



Eden Garden

The Eden Garden health luxury spa.

The Eden Garden Health Spa

- ❖ IKRAM DAHMANI
- ❖ TANYA BRISCOE
- ❖ ANWAR FARHAN
- ❖ FARAH DARWISH
- ❖ KHALED HUSSEYIN

Executive Summary - Tanya

- ▶ We are a group of brother and sisters who have inherited 50k each from our deceased parents
- ▶ We have decided to use our inheritance to create a business in shape of a luxurious spa
- ▶ We will be based in Covent Garden
- ▶ The services we will be providing will include reflexology, healing spa (Dvorjetski, 2007), massages, anti ageing and skin treatments and beauty facilities
- ▶ The products we provide will be well sourced and dermatology tested

Cont.

- ▶ We will aim to attract and appeal to high end clients
- ▶ We have done extensive research in the Covent Garden area and have found that we do have one major healthy competitor which combine all our products and services and more, and a few singular competitors (only providing one particular product or service)
- ▶ We have each put in 50k towards this business which has amounted to 250k which will be used to mortgage the property and fund the equipment to deliver a great quality service

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Description, aims and objectives - Ikram

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Description of business: overview

- ▶ Eden Garden is a health luxury spa that nurture body mind and spirit. This fusion is rare to find in Central London. The five owners decided to take this opportunity by creating Garden health spa. (Barrow, Barrow and Brown 2008)
- ▶ Eden Garden Spa will be a new unique place offering customers the luxury of body treatments, massage, facials and anti-aging treatments, the upscale settings, and unique service, will be our fundamental aim. (Klein, Ramseyer and Bainbridge, 2017.)

Description of business: The owners

- ▶ Eden garden is a family business between brothers and sisters who wanted to invest towards a family business, bringing their experiences and personal money to achieve their dream by transforming their inherited family propriety in central London to a unique upscale health spa.
- ▶ The owners are sole partnership and has over 15 years professional experiences in different sector : management marketing, therapeutic and health aestheticians sector. This experiences will be a advantage to make this business very successful and running a profitable business by providing the best quality in therapeutic massage and aesthetician services.

Description of business: the Property

- ▶ The property is a famous Grade II listed building Victorian style over three floors, with an additional mezzanine level, 7000sqft+
- ▶ 8 bedrooms
- ▶ 3 reception rooms
- ▶ 4 bathrooms
- ▶ Carnage
- ▶ Gym and swimming pool

Description of business: The Service

- ▶ We provides the latest in skin and body treatments and therapies, using only the finest lotions and organic oils.
- ▶ We offer a variety of services: such as Sports Massage, traditional Swedish Massage, Deep Tissue work, Hot Stone Massage, Reflexology, and more. (more derails in products and service section) (Hollett, 2006)

Aim and objectives

- ▶ Creating a successful family business by investing our personal money and bring our experiences to achieve it.
- ▶ performing approximatively a 15 services per day, and Achieve £30,000 of profit, three months after opening.
- ▶ Become the number one established health Spa destination in the area by the end of the first year.
- ▶ Have a 90% of a loyal local client by the end of the six month after opening
- ▶ Keeping up on trend by joining professional trade association like “The day spa association”

Start-up Summary - Ikram



► The purchased at start-up are as follows:

1. Massage table equipment - £3,795 (5 complete)
2. Luxe Hydrotherapy System £40,354.00
3. Aesthetician Equipment - £2,800 (2 room setup)
4. Decor and Furnishings - £13,000
5. Envision Software & Equipment - £4,000
6. Back bar Supplies - £5,000
7. Reception desk £6,580.00
8. Facial chair: £3,500

opening hours

- ▶ Monday 10:00 am – 9:00 pm
- ▶ Tuesday 10:00 am – 9:00 pm
- ▶ Wednesday 10:00 am – 9:00 pm
- ▶ Thursday 10:00 am – 9:00 pm
- ▶ Friday 10:00 am – 9:00 pm
- ▶ Saturday 11:00 am – 5:00 pm
- ▶ Sunday 12:00 pm– 5:00 pm



Product and service - Farah

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Products and Services

“Eden Garden Spa Centre” is the name of project that gives service to the customer and it is belong to service industry. It has many services that are arranged by the demand of the customer such bath, power massage, etc. Eden Garden Spa Centre gives various heath treatments that are also known as balneotherapy.



