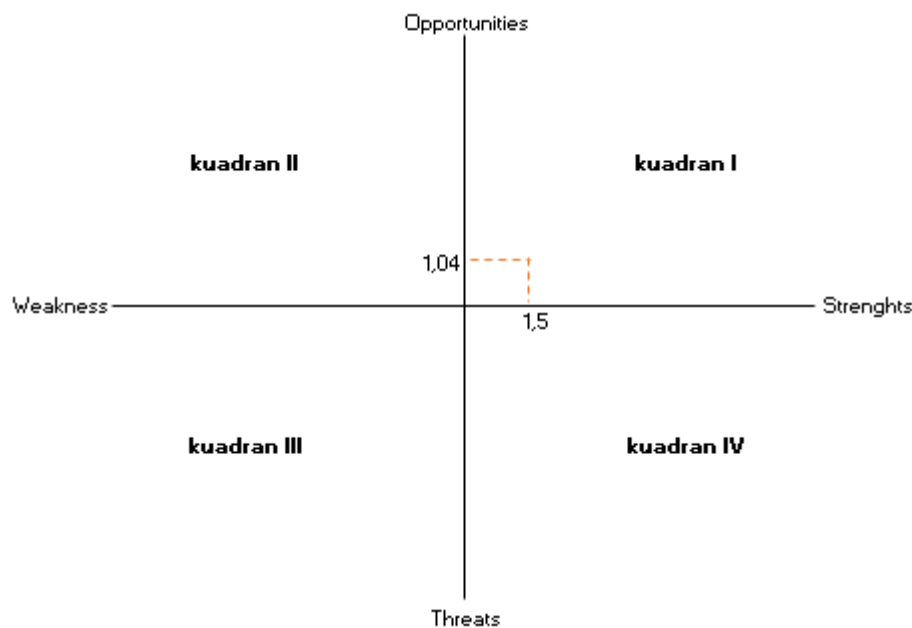


Figure 1. IFE and EFE Matrix Quadrants

Source: Processed data, 2024

The SWOT quadrant in Figure 1 shows that the position of the IFE and EFE matrices is in quadrant 1. This means that quadrant 1 is a very favorable situation, Wink Beauty Studio has internal opportunities and strengths, with the strengths possessed can take advantage of existing opportunities to benefit Wink Beauty Studio. With these results, the right strategy to use is an aggressive development strategy, namely market penetration and market development.

The preparation of an appropriate strategy is to utilize the strengths possessed in significant opportunities, namely the S-O strategy. The development strategy analyzed using SWOT analysis will be applied to the SWOT interaction matrix in the following table.

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Table 4. Matriks Interaksi SWOT

	Strength	Weakness
	• Production skills in nail art. S1 • Quality of equipment used. S2 • Personalized service. S3 • Comfortable practice room atmosphere. S4 • Products used. S5	• Limited resources. W1 • Limited promotion. W2 • Limited segmentation. W3 • Limited innovation. W4
Opportunities	Strategi S-O	Strategi W-O
• The ever-evolving beauty trend of nail art. O1 • Increased awareness of self-care. O2 • Digital market growth opportunities. O3 • Collaboration opportunities with beauty influencers. O4 • Nail art that is already recognized in various circles. O5 • Opportunity for ongoing maintenance services. O6	• Optimizing production expertise by following consumer desires to be able to keep up with new trends and ongoing maintenance (S1,S3) - (O1,O6) • Optimizing the atmosphere of a comfortable practice room and maximizing the use of equipment in order to gain consumer confidence to become regular customers and can publish it on social media to attract digitas market opportunities (S4, S2, S5) - (O2, O3, O6,) • Create an online store and collaborate with influencers to introduce services and products in order to attract wider consumers (S1,S2,S4) - (O2,O3,O5) • Creating attractive promos in collaboration with influencers can attract more nail art treatment	• Recruiting labor (W1,W2) - (O1,O2,O3) • Making promotions with offline and online (W2,W3) - (O1,O3,O6) • Make new innovations with vintage and modern models and models that can be liked not only among young people but also among the elderly and children (W3,W3)-(O1,O5,O6)

	enthusiasts. (S1,S2) - (O2,O3,O4,O5). • Create social media accounts to introduce the advantages of products, services, production results, services. (S1,S2,S3,S4,S5) - (O1,O2,O3,O4,O5,O6).	
Threats	Strategi S-T	Strategi W-T
• Many competitors in the same field. T1 • Competitors with high capital use high-end products. T2 • Unstable decline in consumer purchasing power. T3 • Rapid changes in nail art model trends. T4	• Introducing the products used and providing education about the composition and advantages of the products used (S1,S3,S5) - (T1,T2,) • - Maximizing production expertise by exploring the latest models (S1,S2)- (T1,T2,T4) • Providing package options at more affordable prices with products that adjust prices but are still safe to use (S2,S3,S5)- (T1,T3)	• Create simple tutorials for nail care and provide care education and open consultation services for the choice of products to be used (W1,W2,W4) - (T1,T2,T3,T4)

Data Source: Processed data 2024

Looking at the results that have been described, it is clear that the strengths of Wink Beauty Studio are having production service expertise and a comfortable practice room atmosphere, so the strategy that supports the development of the business is to develop competitive product innovations in order to retain consumers, optimize production services by maintaining a comfortable practice room atmosphere, create a social media account to introduce the advantages of Wink Beauty Studio and create advertisements and promotions through collaboration with beauty influencers to publicize the advantages of services, results, products, and equipment used so that they can attract more and wider consumers and build broad consumer confidence.

4.2 Bussines Model Canvas

This can be used as an effort to refine the development strategy that will be designed to develop Wink Beauty Studio's nail art beauty business. the results of the SWOT analysis will be developed on the Bussines Model Canvas mapping.

