

MANAGING ENTERPRISE IN THE 21st CENTURY

BMSW4006

HEAVENLY DAY SPA BUSINESS PLAN

Names	ID NUMBER	TOPICS
Stephany Bennett-Grant	1913503	Cover letter,Executive Summary, Business description and history, Business Structure and Product and Services description
Ruma Onowar	1817892	Market Analysis and trends, Operations
Paulina Dandasova	1915710	Technology Plan
Roman Ziga	1913284	Management and Organisation, Social responsibility
Tomas ADams	1917610	Development, milestone and exit plan, Financial data

Name of Lecturer: Charles Oham

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Assessment Date: 03/09/2020

Heavenly Day Spa

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August 25, 2020

Anthony Smith

135 Langbrook Road

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Dear Mr. Smith,

We at Heavenly Day spa are delighted to have the opportunity to submit a proposal of our business plan. A wealth of information about our business is detailed inside. An extensive view of our market opportunities is outlined as well as details about our plans to attack them.

We look forward to hearing from you and answering any questions you may have.

Thanks in advance for your time.

Sincerely Yours,

Stephany Bennett-Grant, Ruma Onawar, Paulina Dandasova, Tomas Adams and Roman Ziga.

EXECUTIVE SUMMARY

The business plan will provide detailed information on the formation of the plans for set up and operation of Heavenly Day Spa. It will include an outlook for business growth, action plans for operation, the management framework and financial details.

The spa industry is a valuable contributor to the uk economy, boasting a consistent growth in the last fifteen years. This is due to wellness becoming a priority to consumers. More people are becoming captivated by spas, with more than 35 million Britains generating a yearly spending of £5.2 billion on services and treatments (Director Magazine, 2012).

Heavenly Day Spa aims to be the ultimate spa in Lewisham, south east London. We will immediately acquire a percentage of the market with our eccentric offered products and services. We will go the extra mile to ensure that all our customers' experience is relaxed and rejuvenated. The business will operate as a partnership, with Stephany Bennett-Grant, Ruma OnoWar, Paulina Dandasova, Roman Ziga and Tomas Adams owning equal shares.

Heavenly Day Spa will offer a wide variety of personalized relaxation services, complimentary products and energy work training tailored to individual needs. We will create a comforting, yet stimulating setting where customers can rely on to come and relieve the burden of stress. Customers will leave feeling relaxed, rejuvenated and reconnected with their own self.

Heavenly Day Spa has chosen Lewisham, south east London as their desired town for the business. Lewisham has been developing in the last five years with more houses being built and more businesses being opened. Additionally, there is no day spa located in the area and there is a nearby train station that has a wide variety of connecting routes to both in and outside London.

Heavenly Day Spa's competitive edge is their special blend of services, location and customer oriented. Customers will be our first priority; this is why there will be a training program for staffs to develop their customer service skills to the highest standard. All clients will leave Heavenly Day Spa highly satisfied.

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Business Description and History

The business name is Heavenly Day Spa. It will be located in a very busy and popular area in Lewisham south east London. Heavenly Day spa will operate as a partnership, with Stephany Bennett-Grant, Ruma Anawar, Paulina Danadsova, Tomas Adams and Roman Ziga owning equal shares.

It has been a personal goal of Stephany to own and run a spa business to help people recognise how these types of services can transform who they are as a person. She saw from experience of using these services, how valuable and effective it is to a person's well being. Stephany is also a qualified therapist with five years of experience. She possesses the necessary skills required to build a strong spa company as she knows how to meet clients' needs through her own experience.

We will offer a variety of spa treatments tailored to suit individual needs. Our welcoming staff will go the extra mile to ensure that the best customer service is delivered along with our unique treatments and available products. We want to make sure all of our customers' needs during their visits are always relaxed and pleasurable.

The Lewisham area where the business will be located is a blended community that has shown significant development in

the building of houses and opening of businesses in the last five years. This will be a perfect place to initiate our vision as there are no spas located in this area. The business will be central to local amenities such as retail shops, restaurants, train stations and a wide range of buses that pass through the area.

