

Serene Touch Massage Therapy Business Plan

Executive Summary:

Serene Touch is a mobile massage therapy business operating in London, offering professional services including Swedish, deep tissue, hot stones, bamboo, and Indian head massage. The business is currently mobile with plans to transition to a dedicated studio space within 6 to 12 months. The target clientele includes athletes, active individuals, and those seeking improved health and wellness through therapeutic massage.

Business Objectives (6-12 Months):

- Build a consistent client base through mobile services.
- Grow brand presence via social media platforms.
- Reinvest earnings to secure a physical location.
- Achieve monthly revenue goals to cover operational costs and support growth.
- Establish Serene Touch as a trusted wellness brand in the London area.

Services Offered: ✖

- Swedish Massage
- Deep Tissue Massage
- Hot Stone Massage
- Bamboo Massage
- Indian Head Massage

Market Analysis:

The massage therapy industry in London is thriving, especially among health-conscious individuals and active professionals. The growing demand for personalized and mobile wellness services provides a strong foundation for Serene Touch's success.

Target Audience:

- Athletes and fitness enthusiasts
- Health-conscious individuals
- Professionals seeking stress relief and wellness

Marketing Strategy:

- Develop a professional social media presence (Instagram, Facebook, TikTok)
- Offer introductory discounts to new clients
- Encourage word-of-mouth referrals and reviews
- Partner with fitness centers, yoga studios, and wellness influencers

Operations Plan:

- Operate as a solo therapist providing mobile massage across London
- Use the £1,000 startup budget for essential supplies: massage table, oils, website, and social media marketing
- Reinvest profits toward leasing a small studio by month 6-12

Financial Projections:

Startup Budget: £1,000

Monthly Revenue Projections:

- Month 1-3: £600-£1,200 (build client base)
- Month 4-6: £1,500-£2,000 (increase appointments and repeat clients)
- Month 7-12: £2,000-£3,500 (studio in place, higher rates)

Monthly Expenses Estimate:

- Travel and supplies: £100-£200
- Marketing: £50-£100
- Studio rent (from Month 6): approx. £700-£1,000
- Insurance and licenses: £50-£100

Profit Goals:

- Break even by Month 3
- Net monthly profit target by Month 6: £500-£1,200
- Expand clientele and raise prices post-studio acquisition

Conclusion:

With a focused marketing strategy and a steady growth plan, Serene Touch is positioned to become a well-known provider of high-quality massage therapy in London. Starting mobile allows for flexibility and cost control, leading up to the eventual transition into a brick-and-mortar location.