

MANAGING ENTERPRISE IN THE 21st CENTURY BMSW4006



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BODY&SOUL

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"Beauty lies in a healthy mind, body, and spirit"

- Our objective is to provide a pathway to wellness, wellness through professional, convenient and affordable luxury beauty treatments.



CHALLENGES

- **Direct competition:**

Every business has its challenges but our major challenge is direct competition from rivals who have been in the business before us, due to the growth and demand of the SPA services, there are several spas in Central London.



SOLUTIONS

- Good Location;
- Organic products;
- Well trained staffs;
- Parking space;
- Unique services;
- Latest equipment.



OUR PROFIT

- Advertisements on Social Media Platform;
- Door to door promotion;
- Customers From Diverse Background;
- Affordable Pricing;
- Discounts and Rewards Point.



OPENING TIME`S

- Open Daily Monday to Friday: 10am – 8pm
- Saturday & Sunday: 10am – 8pm
- Bank Holidays: 11 am – 4pm



MARKET ANALYSIS

- The Spa Business Association records over 35 million visits to a spa last year;
- Spa Revenues roughly £5.2 billion annually on services and treatments;
- The sector has shown consistent, healthy growth in the last 15 year.



MARKET SEGMENTATION

BODY & SOUL will be targeting to these groups of people;

- Business Owners;
- Corporate Executives;
- Visitors / Travelers;
- Housewives;
- Social Influences.



MARKETING STRATEGY

- Services – Diversified services;
- Price – Competitive price scheme;
- Location - Upscale area with high traffic of potential customers;
- Promotion - Use conventional and unconventional methods.



COMPETITION

- The House of Elemis;
- Aman Spa;

BODY & SOUL is a combination of services at reasonable prices, for the owe-it-to-yourself clients, through a personalized spa that offers excellent service and treatment that encourages people to pamper them.



BODY&SOUL TEAM

Our team will be made up:

- 2 Beauty Therapists and Yoga Teachers Amandia and Memory;
- 1 Spa Manager – Lekan;
- 1 Accountant/Finance Advisor – Ana;
- 1 Masseur – Pedro;
- To add: 2 more Beauty Therapists and 1 Masseuse.

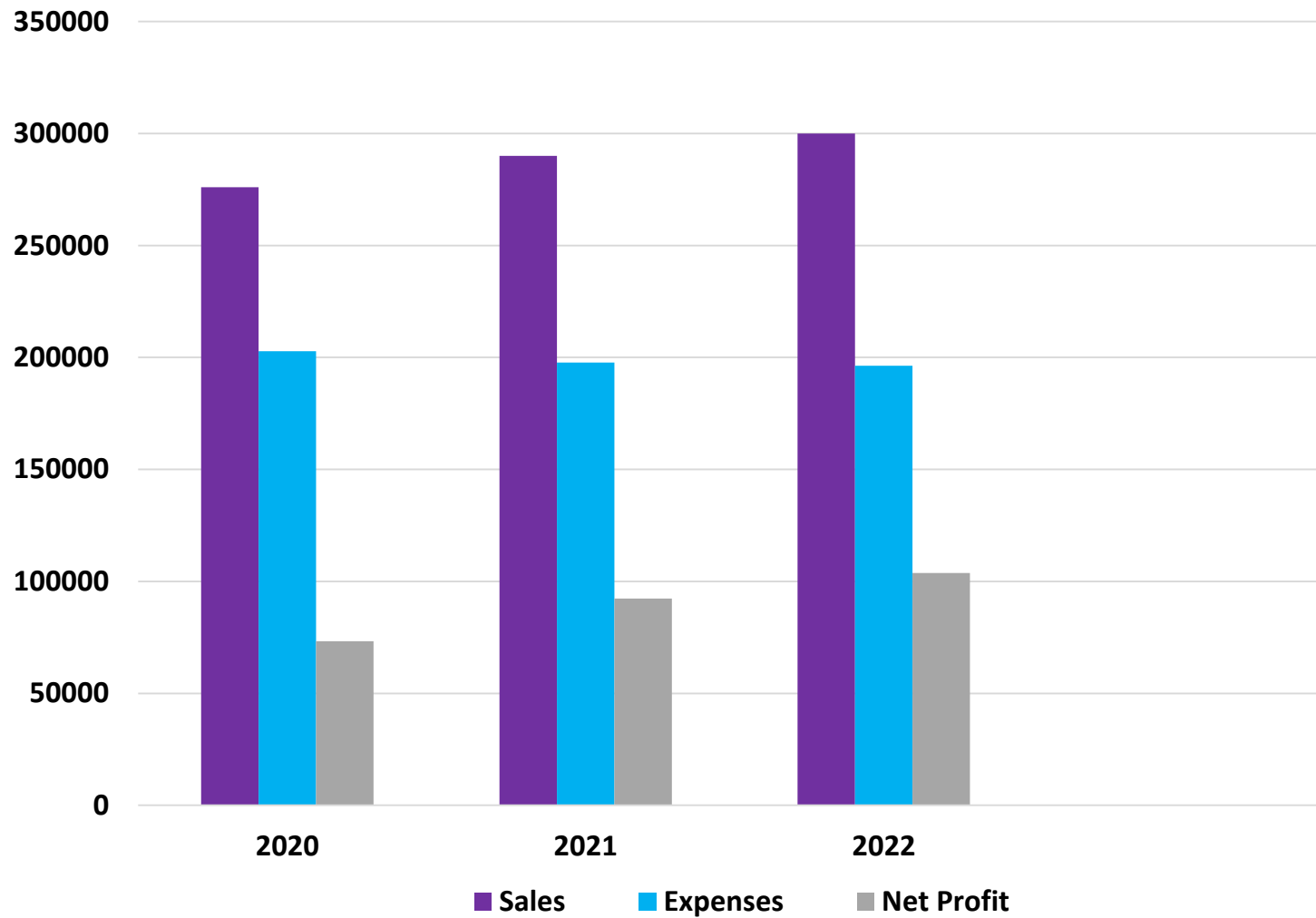


PROFIT and LOSS 2020-2022

	Year 1	Year 2	Year 3
Income:			
Sales - services	£276,000.00	£290,000.00	£300,000.00
Other			
Total Income	£276,000.00	£290,000.00	£300,000.00
Expenses:			
Salaries/Wages	£184,320.00	£184,320.00	£184,320.00
Advertising	£5,450.00	£4,450.00	£3,000.00
Utilities/products/+	£9,000.00	£5,000.00	£5,000.00
Rent	£1,200.00	£1,200.00	£1,200.00
Permits/Licenses	£2,100.00	£2,100.00	£2,100.00
Postage	£635.00	£650.00	£660.00
Total Expenses	£202,705.00	£197,720.00	£196,280.00
NET PROFIT	£73,295.00	£92,280.00	£103,720.00



FINANCIAL PROJECTION



CALL TO ACTION

At present we have:

- Business plan and team ready
- Knowledge about clients and competitors;

Our call for action is based on the impact that this industry reveal, at the present the **beauty industry worth £30 billion to the UK economy**, leaving behind traditional sectors.

- We are asking for £100.000 to this business.



WHY INVEST?

- Extensively developed services;
- Excellent location in London Mayfair;
- Competitive prices;
- Customer-friendly facilities;
- Thus return on investment is ensured!



REFERENCE LIST

- <https://brandongaille.com/list-47-catchy-massage-slogans-and-good-taglines/>
- <https://www.telegraph.co.uk/news/2019/07/17/impact-beauty-industry-uk-economy-outstrips-motor-manufacturing/>
- <https://www.spa-uk.org>



Q&A