Heavenly Day Spa's objectives are to establish itself in the community by 2021, to see a 10% increase in revenue by 2022, to break even by 2022 and to have an increase in new clients quarterly.

Our company's mission is existing to create wellness and wellbeing for individuals. We will be a reliable safe haven for individuals to come and relax their body, their mind and their souls. Our vision is to exceed customers' expectations so they can leave feeling rejuvenated and transformed.

In order to succeed as a business will ensure that all of our staffs are skilled and of high quality, we will gain the trust of the community by ensuring all of our customers needs are met during their visit. We will also ensure that our business is easily accessible and conducts advertising that is beneficial.

Heavenly Day spa wants to be the ultimate, one of a kind spa in Lewisham. The business wants to be known for their uniqueness and individuality. We want to immediately gain a share of the market. In order to achieve this we must meet the needs of our customers by ensuring all of our staff are professional with the necessary skills to carry out required treatments. We plan to deliver affordable prices to our customers and choose the most

experienced employees to deliver our services. These techniques will allow us to grow as a business.

BUSINESS STRUCTURE

Heaven Day spa will be a partnership run business owned by five individuals which i have highlighted in our business description. Stephany Bennett-Grant will be responsible for the management of our products and services. She will ensure that the most unique products and services are chosen to supply to our customers. Ruma Onawar will be the head of marketing, she will oversee the promotions of our products and services. Paulina Dandasova will work alongside Ruma to develop the most effective advertising for our business. Roman Ziga will be the head of recruitment. He will be responsible for choosing the most qualified and effective persons to join our team to deliver great customer care to our clients as well as making their experience one of a kind. Tomas Adam will be the head of finance. He will plan our budget, ensuring the company's money is effectively spent and observe the financial status of the business at all times to know if there is a profit or loss occurring.

Our services will be administered by licensed therapists and aestheticians. They will be paid on a commission basis and contracted independently. The advantage of using this approach in our business is that there will be limited overhead.

If employees do not make a sale they do not make money, therefore whenever they earn the business will earn too.

The hour of operation for Heavenly Day spa will be 9am to 9pm from Sunday to Saturday. It will be an appointment only process, where customers will be able to book over the telephone or on our website. Customers can book their appointments 24 hrs prior to their visit.

PRODUCTS AND SERVICES

Heavenly Day Spa will provide customers with a personalized relaxation and rejuvenated services. We will offer complimentary services along with these and energy work training. There will be three different types of relaxation services available. These include facials, body treatments and massages. A list of our services are as follows:

FACIALS

Personalized Facial

The personalized facial is a specially made facial, customized to suit each individual skin type.

Fast Action Facial

The fast action facial is targeted at beginners. It involves doing a skin assessment firstly, to identify which treatment will be better suited to the clients skin type. A deep cleanse will be done, followed by a facial mask and a facial massage. Your face will be left feeling smooth and you will be left feeling relaxed.

Tension Release Facial

This tension release facial is our luxurious treatment designed to smoothen and soften the skin while releasing tension from the body at the same time.

Acne Vanish Treatment facial

This facial is ideal for people who are prone to blackheads, blocked pores and breakouts. It will include a deep cleanse, exfoliation and a facial mask.

High Powered Peeling Facial

This facial exfoliates and removes the dead skin from the face, leaving the face feeling soft and smooth.

BODY TREATMENTS

There are three types of body treatment, these include:

Aromatherapy Oil Wrap

Our aromatherapy oil wrap will take your mind and body to the next level. It is designed to release all the stress in the body while creating a rejuvenated and detoxified skin and leaving you feeling relaxed.

Exfoliated Body Scrub

This body scrub deeply penetrates all the layers of the skin leaving a glowing look.

Mud Wrap

The mud wrap involves a blanket of mud being wrapped all around the body to soften and rehydrate the skin. This wrap also reduces the effect of cellulitis on the skin.

MASSAGES

There are three types of massages. These include:

Swedish Massage

This massage is ideal for beginners who are experiencing tension build up. It will untie all the knots in the muscle, leaving you in a fully relaxed mood.

