

TouchUp Business Plan

Executive Summary

TouchUp is a premium beauty vending machine business that provides convenient access to beauty and personal care essentials through smart self-service kiosks located in high-traffic areas across Lebanon.

Business Concept

Our vending machines offer a curated selection of makeup, skincare, sunscreen, feminine care products, fragrances, hair accessories, and travel-size essentials. Machines will be strategically placed in malls, hotels, airports, universities, beach clubs, and entertainment venues.

Market Opportunity

Consumers frequently need last-minute beauty products while traveling, attending events, or during daily activities. TouchUp provides a fast, cashless, and convenient solution available whenever customers need it.

Funding Request

TouchUp is seeking \$30,000 in funding to purchase and install the first vending machine, secure inventory, develop branding, and support launch activities.

Use of Funds

Vending Machine Purchase, Initial Inventory, Branding & Design, Payment System Integration, Installation & Logistics, and Marketing & Launch Campaign.

Financial Projections

Year 1 Revenue: \$25,000 | Profit: \$8,000
Year 2 Revenue: \$75,000 | Profit: \$30,000
Year 3 Revenue: \$150,000 | Profit: \$67,500

Growth Strategy

The initial launch will focus on one flagship machine in Beirut. Following successful performance, TouchUp will expand to multiple locations across Lebanon through strategic partnerships with malls, hotels, airports, and lifestyle destinations.

Vision

To become Lebanon's leading beauty vending machine network by making beauty and self-care products accessible anytime, anywhere.