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Tabel 5. Bussines Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
- Product and equipment suppliers. - Beauty influencers and brands. - Online platforms.	- Quality service. - Offline and online promotion. - Customer experience management	- Unique and personalized nail art designs. - Quality products and equipment. - Convenient and professional service.	- Personal approach to service. - Customer loyalty programs. - Customer feedback.	- Young and mature woman. - Customers who about nail care. - Customers who need personalized service.
		Key Resources	Channels	
		- Human resources. - Quality products and equipment. - Brand and reputation.	- Social media and e-commerce. - Digital platfroms.	
Cost Structure		Revenue Streams		
- Labor costs. - Purchase of nail art products and equipment - Operational costs. - Promotion and marketing.		- Nail art sevice sales. - Sales of nail care products. - Nail care equipment sales. - Additional services.		

Data Source: Processed data 2024

Value Proposition, the value that Wink Beauty Studio offers to its customers is a unique and personalized design, the use of high quality products and a comfortable and professional service experience. Wink Beauty Studio's Value Proposition can provide more experience value for customers so that they can get a nail design that is tailored to their wishes, including innovative styles and trends and the products used are environmentally friendly and safe for nails, ensuring customer satisfaction and health as well as with an aesthetically pleasing practice room atmosphere and friendly service from staff adding comfort for customers during treatment. this is what will make Wink Beauty Studio prospects able to get new customers and expand the customer network and indirectly be able to stay in a position that has many other competitors.

Channel, Wink Beauty Studio's distribution channel by marketing on digital platforms and social media to make it easier for customers to access the latest information about updates from Wink Beauty Studio regarding promotions, consultation services and online service reservations. With this, it can provide convenience for customers in the purchasing decision segment and services.

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Key Activities, the main activities carried out to generate value for customers. The key activities at Wink Beauty Studio are providing innovative nail design services, healthy nail care, the latest nail art trends, creating online and offline promotions, managing customer experience during the service process at the studio, from a comfortable studio atmosphere to interaction with staff.

Customer Relationship, through the following elements, refers to how a business interacts with and maintains customer loyalty. At Wink Beauty Studio, customer relationships are built through a personal approach to service, customer loyalty programs and customer feedback. This way can provide each customer with special attention and services tailored to their needs as well as discounts or exclusive offers given to regular customers who have repeatedly used the service, besides that Wink Beauty Studio provides freedom of service to customers by listening to customer input and improving services based on their suggestions to maintain good relationships and improve service quality. This is often done because it has a high potential to maintain consumer trust.

Customer Segment, the group of people or entities that Wink Beauty Studio targets. Wink Beauty Studio's main customer segments include young and mature women who are interested in nail care and nail art, those who are health conscious about nail care and those who want a special and unique nail art design for a specific occasion or as a personal expression.

Revenue, this element is very significant to a business because this is how the company's financial flow from its customers. Wink Beauty Studio seeks to increase its revenue for business profits in order to meet its achievement standards. Wink Beauty Studio's financial flow comes from selling nail art services, selling gel polish nail care products, nail scare kits and other products to be used for daily care at home, in addition Wink Beauty Studio gets revenue from supporting services such as manicures pedicures and nail package services for certain events.

Key Resources, important assets owned or managed by Wink Beauty Studio to run its operations in the form of a skilled workforce in the art of nail art who handle customer service, safe and high-quality nail art products, as well as proper tools and Wink Beauty Studio's reputation as a place that provides high-quality nail art services to be every practice can produce satisfactory and sterile results. This is done to contribute to customer loyalty.

Key Partnerships, external parties that assist in the operation and development of the Wink Beauty Studio business include suppliers of nail care products and operational equipment, suppliers provide nail polish, gel polish and nail care materials and competent equipment. Parties that assist in the development of Wink Beauty Studio's business are several beauty influencers and beauty brands that will collaborate to assist in the promotion and marketing of nail art services.

Cost Structure, this element refers to the details of expenses incurred by the company to run a business. Wink Beauty Studio's main costs are in the form of labor costs which are the main component in studio operations, spending on beauty products, tools, high-quality ingredients, operational costs for location rent, electricity, and facility maintenance.

The Business Model Canvas for Wink Beauty Studio in the Nail Art beauty industry includes key elements that can drive business development, from partners that support operations to strong customer relationships through personalized services and digital promotions. By capitalizing on emerging beauty trends, as well as optimizing internal and external resources, Wink Beauty Studio can strengthen its position and expand its market reach. Wink Beauty

Studio also needs to continue to innovate its value proposition, maintain service quality, and utilize technology and social media to reach more customers.

5. Conclusion

The results of this study show that the business development of Wink Beauty Studio in the beauty industry, especially nail art services, can be done effectively by using the SWOT and Business Model Canvas approaches. Through SWOT analysis, various strengths, weaknesses, opportunities, and threats faced were found, which helped in formulating the right development strategy. The right strategy that can be used by Wink Beauty Studio is the S-O (strengths Opportunities) strategy which Wink Beauty Studio can do to develop its business with the situation at hand. The use of the Business Model Canvas framework provides a more structured strategic view of the key elements that support Wink Beauty Studio's business operations and growth. Some important points that can be obtained in using the Business Model Canvas framework are the importance of collaboration with partners such as suppliers and influencers, the use of social media as the main channel for marketing services and a focus on customer experience and service personalization as a superior value proposition.

By maximizing strengths and opportunities, and overcoming weaknesses and threats, Wink Beauty Studio can optimize its growth and competitiveness in the nail art beauty industry. The implementation of business development strategies based on the results of this analysis will help the studio face market challenges while capitalizing on existing potential to maintain and expand its market share.

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