Figure: Massage Therapies
Source: Kohler Waters Spa
Burr Ridge (2014)

Products package

- ▶ **Product List-** “Eden Garden Spa Centre” has various services related to body part such as Massage Therapies, Energy Therapies, Kohler Bathing, Hydrotherapy Treatments, Facials, Body Treatments, Nail Treatments, For Men, Makeup & Waxing and other.
- ▶ **Product Package-** For accelerating the service the product has packaged with one another with exciting offer such as Facials is service where it is get particularly or can get the service if a person takes the Massage Therapies from the “Spa Centre”.



Figure: Energy Therapies
Source: Kohler Waters Spa
Burr Ridge (2014)

Cont....

► **Product Packaged System-** The product packaged system is set up with particular system where male and female customer is considered such as Nail Treatments & Makeup & Waxing basically provide with other service package for female whereas Energy Therapies are for male with other service. The package is setting up with customer demand and based on the gender of the customer.



Figure: Energy Therapies
Source: Pryority Wellness
(2017)

Product Line

- ▶ The product line is the product that is under the single product in a similar brand developed by the “Eden Garden Spa Centre”.
- ▶ Product line board is articulated in specific service. For example Massage Therapies is a service where it is formed of various service.



Figure: Product
Source:
Shutterstock
(2017)

New product introduced

- ▶ As “Eden Garden Spa Centre” has offered various products, it has also developed new service for the customer according to customer demand.
- ▶ The new product was not included to the original package where it is opened in new product line.
- ▶ **New product introduced for Male**
- ▶ **New Product for Both**



Figure: Male Product
Source: Kohler Waters Spa
Burr Ridge. (2014).

MARKETING AND SALES - Khaled

EDEN GARDEN



sales strategy

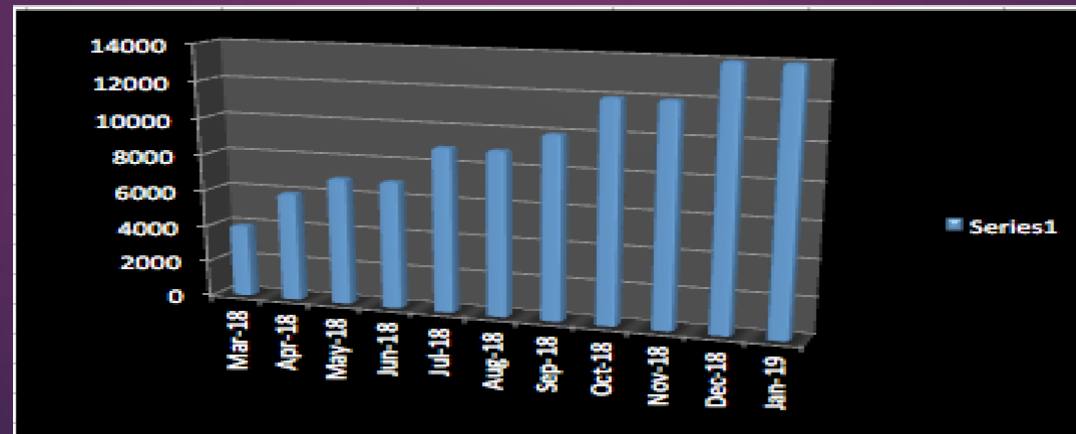
- ▶ sale strategy's will be extremely professional
- ▶ interactions with our customers is a must better to actually know the customers then a quick treatment.
- ▶ It will be our job to impress the customer by offer teas coffees drinks and refreshments.
- ▶ staff will also have the opportunity to increase sales of our retail beauty products.
- ▶ every time we have a customer we will also offer good discounts on all of our product and services lines.
- ▶ we will be required to encouraging our customers to test any products that they might be interested in.
- ▶ There customer testimonial will allow Eden gardens' to generate good sales from the retail care products.

