

Business Plan Presentation

by Souad Muttalib

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Business Plan

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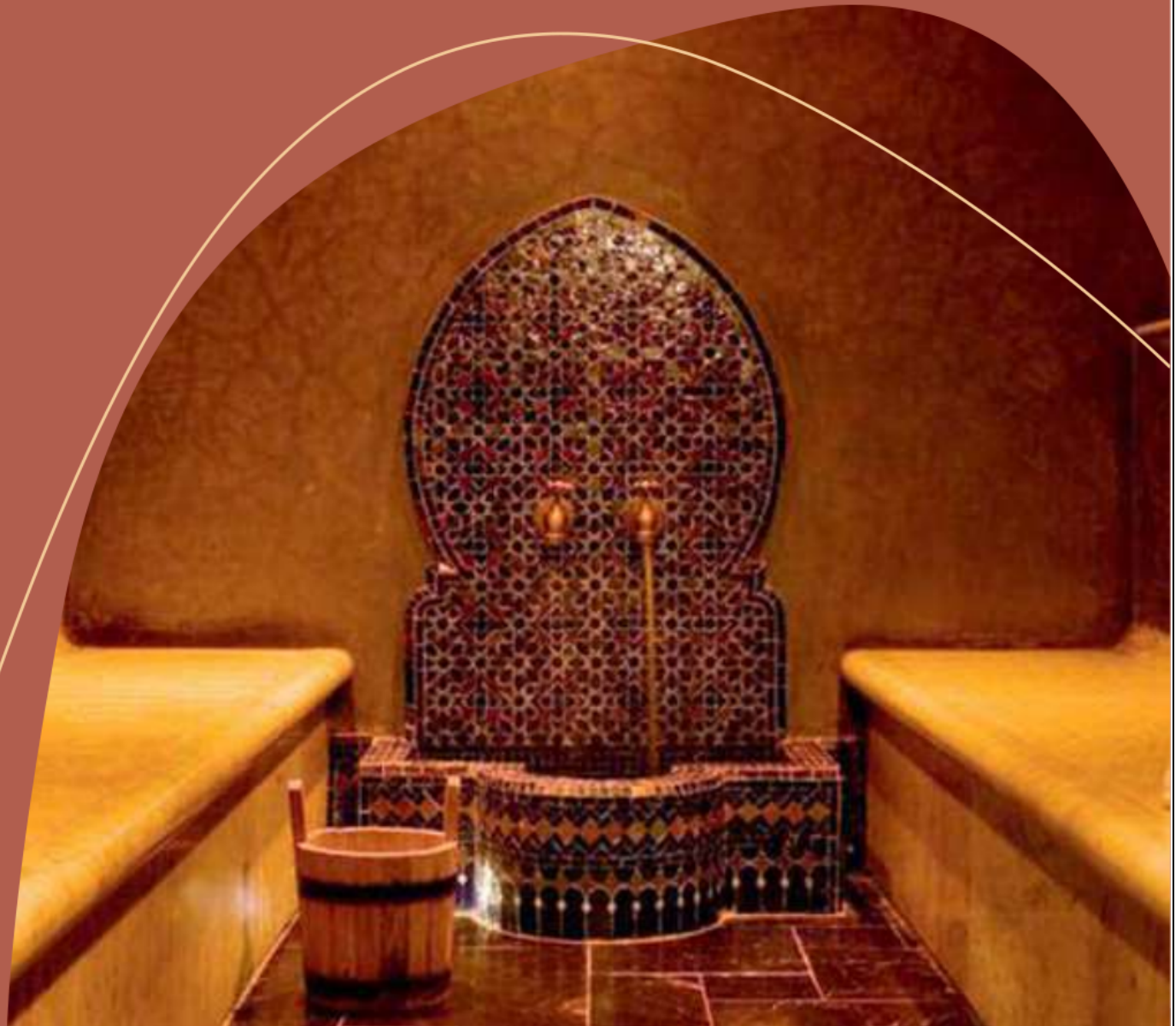
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Enterprise and Entrepreneurship