Hot Stone Massage

The hot stone massage is a therapeutic massage which will help to release tensions in the muscles and improve blood flow, enabling you to feel relaxed and stress free.

Aromatherapy Massage

The aromatherapy massage is a mixture of soft and gentle pressure along with essential oils. It will release stress and anxieties, You will leave feeling relaxed and rejuvenated.

Deep Tissue Massage

This is an intense yet pain free massage that travels deep in the muscles and tissues, relieving tension and chronic pain (Healthline, 2020).

SPA PACKAGES

The spa packages will be created individually to suit each customer's needs.

Complimentary Services

There will be a pool, sauna, Jacuzzi and steam room onsite complimentary to customers who have purchased a spa package.

Future Products

Heavenly Day spa will add a beauty product line by 2021. Clients will be able to purchase any products that they have used during their treatment. These will include facial creams, facial scrubs, a number of essential oils, body and hand lotions. We will always ensure that we are on trend with the current market by using the most up to date spa techniques.

Market audit

Micro Environment analysis:

	Customer	Competitors
Industry Lifecycle stage Strategic group	Spa enthusiasts, alternative care users, and interest in self-pampering who are value seekers and price sensitive (Gatzert & Heidinger, 2020).	- The Greenwich Spa - Apsara Thai Spa

Market • Unit sales • Profitability • Market size • market share • No of main customers • No of dealers and distributors	• Net sales revenue is £45 GBP • High (£93 GBP) • Revenue growth of 3.7% • 30% • Clients for massage therapy and body treatments • 4 Top spa dealers and 5 top distributors	• K Spa • Four Seasons Hotel limited
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Macro Environment analysis:

	Current situations	Future situations
Political	• Little in the way of trade restrictions and	• Introducing new loan schemes for the

	tariffs (Guillet and Kucukusta, 2016).	small-scale spa businesses
Economic	Dealing in luxurious products and services thus when there is an economic downturn, the customers automatically reduce	An increasing number of investment and expenditure in the business and cost-effective services
Social	High demand for the fashion trends and a healthy well being followed by increased demand of spa facilities due to age and health issues	Changing lifestyle trends and demographics
Technological	E-commerce websites have allowed spa businesses to widen the brand loyalty (Simonov, Mazza &	The brand will be able to develop products and services using an online forum that will meet different skin types

	Reichelt 2019). Further, staff members now get better training to use different spa equipment online	and help customers customize their own products
Legal	FD&C Act and the FPLA Act are leading laws in this industry that are to be followed by the business (Gatzert, & Heidinger, 2020).	Failure to abide by the code set up in FDA will lead to ban of the brand in future
Environmental	Use of sustainable and eco-friendly products before use. Focus is also given on use of organic and natural products for meeting a premium quality service to the	Permanent ban on plastic products will help maintain the feasibility of the business

	customers (Mondok, 2019)	
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4. Target Market

The main target set by Heavenly day spa will be on the individual clients who fall under the four categories of injury Recovery, self-pampering, and relaxation, alternative care users, and Athletes. The brand will offer multiple services in the style of massage and treatments based on the customer preferences thus setting separate groups for meeting the marketing and retention purposes. They further have set up an additional momentum builder that intends to highlight the booming anti-aging market (Loew and Mollenhauer, 2019). The brand further focuses on those sets of clients whose disposable income is spent on massages and body treatments for self-pampering and relaxation and they act as the core of their long-term repeat customers. With emphasis on the region of Lewisham London, they have further laid emphasis on the customers belonging to the age group of 20-55 years both males and females by catering to their salon and spa services.

Management team

The plan is to maximize productivity and minimize problems on the company's operating expenses. We expect to grow, and to see increases in sales. Spa will be based on respect of our team and employees and respect of every customer. The management team will consist of the owner, general manager, and assistant manager. We will hire only people that can demonstrate the qualities necessary for working in this environment, and those who will be willing to move forward. We will also provide training if necessary.

