

Picth Deck 2024

Om Makeup and Hair

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ABOUT US

Om Makeup and Hair is a distinguished professional makeup artist training center, proudly approved by the **National Skill Development Corporation (NSDC)**, a Government of India undertaking under the Ministry of Skill Development. We specialize in offering a comprehensive range of courses designed to empower individuals with the skills and expertise needed to excel in the beauty and makeup industry.





VISION

To be a globally recognized leader in professional makeup artistry training, setting new benchmarks in quality and innovation.

MISSION

Empowering individuals with cutting-edge skills and knowledge to thrive in the dynamic beauty and makeup industry.

MARKET PROBLEMS

- **Industry Skill Gap:**
 - There is a significant gap between industry demand for skilled makeup artists and the availability of trained professionals.
- **Quality Training Accessibility:**
 - Limited access to quality training programs that meet industry standards.
- **Technological Integration:**
 - Lack of integration of modern techniques and technologies in traditional beauty training.
- **Career Advancement:**
 - Challenges faced by professionals in accessing advanced courses and certifications.
- **Industry Reputation:**
 - Addressing concerns regarding the credibility and certification of makeup artists.



OUR SOLUTIONS

- **Comprehensive Curriculum:**
 - Offering a wide array of courses from basic to advanced levels, ensuring holistic development.
- **Industry-Aligned Training:**
 - Aligning curriculum with current industry trends and standards to bridge the skill gap.
- **Advanced Techniques:**
 - Introducing modern techniques and technologies to enhance skill proficiency.
- **Certification Programs:**
 - Providing recognized certifications to validate skills and enhance career prospects.
- **Professional Development:**
 - Fostering continuous learning through masterclasses and specialized diplomas.



OUR OFFERINGS

- **Certificate in Makeup Artist**
- **Certificate in Beauty Therapist**
- **Certificate in Hair Stylist**
- **Certificate in Nail Treatment**
- **Diploma in Beauty Therapy & Management**
- **Diploma in Fashion Media Makeup**
- **Diploma in Spa Management**
- **Basic to Advance Courses**
- **Masterclasses**



WHY CHOOSE US



NSDC Approval:

- Endorsement by NSDC ensures credibility and industry relevance.



Wide Course Selection:

- Extensive range of courses catering to various aspects of beauty and makeup.



Modern Techniques:

- Integration of contemporary techniques and technologies in training modules.



Career Support:

- Comprehensive support for career advancement through certifications and skill enhancement.

MARKET SIZE

- The global beauty market is currently valued at approximately \$511 billion. In 2022, the Beauty and Personal Care industry generated **\$564.40 billion** in revenue, and it is projected to grow at a compound annual growth rate **(CAGR) of 4.76%** between 2022 and 2026. Additionally, the makeup market specifically was valued at **\$41.49 billion in 2023** and is expected to reach **\$70.80 billion by 2032**, exhibiting a **CAGR of 6.24%** during the forecast period. Keep in mind that these figures reflect the overall beauty and cosmetics industry, which includes skincare, fragrance, makeup, and haircare.



Our Target Market



Aspiring Makeup Artists:

- Individuals seeking professional certification and skill development.



Beauty Professionals:

- Existing professionals aiming to upgrade their skills and certifications.



Career Changers:

- Individuals transitioning into the beauty and makeup industry.



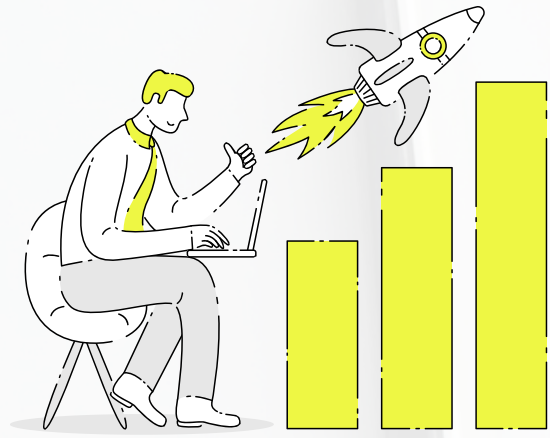
Entrepreneurs:

- Future salon and spa owners looking to build their expertise.