Do your best to research their needs up front and start your outreach conversation **Robinson Ryan**

Sales Forecast

- From the second week of opening spa no need to hire additional staff in the first six months all 5 partners have the skill and experience to run Eden gardens
- Spa anticipating first two months will be quite slow The spa will be building up a customer base from month three sales would steadily grow. a rough forecast from feb 2018 – Jan 2019.

Consumer behaviors is the best way to learn customer demand in marketing The Wheel of Consumer Analysis. J Paul Peter (Mar 1 2010)



Marketing strategy

- The spa will be located at Covent gardens London the premises will be 7000sq ft. ground floor on the main road Covent garden provides the best exposure to the business.
- The spa will be marketed by Khaled Husain also a partner and the team. leafleting flyers and also advertising the spas in the local news papers with a cut out gift voucher. Also setting a website as well as using social media pages.
- Also have an in store promotion for the first 6 months to attract new customers in offer discounts for the first year to people who refer us to new customers.

Because of social media it is now possible for one to communicate with hundreds or even thousands of other people about products and the companies that provide them World wide . W. Glynn Mangold (2009)

Market Analysis summary

Eden Gardens will be targeting both diverse groups of customers who are men woman and children supervised by adults by working hard with all these groups we are lowering our risks that in a down turn of one of these groups we will not be heavy affected.

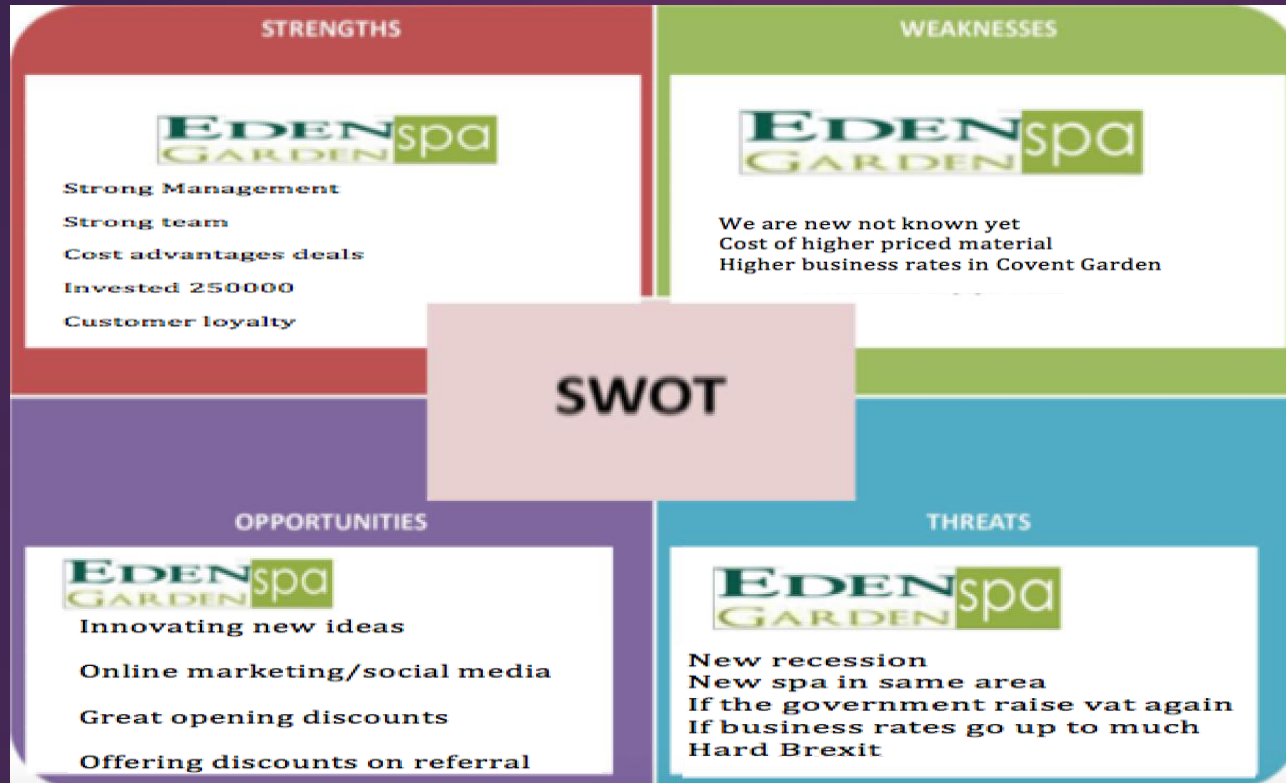
You need to know who are the clients and potential customers who might be interested in buying your product or services. Susan Ward (April 01, 2017)