We will have employees in the spa division. The spa side will have experienced and skillful service providers including massage therapists, spa therapist, facial therapists and receptionist. All our employees will have qualifications, licenses, and years of experience. We believe the experience of our team will cover the needs to make the business plan for successful reality.

We want to make sure that our spa will keep growing even in a slow economy. I'm going to talk about the few most common challenges that happened to every spa.

- Inconsistent customer service
- Too many working hours
- Overstock spa products

Inconsistent customer service: We want to make sure that our customers are satisfied not just with our service but also with the happy and pleased mood of our spa. We want people to feel well cared so the customers will return.

too many working hours: Working too many hours can lead to tiredness, being stressed and doing work less effectively. We want to avoid this, but we still want our employees to work hard and smart but less frequently.

Overstock spa products: We want to prevent any overstocks, understocks and minimize the inventory of our products. Overstocking refers to a company over-ordering inventory and having too much stock. In contrast, understocking is when a company does not have enough inventory to keep up with the demand. Our team will have staff that can properly sell our

products. We want our employees to keep our shelves stocked. We want to make sure our staff members know how to use inventory management software programs, as it can help them analyze past trends and create a plan for the future.

Social responsibility and sustainability:

Social responsibility begins with how a company treats its workers. Ethical businesses pay a living wage and provide healthy, positive working conditions to their employees.

our business will craft a corporate social responsibility document. By putting plans for social responsibility in writing, both the owner of a small business, as well as employees, have a clear understanding of a company's social responsibility goals and processes for achieving them. As teams and individuals within the organization establish processes or make decisions, they can refer to the document to ensure consistency.

Sustainability in business generally addresses two main categories:

The effect business has on the environment

The effect business has on society

We will focus on strengthening the trust of our customer base, and providing not only services, but information that will aid everyone in the progression of obtaining a balanced and healthy lifestyle. We will also work with local artists to provide their work to inspire our customers.

From the name to the ambience of our spa salon, it will distinguish itself as a completely trustworthy and soothing setting where customers can enjoy being pampered and escape the stress of their everyday lives.

Our value proposition is that we will bring a unique mode of relaxation and fulfillment to our community. When people are relaxed, comfortable, and happy, they have the ability to work harder, concentrate better, feel physically, emotionally, and mentally balanced, and give that happiness back into their homes, workplaces, and community. Simply put, our value proposition is that we help our community become a better place to live and work.

We want our spa industry to make a positive impact on our planet. We want to make continuous progress toward it, no matter how long and how slow it will take. Depending on the

level of commitment, there are organizations with established protocols and standards that can help solidify the effort and, in some cases, certify the spa for their efforts. Our team will hire an experienced consultant or sustainability specialist who can make these important decisions if necessary. We have the plan of taking small steps of our sustainability plan with three general categories: products cleaning and operations.

Purchase and use treatment products made without petroleum-based ingredients, phthalates, dyes, synthetic fragrances, or any other toxic chemical. Synthetically derived skin care might produce fast results, but it is also likely to cause damage, both physically and environmentally. Using natural treatments promotes long-term health and sustainability. We want to purchase our products made with ingredients and materials that are locally sourced fair trade certified, and certified organic.

In the cleaning category, we want to use toxin-free cleaning and sanitation products for floors, windows, bathrooms, and equipment.

Consider using saline instead of chlorine or bromine in all water-based therapies, including hot tubs, pools, and nail treatments.

Wash laundry with detergents that are made with plant-based surfactants and are free of phosphates, synthetic fragrances, petroleum-based ingredients, fabric softeners, and whiteners.

Soak tools and utensils instead of letting the water run while they are being cleaned.

Use sanitizers on equipment that do not contain chlorine or triclosan.

In our operation category we want to use sustainable linens and textiles. That means the basic idea is to stay away from fabrics that are created using by-products of the petroleum industry, like acrylic and nylon. Good alternatives are hemp, organic cotton, and bamboo.

We want to purchase paper goods that are unbleached and contain recycled content.

Avoid using disposables for cups, plates, and cutlery for staff and clients. If disposables need to be used, avoid polystyrene at all costs and use biodegradable paper goods instead.