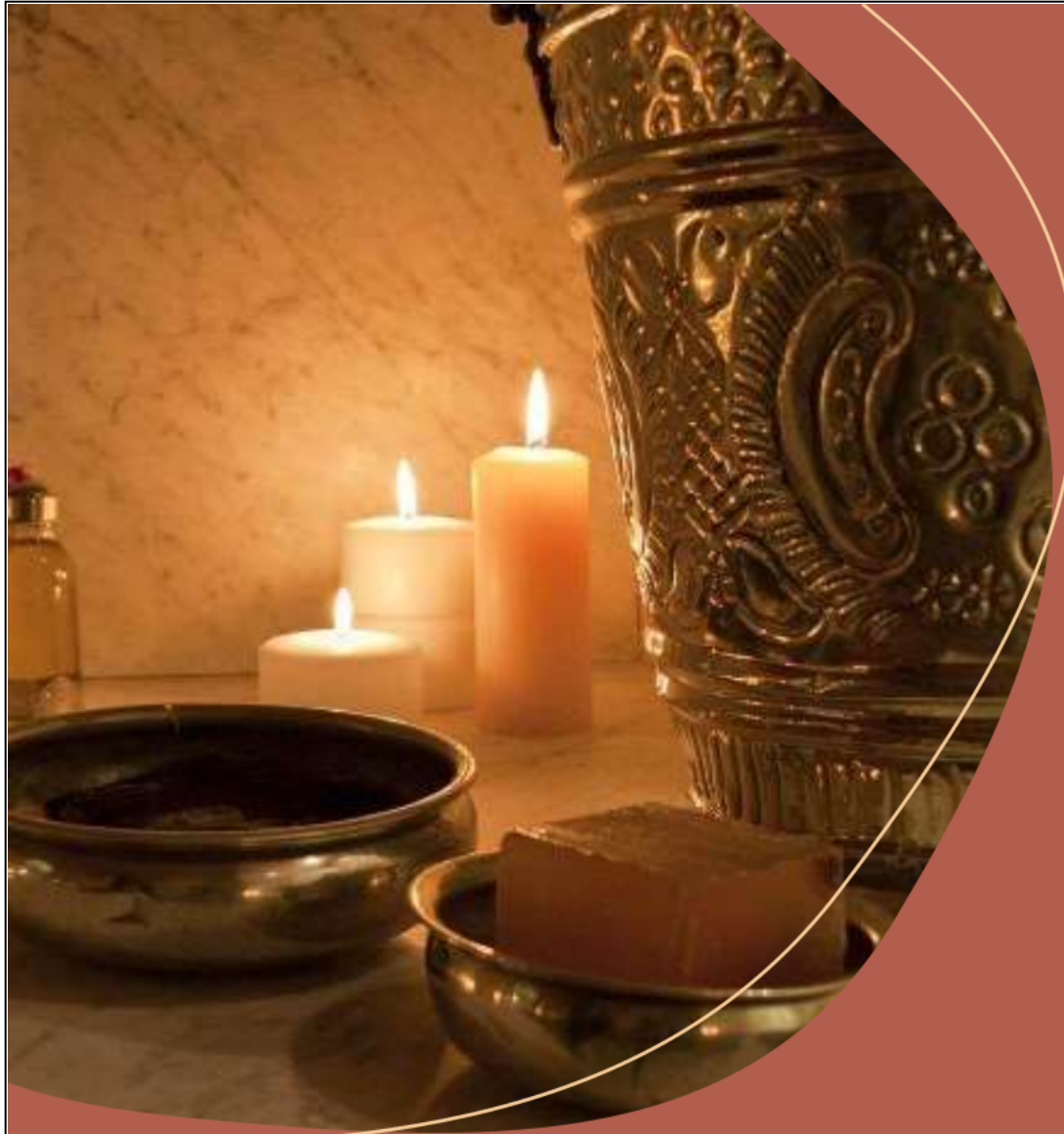
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