MARKET ANALYSIS OF EDEN GARDEN SPA This is just a estimate

	2018	2019	2020	2021
Potential Customers				
Males	1000	2000	3000	~~3000~~
Females	4000	5000	6000	7000
Total	5000	7000	9000	10000



SWOT Analysis



SWOT ANALYSIS

Why is SWOT so important and what does it prove. the structure of a SWOT analysis

To conclude, we have consider the practical implications of the accumulated evidence.

Jackson E Sussan (2003)

Location - Ikram

- ▶ Covent garden, St Martin's Lane where we plan to locate, a moments from the Piazza, Royal Opera House. Very nice location and very strategic (Salvaneschi, 2002).
- ▶ Covent Garden London West End is a busy area surrounded with theatres, restaurants, and bars, the area has 3,000 inhabitants and a traffic count of approximatively 70,000 cars daily. is made up of approximately 47% females and 53% males. (Holborn-and-covent-garden.localstats.co.uk, 2017)

Competition - Tanya

Through intensive research within the area we were able to ascertain our biggest competitors such as

**MOLTON
BROWN**
LONDON



Cont.

- ▶ Although these 3 businesses hold some competition within our brand our ultimate competitor was :



who have all aspects of our business combined in one. As well as creating their own products and having numerous branches all over the world including: New York, Canada, and Hong Kong

Disadvantages

- ▶ According to Wagner 2017, she explains that a disadvantage that could affect our business is the fact that we offer more than one service. Even though this is a good selling point to our clients it could appear to be hard to maintain.
- ▶ Another advantage would be able to accumulate funds having Caudalie as our competitors. One good way to aid with our promotion would be to have an open day offering free treatments as well as regular deals .

Management - Anwar



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- Tanya will be the manager of the Eden Garden Health Spa but she will work closely with me as I have vast amount of experience in management.
- If anything wrong occurs in the business it will be reported to Tanya initially who will then delegate to Ikram who is in charge of Human Resources/personnel.
- Managing the spa is not going to be an easy task, as this is a family business it will be a challenge to transfer the relationship professionally as we share a relationship that is personal
- We are all creative individuals and according to (Michael Chavalier, 2012) creative minds could appear to be hard to manage.

The functional areas of the business

- ▶ 1. Production Function – managed by Farah
- ▶ 2. Marketing Function – managed by Khaled
- ▶ 3. Finance Function – managed by myself Anwar
- ▶ 4. Human Resource/personnel Function – managed by Ikram
- ▶ 5. Management – managed by Tanya

Experience

- ▶ I have experience in management as I am the owner of a successful hair and beauty salon in harrow.
- ▶ I am responsible for all the employees and I support the manager of this business with the day to day running of the business.
- ▶ I have been delegated to manage the finance element of the business due to my current successful business. I have the most experience in this field as I have current knowledge on how to run the financial element.