Offer employees training sessions and professional development opportunities on industry-best practices involving environmental stewardship and sustainability.

Share educational material with clients on holistic living and toxin-free practices. Our plan is to take monthly or even quarterly evaluation of the spa's progress that will validate the effort and encourage an ongoing commitment and share all the achievements with staff and clients.

Financial plan

Business financial plan is a plan that includes finances of a business for future years. This is in different ways such as expenses of the business such as wages, any products that need to be purchased and any loans that need to be repayed. It also includes the net income and the starting income.

In this table, you can see SELL FORECAST our expenses. Here you can see the income earned from the services we offer. You can also see our expenses and the net income before and after tax. This is for the years 2020, 2021 and 2022.

HEAVENLY DAY SPA – SELL FORECAST	Column2	Column1	Column3	Column4
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Income Statement for the 3 years	2020	2021	2022	Total
REVENUE				
Services	£360,000	£250,000	£500,000	£1,110,000
EXPENSES				
Direct Costs				
Materials	£100,000	£35,000	£110,000	£135,000
Equipment Rentals	£25,000	£10,000	£60,000	£35,000
Wages	£90,000	£60,000	£110,000	£150,000
Total Direct Costs	£215,000	£105,000	£280,000	£320,000
General and Administration (G&A)				
Insurance	£1,600	£1,500	£1,700	£3,100
Legal	£12,000	£10,000	£17,000	£22,000
Office Rent	£25,000	£20,000	£30,000	£45,000
Telephone	£1,200	£1,000	£1,500	£2,200
Utilities	£1,400	£1,200	£1,600	£2,600
Marketing	£1,200	£1,000	£1,500	£2,200
Total G&A	£42,400	£34,700	£53,300	£77,100
TOTAL EXPENSES	£257,400	£139,700	£333,300	£397,100
NET INCOME BEFORE INCOME TAXES	£102,600	£110,300	£166,700	£712,900
INCOME TAXES	£20,520	£22,060	£33,340	£142,580
NET INCOME	£82,080	£88,240	£133,360	£570,320

Mission

We make profit through our services. We offer our clients services such as; massage, facial treatments, sauna, steam-room and swimming pool. Most of our customers have yearly memberships which is a good part of our income. We also offer happy hours which are also a good source of income as during happy hours many people visit our spa. Furthermore, we also offer gift cards to our customers where they can treat the people they love. Furthermore, we also offer products such as swimming costumes, swimming goggles and many more. We also have a parking charge. We get different types of customers in our spa, the most income comes from insurance companies such as the health insurance companies, or the car insurance companies. These companies refer clients to us for therapy massages, usually these are more than two sessions, which is a good source of income.

In this table, you can see our cash flow throughout the 12 months. You can see our opening balance which has started in

April. How much money has come in and out throughout the months and you can also see the closing balance.

Cash flow 2020-2021

Heavenly day spa

		May-1											
	Apr-14	4 Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15		
Openin				£	£		£	£	£	£	£		
;		£	£			£					£		
balanc	£19,750.0	17,500.0	17,250.0	15,000.0	15,750.0	17,500.0	11,350.0	1,400.0	0,250.0			1,450.0	
;	-	10	10	10	10	10	10	1	1	100.00	1		

<u>Money</u>													
n													
			£	£	£	£							
Owner	£	£											
;	10,000.0	1,000.0	0,000.0	0,000.0	0,000.0	0,000.0							
capital	10	1	1	1	1	1							

	£												
Bank	15,000.												
Loan	10												

				£	£		£	£	£		£	£	
		£	£			£				£			
		10,000.	12,000.	12,500.	13,000.	14,000.	14,000.	14,200.	15,000.	15,500.	15,600.	16,000.	
sales		10	10	10	10	10	10	10	10	10	10	10	

Other													
				£	£		£	£	£		£	£	
Total		£	£	£			£				£		
money	15,000.	12,000.	14,000.	14,500.	15,000.	16,000.	14,000.	14,200.	15,000.	15,500.	15,600.	16,000.	
n	10	10	10	10	10	10	10	10	10	10	10	10	