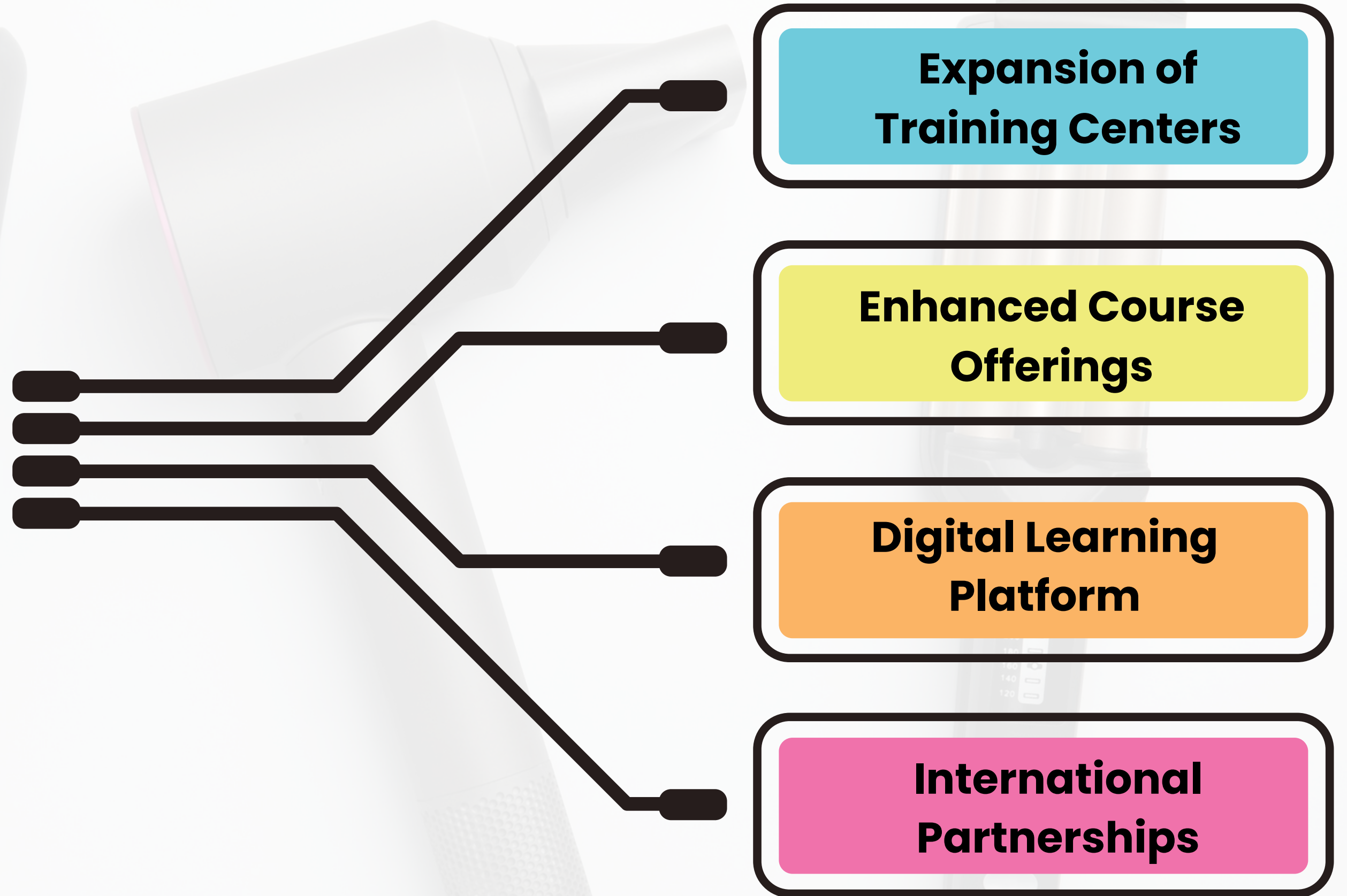
Go To Market Strategy

- **Digital Marketing Campaigns:** Leveraging social media and digital platforms for outreach.
- **Industry Collaborations:** Partnering with beauty influencers and industry associations for endorsement.
- **Events and Workshops:** Hosting workshops and events to showcase expertise and attract potential students.
- **Referral Programs:** Implementing referral incentives for alumni and industry professionals.





AIM TO SCALE UP



REVENUE MODEL

- **Course Fees:** Revenue generated from tuition fees for various training programs.
- **Consultancy Services:** Offering expert consultancy to beauty businesses and professionals.
- **Product Sales:** Sales of beauty products and equipment through our affiliated partners.
- **Corporate Training:** Providing customized training solutions for corporate clients in the beauty sector.