- ▶ As relayed by White 2013, wages are usually paid at an hourly rate however for the first 6 months we not employing anyone and we will be our own staff so no monthly wages will be spent until we are established and making enough money to employ.
- ▶ The salary will depend on the income that each section of the spa make each month.
- ▶ We have given ourselves 6 months to become established, and once we are at a point where we can employ staff we will do the same.



FINANCE – Anwar

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Finance

- ▶ As demonstrated by J. Keown 2013, they state that through studies of the foundations of finance, it focusses on the importance of the organisations. This is shown through giving consumers high quality products and services.



Financial Statement Analysis

- ▶ Financial statement analysis involves an understanding of an organization's financial situation by reviewing its Financial statement.
- ▶ Financial statement analysis is an exceptionally powerful tool for a variety of users of financial statements, each having different objectives in learning about the financial circumstances of the entity.

(accountingtools, 2017)

Income

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Income	Month 1	Month 2	Month 3	Month 4	Month 5	month6
Massage Therapies	320	380	380	400	440	480
Energy Therapies	280	315	315	350	380	420
Hydrotherapy Treatments	320	360	360	380	420	460
Facials	540	560	560	580	600	635
Body Treatments	220	260	280	300	350	380
Nail Treatments	300	325	350	350	390	430
Makeup & Waxing	220	260	260	320	360	400
total	2200	2460	2475	2680	2940	3255