<u>Money</u>													
<u>out</u>													

			£	£	£	£	£	£	£	£	£	£	
Loan		£											
repay		1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	
ments		)	)	)	)	)	)	)	)	)	)	)	

							£	£	£	£	£	£	
		£	£	£	£	£	£						
Office							1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	1,000.0	
ent	100.00	100.00	100.00	100.00	100.00	100.00	)	)	)	)	)	)	

	£	£											
Material	1,950.0	1,950.0	£	£	£	£	£	£	£	£	£	£	
ils	)	)											

				£	£		£	£	£		£	£	
Closing	£	£	£			£				£			
Balance	19,750.0	17,500.0	17,250.0	15,000.0	15,750.0	17,500.0	11,350.0	13,400.0	10,250.0		1,450.0	1,600.0	
£	10	10	10	10	10	10	10	)	)	100.00	)	)	

In 2020 we are planning to develop our business; this is by making a bigger Sauna, steam room and jacuzzi. This is to enable more people to enter the spa. Also, we will add more swimming pools both for children and adults. Furthermore, we will add different types of massages (hot stone massage, Thai massage, Swedish. The money we will use will be the loan that is mentioned in the cashflow table. This will allow us to take more customers at a time therefore, means more income. It will also open doors to other types of customers such as families.

Customer satisfaction:

For our business to continue making profit, customer satisfaction and loyalty is very important. Our aim is to build a foundation of repeat and long-term clientele. This is to ensure we get all our customers new and old back to our back. This will

also help us to gain more customers through word of mouth of our existing customers.

First impressions are very important. Our service is always professional and up to standard and we need to ensure that our service to new customers is up to standard and ensure they get the best experience. We do this by having regular training for our staff to ensure we have the latest techniques and products for our customers. We also ensure our spa is clean and hygienic at all times to ensure that the first impression is perfect.

Our spa managers are always business minded and are highly trained and therefore understand everything regarding running a profitable business. Our managers are able to make and implement budgets and financial forecasts and marketing, this is to ensure our spa is successful. They also ensure that our spa is up to standards with health and safety. Furthermore, they ensure that the spa is fully stocked to ensure that all treatments are always available to our customers. They also ensure that all our products are in date. We understand that there may be emergencies, and therefore our managers try to

keep the best relationships with our suppliers to ensure we get anything that's missing as fast as possible, this is to ensure that we do not let down our customers. They also have the responsibility of paying bills, which they always make sure are paid on time.

Our skilled and professional managers also create the work schedule for our employees. This is to ensure our spa is always never understaffed and all service can run as smoothly as possible. Our managers keep an excellent relationship with our employees and ensure our employees hard work is paid off on time. Furthermore, our employees' hard work is not only treated with wages, but they also receive discounts and coupons for our spa and many other things. This is to ensure our employees do their job as best as possible at all times.

Exit strategy:

Although, it may be extremely difficult to sell our business. That is the only option for us as partners we can take. This is to ensure that we share the money from the business equally. Depending on the reason for selling the business, each partner

can decide to buy the business from the rest of the partners. Or buy a share of the business from the business partner.

While exiting the business, the customers are still our number one priority and we will therefore contact our key customers first and deal with any concerns the customers may have regarding our exit and the new management or the products. There are things we will need to ensure are done before we exit the business. We would need to file final employment tax returns for the year that the business exits.

To conclude, our management team does the best to maximise productivity and minimise the company problems. This is by employing professional staff and training appropriately according to the area of work. Moreover, our team of marketing provides the best products to customers at a discounted price of 20% less than our competitors which is our main advantage. Our target market are clients who fall under the four categories of injury Recovery, self-pampering, and relaxation, alternative care users, and Athletes. However, everyone is welcomed. There is a little for everyone to try. With

emphasis on the region of Lewisham London, we have further laid emphasis on the customers belonging to the age group of 20-55 years both males and females by catering to our salon and spa services. Our financial team cater for our finances and prepare the company financially for all the expenses such as wages or product buying. Furthermore, our finance team deals with any loans that would be needed to develop our business.

