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Fingertips: how women entrepreneurs are reshaping the beauty and wellness business in India

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CASE TEACHING NOTES

Abstract

Learning outcomes

To understand how beauty and wellness business is run by women entrepreneurs in India and to understand the challenges faced by women entrepreneurs in India.

Case overview/synopsis

Nikita Patel is an women entrepreneur from a small town called Indore in India. She wanted to run a spa business and started a mobile spa venture called "Atheeva" to offer spa services. However, her venture ran into trouble because of objections from male members in the family and due to feeling of insecurity among her female staff members. She had to close down Atheeva after running the business unit for eight months. Undaunted by the failure, she again started a new venture called "Fingertips" to offer Nail Spa services. This time she took the help of digital marketing to promote her business and started spreading her business into different cities through franchisee route. However, she again faced headwinds in business due to rising attrition rates and challenges of maintaining work-life balance. This case covers the journey of a women entrepreneur as she faces multiple challenges and overcomes them and seeks answers to the path she should take to take her business to the next trajectory of growth.

Complexity academic level

Gives strategic insight of challenges faced by Women Entrepreneurs in India.

Supplementary materials

Teaching notes are available for educators only.

Subject code

CSS 3: Entrepreneurship.

Keywords

Entrepreneurship Competitive strategy Digital marketing

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Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

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