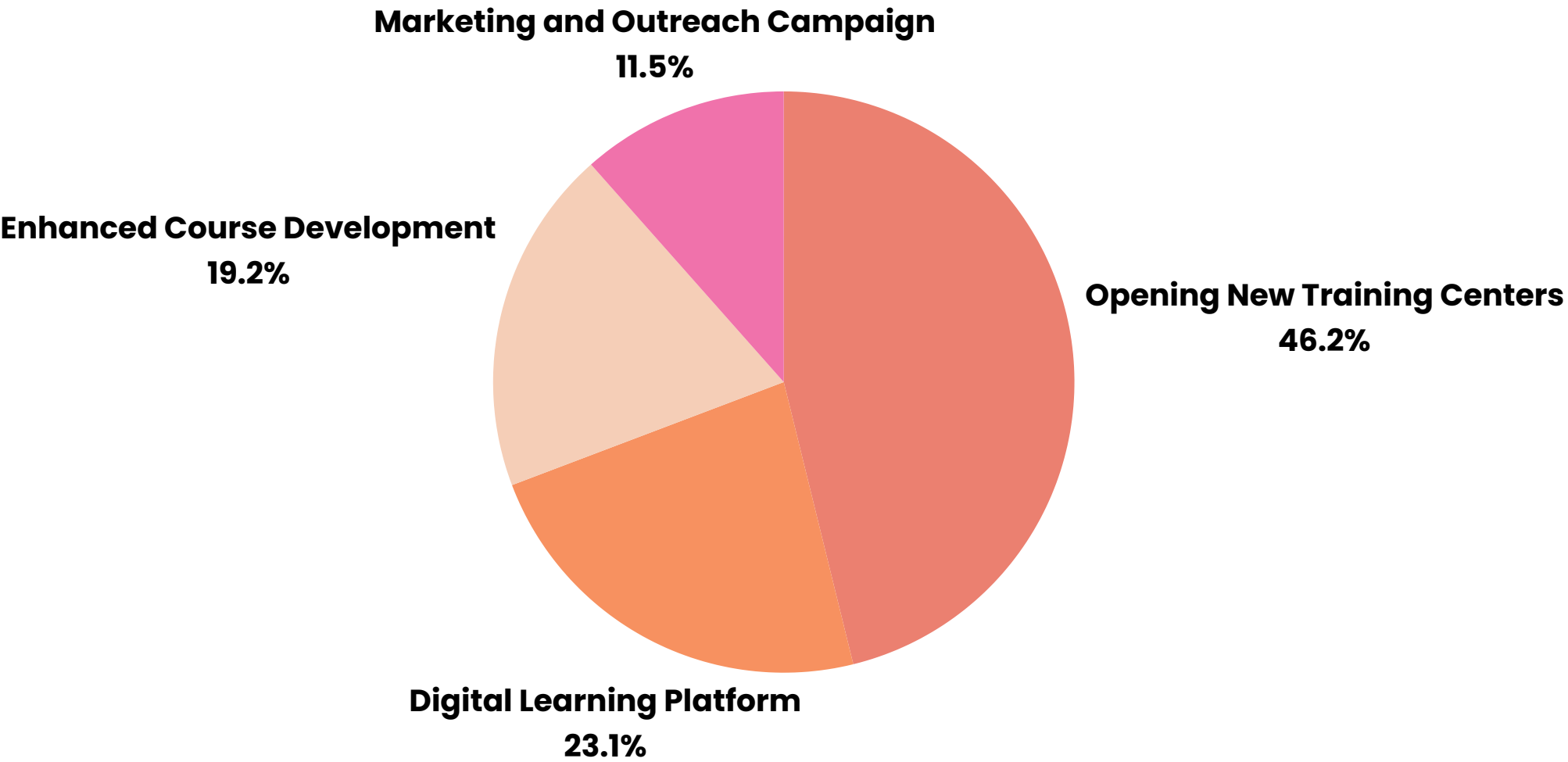


COMPETITORS ANALYSIS

Our USP	Other Companies
NSDC Approved Courses	Lack NSDC endorsement
Wide Range of Specialized Courses	Limited course offerings
Modern Techniques and Technologies	Traditional teaching methods
Career Support and Placement Assistance	Limited or no career services

FUND UTLIZATION

Item	Amount (\$)
Opening New Training Centers	6,000
Digital Learning Platform	3,000
Enhanced Course Development	2,500
Marketing and Outreach Campaign	1,500



Profile



Om Vithal Abnave
INTERNATIONAL MAKEUP
ARTIST


Om Vithal Abnave is an accomplished entrepreneur with a diverse portfolio of successful ventures in the education and vocational training sectors. With a visionary approach to skill development and industry relevance, Om has been instrumental in establishing Om Makeup and Hair as a leading professional makeup artist training center approved by the National Skill Development Corporation (NSDC), under the Ministry of Skill Development, Government of India. His leadership has enabled the institute to offer a comprehensive range of courses designed to empower individuals with cutting-edge skills in beauty therapy, makeup artistry, hair styling, and spa management. Om Vithal Abnave's commitment to quality education and continuous innovation underscores his role in shaping the future of the beauty and wellness industry through accessible and industry-aligned training programs.

KALYAN
ON STAGE
LIVE DEMO



OM ABNAVE

INTERNATIONAL MAKEUP ARTIST

 om.makeup.hair



Presents

MAKEUP
CARNIVAL

KALYAN MUMBAI

AUGUST
11 & 12
2024

ENTRY FEES

₹ 600/-

2 DAYS LUNCH AND CERTIFICATE

BACKSTAGE
PARTICIPATE

₹ 1500/-

FRAME CERTIFICATE
& TROPHY


BEST MAKEUP
ARTIST AWARD SHOW

₹ 2000/-

FRAME CERTIFICATE
& TROPHY

STALL BOOKING & SPONSORSHIP CALL
9324543861 | 9326776460

TIME: 9:00 TO 5:00PM

 sb_bridal_studio_event



GET CONNECTED WITH **US**

Contact Information



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*Thank
you!*