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APPENDIX

BUSINESS PLAN



•Stephany Bennett-Grant Overview, Products and Services	1913503	Business
•Ruma Anowar 1817892 Market	Market Audit, Target	
•Paulina Dandasova Plan	1915710	Marketing
•Roman Ziga Team	1913284	Management
•Tomas Adam Conclusion	1917610	Financial Plan,

Managing Enterprise in the 21st Century BMSW4006
Name of Lecturer: Charles Oham
University of Wales Trinity Saint David
Presentation Date: 18/08/2020

Company Objective

- Become established in the community by 2021
- 10% increase in revenue by 2022
- To break even by 2022
- Have an increase in new clients quarterly



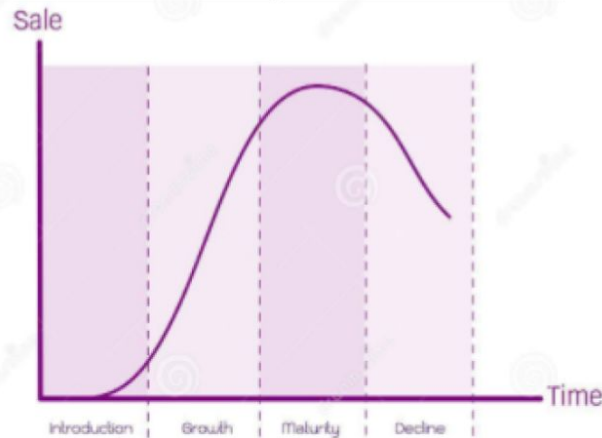
BUSINESS OVERVIEW

- 15 years of consistent growth
- 35 million people using spa in uk
- £5.2 billion yearly spending





Figure showing life cycle stage of Spa industry



Heavenly day Spa Market Audit

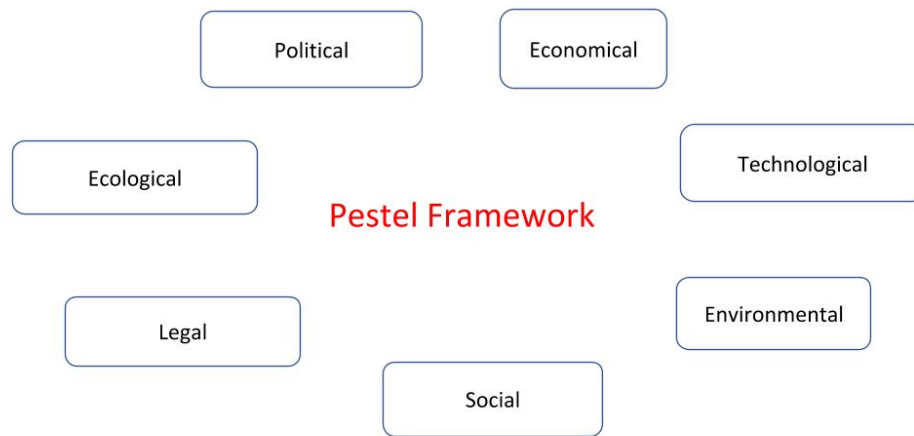
- Spa Industry
- Strategic groups
- Life cycle stage
- Customer

Heavenly Day Spa: Micro Analysis

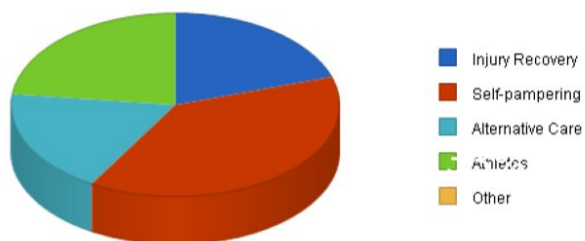
- Unit Sale
- Profitability
- Market size
- Market Share
- Number of main customers
- Number of dealers and distributors



Macro Environment analysis:



Spa Market Analysis



Heavenly day Spa: Target Market

- Our main target clients
- Our service style
- Highlight on the anti-aging market



Marketing plan of our heavenly day spa



products

- We welcome all pupils with any condition , any occupation, any aged 16+ , with any reason for visiting us.
- The products we use on our clients as in massages , body treatments and facials , the quality of our products and mainly the ingredients used in our products
- Our complimenatary products such as a swimming pool, jacuzzi, sauna and steam room for an even more experienced and relaxed time.
- Not to forget our spa packages for each customer with special products suiting their needs.