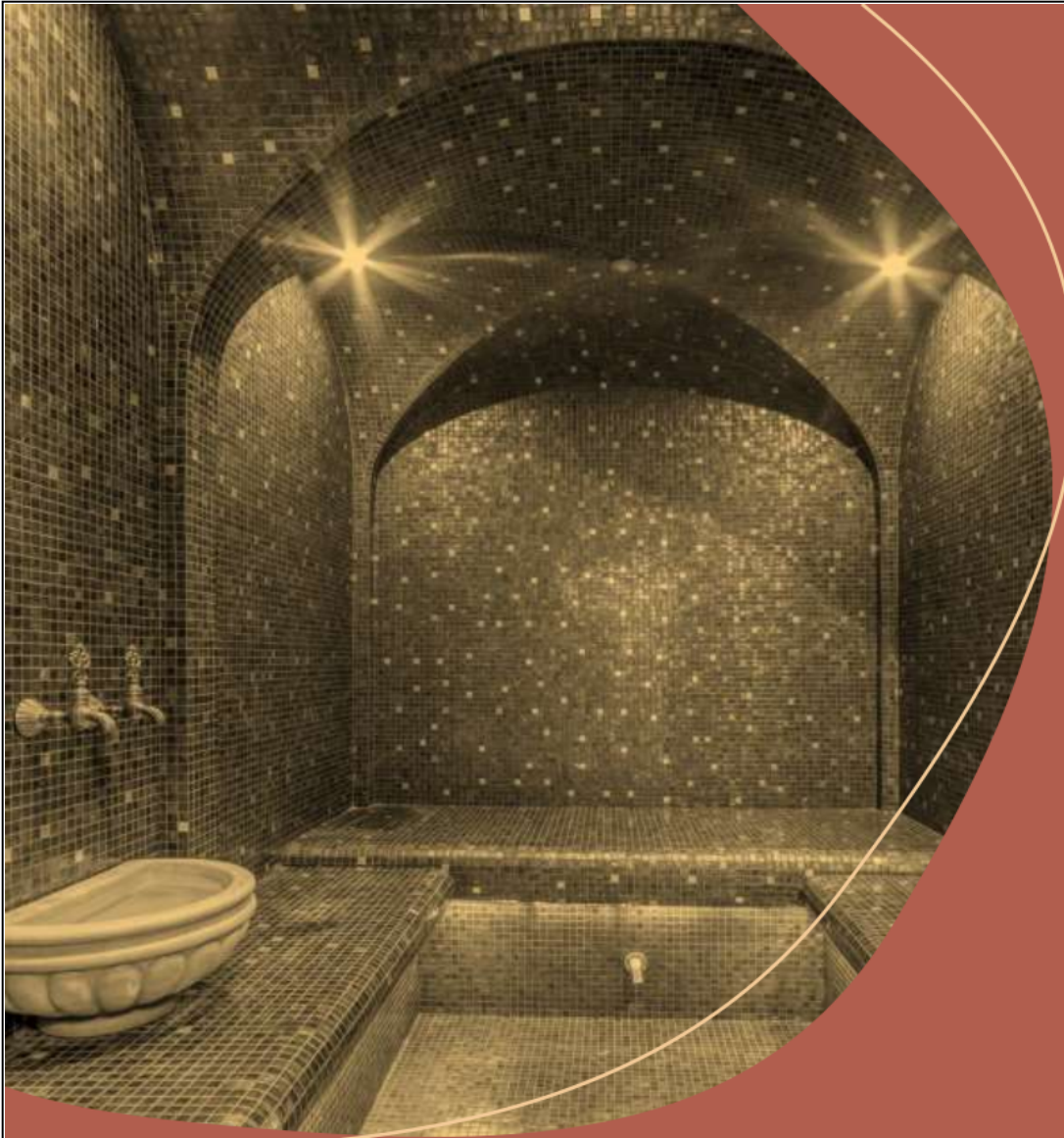
Overview of the business idea