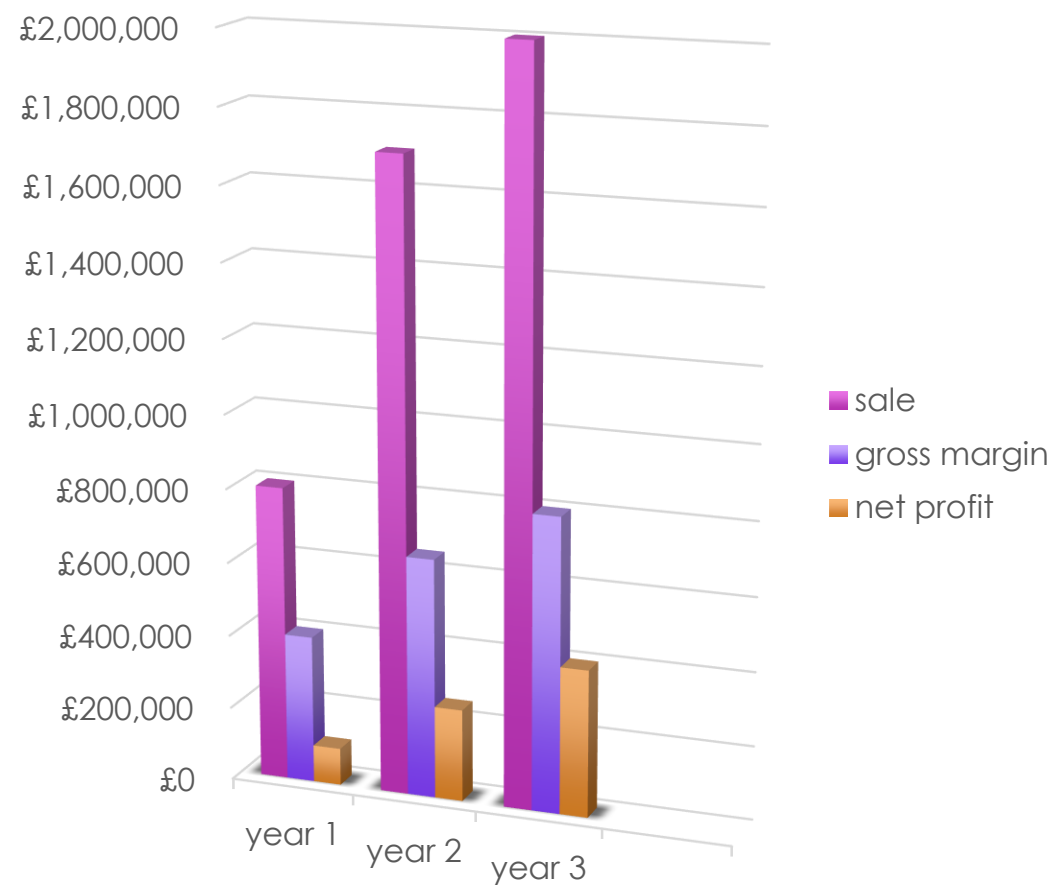
Cash Flow

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	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Insurance	20.66	20.66	20.66	20.66	20.66	20.66
Marketing	500	500	500	500	500	500
Telephone & Utilities	53	53	53	53	53	53
Legal and Accounting	1200	0	0	0	0	0
equipment	79,029	0	0	0	0	0

Financial highlights

Eden Garden



EDEN GARDEN spa

This is the end of our presentation.

Thank you for taking the time out to listen to our presentation. Any questions?



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Group learning log

► • **How did you work together?**

We did not have the chance to meet up often, however we used WhatsApp to communicate

► • **Who did what?**

Ikram did the description of business, location and aim/objectives. Tanya did the executive summary and competition, Anwar did the management and towards the end had to take on the responsibility of presenting the finance slides, Khaled did the marketing strategy, and Farah did the product/services.

► • **What went wrong?**

At the beginning we had a poor communication, as some members was absent and some were less active than others in the group chat but we were able to find a solution in the end. Towards the end of completing the presentation one of our team members had to leave the course due to personal reasons which gave us little time to complete the section that had taken on. Another fault was that were not able to meet other than in class due to other commitments i.e. work, childcare issues etc.

Log continued

► •• What went well?

After resolving the communication issue we were able to communicate well and the slides that were illustrated were appealing to the eye and we were able to demonstrate clear slides.

► Did you meet often enough?

We did not have the opportunity to meet up other than our Monday lessons however we were in contact literally every day via the whatsapp app group chat

► • Did you use Skype (or other online meeting platform?)

We never used Skype however we did use WhatsApp group chat: which was created by Khaled, where all group members were active on and we were able to share our opinions and our findings

► • Did that work well?

It would have been better if we met up outside of the our Monday classes but we still managed to communicate very well

Log continued

- ▶ • **Did you have technical problems in meeting online?** No
- ▶ • **Did some group members refuse to meet online? How did you overcome this?**

No we were always in contact regularly. Sometimes we were not able to answer straight away however we always insured that we did.

- ▶ **Did someone not pull their weight?**

Did you discuss this with them as a group? Did you resolve this problem satisfactorily? Everybody in the group pulled their weight. I think we worked well as a group especially being a member down towards the end.

Log continued

► • **How did you divide the work between you?**

Some members faced some difficulty due their personal circumstances however we managed to divide the work equally ensuring we were willing to help them to understand what they had to do in order to for them to complete their slides.

► • **Was it fairly shared out?**

we think it was fair enough.

► **What have you learned by doing this?**

“More hands make for lighter work.” we understood the potential of the group work, We learned how to plan and manage our time, we developed stronger communication skills

Log continued

▶ Did you enjoy the process?

Yes

▶ • Why did you enjoy it?

we had the chance to work with members who we got on well with and we were able to come together to produce good presentation which we are all happy with

▶ • How could it have been improved?

We did a good job however if we were able to meet up rather than using a app we could have excelled and in our understanding and our slides. If we did not lose a member it would have been better as Anwar had a short space of time to complete her tasks but she did a good job considering the little time she had preparing.