

Jadomte' Mobile Nail Bar brings salon on wheels concept to Omaha area

by Michelle Leach

One may be inclined to assume new mobile services businesses are an outgrowth of the pandemic; however, Sabrina Mahupete had the foresight to form Jadomte' Mobile Nail Bar well before COVID-19 was an inescapable, daily reality. The effects of the crisis have only underscored the value that patrons find in the salon-on-wheels, which its founder ultimately aims

to franchise in the future.

"Funny story is, I literally just started getting my nails done a month and a half ago," said Mahupete last month. "I've never really been a beauty-conscious person, but all of my friends are."

Nails and related services came to the forefront in Mahupete's life after she was laid off her from her job in the railroad industry in October 2018. Two

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Founder and owner Sabrina Mahupete eyes making her mobile nail bar a franchise brand and household name. (Photo by Monica Sempek)

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weeks later, she enrolled in nail school — recalling earlier conversations with a friend who did nails.

"She would always ask me how to build her business," Mahupete said. "Being a working mom with a stressful job, I said if you would go to peoples' homes and do their nails, they would love you forever. And that was something she never got around to doing."

Mahupete, however, embarked on the concept without delay. By the time nail school wrapped in February, Jadomte' Mobile Nail Bar was no longer just a great idea and new concept for the market.

In fact, she recalled leveraging global connectivity to team up with a professional in South Africa on the logo and broader brand; the "Jadomte'" refers to the names of her children and her married name.

"I really believe that things happen for a reason," Mahupete said. "This business opened right before the pandemic got real-

ly, really bad. It positioned me to be a key player during the pandemic for people who love to have their nails done, and who don't want to take the risk of getting COVID or of spreading it."

Now that senior communities have reopened to visitors, this market has presented opportunities.

"We have four communities on the books and they love it," she said.

Likewise, Mahupete has efforted growing Jadomte's reach in smaller towns, such as Weeping Water and Wahoo — places that "don't have a nail salon on every corner," she said.

"One thing I've learned in the nail business is that most people are not loyal to a nail tech," she said.

Mahupete is fostering loyalty through the convenience her unique business model provides, as well as through offerings such as memberships and private parties.

"Private events are so much fun, they don't

even feel like work," she said. "Nobody is in a rush ... we can create a 'party scene' at someone's home or at someone's business."

A nod to things coming full circle, Mahupete noted that when she first started the mobile nail bar, the focus was on business clients.

"I could pull up to a business once a week or every two weeks," she said. "I could serve professionals during their workday. So, it would be one less thing that they have to do with their free time."

Perhaps more than anything, Mahupete's very presence endears clients to her.

"Everyone will tell you that I 'don't know a stranger,'" she said. "I love to learn about different people and they have so many rich stories. Doing nails allows me to do that every day, all day."

Going forward, Mahupete confirmed that she wants to build a franchise model around Jadomte' and even expand to other states, eventually becoming a household name.

"I don't want people to think that it's easy,"

she said. "I was just blessed enough to have a very good circle."

She referred to a supportive network that includes a "mother who is like no other," and her husband, Nash, who is a member of Ro-

Jadomte' Mobile Nail Bar

Phone: 402-235-6696

Services: mobile nail salon, offering manicures and pedicures, and additional solutions (i.e., massage, callus treatment, nail repair and extensions); private parties; memberships

Founded: 2019

Website: www.jadomte.com

tary and serves as vice president of residential services at QLI, which provides rehabilitation and care to individuals who have sustained neurological injuries.

"I really have a strong circle that believes in me and, to this day, they are still helping me to push forward with this business," she said. "And, in any business, you can't do it alone. It will kill you. To take yourself to a different level, moving from working for someone else to working for yourself, it's a transition that requires strong support."

She encourages likeminded people to not quit on an idea that they believe in — regardless of roadblocks that may arise that can even halt your progress entirely for a period of time.

Hauptman O'Brien increases south Omaha reach

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workers' compensation law.

"We're finding the Spanish community to be very welcoming if we do our job reliably with a personal touch," he said, stressing the need

At any one time, each team works 85 to 95 cases.

Attorney Dave Cripe, a Beatrice native and 1998 Creighton Law School graduate who joined Hauptman O'Brien in 2008, said giving each client a specific

footing in disputes with governmental entities and large corporations.

"Our clients come to us frustrated often working with insurance companies which have fewer and few adjusters working on their files, and they seek to clear the files as soon as they can and with as little