Pricing

- Our Prices Are Very competitive to other spas
- Making sure its affordable but also includes discounts depending service's
- Developing our spa website for bookings, help promoting the spa and easy access for customers to view and checkout the information of our spa



Promotions

- First Visit special offer
- Great discounts with your chosen services
- Spa Packages including a facial , body treatment and a massage
- Host Events
- Reward for referring to a friend
- Advertising with posters, social media, newspaper/magazines



Place

- Our Products and services will be listed on our website, facebook profile and on our menu's in our spa
- Products will be sold directly from us at our heavenly day spa
- Our spa will be located near schools, and gyms and supermarkets where young and elderly pupils are able to get to us easily and not too far.



- Maximize the productivity and minimize problems
- Respect of every customer
- Owner, general manager, and assistant manager
- Provide training

- Massage therapists
- Spa therapists
- Facial therapists
- Successful business plan



- Growing business even in slow economy
- Inconsistent customer service
- Too many working hours
- Over stock spa products



- Inconsistent customer service
- Happy and pleased mood
- Satisfied customers
- Return of customers



- Over stock spa products
- Prevent overstock, understock, minimize the inventory
- Keep shelves stocked
- Inventory management software programme
- Plan for the future

HEAVENLY DAY SPA

FINANCIAL PLAN

This is our financial plan for the next three years.

Budgeting

HEAVENLY DAY SPA	Column2	Column1	Column3	Column4
Income Statement for the 3 years	2020	2021	£2,022	Total
REVENUE				
Services	£360,000	£250,000	£500,000	£1,110,000
EXPENSES				
Direct Costs				
Materials	£100,000	£35,000	£110,000	£135,000
Equipment Rentals	£25,000	£10,000	£60,000	£35,000
Wages	£90,000	£60,000	£110,000	£150,000
Total Direct Costs	£215,000	£105,000	£280,000	£320,000
General and Administration (G&A)				
Insurance	£1,600	£1,500	£1,700	£3,100
Legal	£12,000	£10,000	£17,000	£22,000
Office Rent	£25,000	£20,000	£30,000	£45,000
Telephone	£1,200	£1,000	£1,500	£2,200
Utilities	£1,400	£1,200	£1,600	£2,600
Marketing	£1,200	£1,000	£1,500	£2,200
Total G&A	£42,400	£34,700	£53,300	£77,100
TOTAL EXPENSES	£257,400	£139,700	£333,300	£397,100
NET INCOME BEFORE INCOME TAXES	£102,600	£110,300	£166,700	£712,900
INCOME TAXES	£20,520	£22,060	£33,340	£142,580
NET INCOME	£82,080	£88,240	£133,360	£570,320

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Business development

- Bigger spa
- Children's swimming pools
- Adults swimming pools
- Different massages



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Conclusion

- To conclude, our management team does the best to maximise the productivity and minimise the company problems. This is by employing professional staff and train appropriately according to the area of work. Moreover, our team of marketing provides the best products to customers at a discounted price of 20% less than our competitors which is our main advantage. Our target market are clients who fall under the four categories of injury Recovery, self-pampering, and relaxation, alternative care users, and Athletes. However, everyone is welcomed. There is a little for everyone to try. With emphasis on the region of Lewisham London, we have further laid emphasis on the customers belonging to the age group of 20-55 years both males and females by catering to our salon and spa services. Our financial team cater for our finances and prepare the company financially for all the expenses such as wages or product buying. Furthermore, our finance team deals with any loans that would be needed to develop our business.

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