

Profits in 10 Minutes at :10 Minute Manicure

With an emphasis on airport retail, :10 Minute Manicure has grown from one store to 11 in less than two years, delivering exactly what its name suggests—quick manicures. *by Dan Rafter*

As soon as Lorraine O'Neil saw her first customers at :10 Minute Manicure's freestanding store in Ohio's busiest airport two years ago, she knew the concept was destined to be a success.

O'Neil, who along with partners Vivian Jimenez and Karen Janson had come up with the idea for the business, still remembers how normally preoccupied travelers would stop in their tracks to take a look at the first :10 Minute Manicure store when it opened in Cincinnati's Northern Kentucky Regional Airport.

"A 'wow!' came over their faces," O'Neil recalls. "They'd look at their watch, see that they had 10 minutes to spare and then they'd smile," and sit down for a manicure.

The concept turned out to be so popular that the Cincinnati store ended its first year of operations with sales of \$1,800 per square foot.

Over the next two years, the company opened 10 more locations in North America, most in airports. If the airport has a large enough supply of enplaning passengers, the company can operate multiple locations. A second location in Cincinnati airport opened last summer with three nail stations, a chair massage station, luggage storage and a selection of cosmetic products geared to travelers. Toronto International Airport now has three locations.

The :10 Minute Manicure (www.10minutemanicure.com) takes advantage of two trends, O'Neil explains. First, thanks to long security lines and a plethora of delayed or cancelled flights, travelers are spending more time than ever at the airport. Second, "more people than ever like to get their nails professionally done," O'Neil explains. "If they're already stuck in an

airport, our business allows them to get this service taken care of while they're waiting for their plane."

That includes travelers coming and going. For those heading to vacations or meetings where they want to look their best, :10 Minute Manicure is a time-saver and convenience offered at just the right time. For those returning from trips, they'd much rather have a manicure while waiting for a flight at the airport "than have to get home and worry about getting this service done on the weekend," O'Neil says.

The company plans to open six more locations over the next six months, among them stores in JFK International Airport, Miami International Airport and Dulles International. The concept also has great growth potential outside the airport market, O'Neil points out. :10 Minute Manicure locations are already bustling in downtown Miami and in the West Edmonton Mall in

Alberta, and more non-airport locations are in the works.

"I think it's important for people to know that we are, in my mind, revolutionizing the nail-care industry," O'Neil says. "We've taken what's been around for hundreds of years—the manicure—and are making it accessible, time-wise, to more people. For those people who want the luxury, but don't necessarily have the time to get it, we are making it convenient for them."

As O'Neil and her partners know, in the travel market in particular, convenience sells.



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