- Traditional Moroccan Hammam spa
- Situated in Moseley, Birmingham
- Providing authentic treatments ranging from scrubs, clay masks and massages to seaweed body wraps alongside excellent hospitality including the serving of traditional mint tea and Moroccan sweets/biscuits
- Benefits of visiting a Hammam: boosts the immune system, improve blood circulation, stimulate detoxification and improve mental health and wellbeing (Admin, 2019)

Ownership and Legal format

- Operating under a new limited company entity
- Benefits of doing so include: the protection of personal assets, limiting liability to the business, legal protection of the company name and increasing reliability and competitiveness
- Clients and suppliers are usually more reluctant when dealing with non-incorporated businesses as they operate with greater risk and uncertainty (Caroola, n.d.)





Management

- Under personal management with myself being the director and main shareholder of the business.

Recruitment positions:

- A receptionist responsible for administration, taking payment and booking client appointments via calls, email, and an active website.
- 2 qualified therapists, all female, preferably of North African origin with multilingual skills and the ability to provide quality treatments with the utmost authenticity and to a high standard. They would be referred to as “Kessala women” due to their primary responsibility of using a Kessa mitt to exfoliate clients.
- 1 Cleaner to ensure hygiene and safety standards are sustained and the premises remain immaculate.

Target Market

- 18-60 year old female demographic
- Locals and Moroccans
- Minimum legal age of consent without parent/guardian is 18, must be taken into consideration





Moseley

- 7,388 females fall into this geodemographic in Moseley (www.citypopulation.de, n.d.)
- 631 Arabs residing in the region
- Employment rate of 63.6%
- Average household salary in Moseley is above national average, making it one of the least deprived wards in Birmingham

Marketing Strategies

- Interruption marketing: paid radio, printed and social media adverts. On a small scale to remain within a small marketing budget
- Flyers and Posters in local businesses
- Radio advert on Unity Fm to target Arab and South Asian ethnic groups
- Instagram account and adverts
- Inbound marketing: email newsletters, opening event with promotions and incentives for the first customers. (Digital Marketing Institute, n.d.)





Industry and Competitor analysis

- Health and beauty sector is saturated with competition
- Western spas offering typical services such as facials and massages dominate the market
- Scare competition in the West Midlands, most spas operating as a "hammam" are situated in London and do not offer an authentic treatments, they provide more of a Turkish bath experience using stagnant water of varying temperatures as opposed to running water with rooms of varying temperatures.
- Most reputable competition was Harrods, however this spa permanently closed down following the termination of their contact with the luxury retailer.

Funding

- The table depicts a breakdown of funding required to start the business. A Director's loan would provide half the investment needed, however the other half would need to be externally sourced by seeking investors or by consulting with a bank.

Rent Deposit	£10,500
1 st Quarter's Rent	£7000 (£28,000 per Annum)
Repairs and Renewals - Refurbishment and Human Selection	£30,000
Advertising and Marketing	£7,500
1 st Months Wages (3 employees)	£7,500
Total	£62,500
Director's Loan	£31,250
Required from funders	£31,250

References

- ¹Admin (2019). *What you need to know about the moroccan hammam*. Les Sens de Marrakech. Available at: <https://www.lessensdemarrakech.fr/blog/en/bath-and-body/moroccan-hammam-beauty-ritual-scrub-exfoliation/> [Accessed 12 Jun. 2023].
- ³Caroola. (n.d.). *Advantages and Disadvantages of a Limited Company*. [online] Available at: <https://caroola.com/resources/starting-up/limited-company-advantages-disadvantages/> [Accessed 15 Jun. 2023].
- ⁴Digital Marketing Institute. (n.d.). *What Is Inbound Marketing?* [online] Available at: <https://digitalmarketinginstitute.com/blog/what-is-inbound-marketing> [Accessed 12 Jun. 2023].
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