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Managing Enterprise in the 21st Century

Business Plan

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Serenetouch600

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Submission Date: 27/ 07/2026

Lecturer: MR mai

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Introduction

Section 1 - Overview of the Business Idea

Serene Touch is a UK massage and wellness company that provides higher-end, individual-centric massage treatments focused towards enhancing your body's health, lowering tension, and aiding restoration.

The business offers

- ✓ Swedish
- ✓ Deep tissue
- ✓ Sports
- ✓ Hot stone
- ✓ Bamboo
- ✓ Indian head
- ✓ Aromatherapy
- All are massages.

- ✓ Gift bag bundle
- ✓ Candles
- ✓ Essential body oils
- ✓ Body butters
- ✓ Stretch booklets
- ✓ Isometric workouts

Its mission is to offer luxury and accessible wellness without losing the professionalism and the holistic care. This business plan analyses the commercial potential of Serene Touch by doing market analysis, legal structuring, marketing, and financial planning.

Section 2 - Legal Format and Management Structure

For me it is recommended to use the Private Limited Company (Ltd) structure. A limited company offers limited liability, boosts credibility, future growth, and investment opportunities, and separates personal and business finances. The owner will be Managing Director and the Lead Massage Therapist initially. The other massage therapists, administrator, and marketing assistant can be hired as the business expands.

Organization Structure:

Managing Director

- └─ Massage Therapists
- └─ Reception/Administration
- └─ stock intake
- └─ Marketing & Social Media

Section 3 - PESTEL Analysis

Factor	Impact	Response
Political	Compliance with UK health, tax and business regulations.	Maintain insurance, CPD and regulatory compliance.
Economic	Inflation may reduce discretionary spending.	Offer memberships, packages, and corporate contracts.
Social	Growing interest in wellbeing and self-care.	Promote holistic health benefits and personalised care.
Technological	Online booking and social media influence purchasing.	Use online booking and digital marketing.
Environmental	Consumers value sustainable practices.	Use eco-friendly products and reduce waste.
Legal	GDPR, employment and health & safety obligations.	Maintain policies, consent forms, and secure records.

Section 4 - Target Market and Marketing Strategies

Serene Touch segments its market using a combination of demographic, psychographic, behavioural, and geographic factors to show customers who are most likely to receive help from professional massage therapy.

Demographic segmentation

- Adults aged 25–55 years
- Both men and women
- Working professionals with disposable income
- Parents balancing work and family responsibilities
- Fitness enthusiasts and athletes

Psychographic segmentation

- Individuals who value health, wellness, and self-care
- Customers seeking stress reduction and improved mental wellbeing
- Clients who appreciate premium experiences and personalised treatments
- People committed to keeping an active and healthy lifestyle

Behavioural segmentation

- Customers seeking relief from muscular pain and tension
- Individuals needing sports recovery or injury prevention
- Clients purchasing massages for relaxation and stress management
- Repeat customers interested in long-term wellness programmes and membership packages

Geographic segmentation

Serene Touch primarily serves customers within London and surrounding areas, focusing on individuals seeking convenient access to high-quality massage therapy. The business also aims to expand its reach through corporate wellness partnerships and mobile treatment services where appropriate.

Target Market

Although Serene Touch appeals to a broad wellness market, its primary customer segments are more focused and include:

- Professionals aged 25–55 experiencing work-related stress and muscular tension.
- Gym members, athletes and physically active individuals requiring sports massage, rehabilitation, and recovery treatments.
- Parents seeking regular relaxation and self-care to improve physical and mental wellbeing.
- Individuals suffering from chronic muscular discomfort, poor posture or tension caused by sedentary lifestyles.
- Businesses investing in employee wellbeing through workplace wellness programmes.

These target groups are attractive because they have higher awareness of health benefits, greater purchasing power, and are more likely to become repeat customers through ongoing treatment plans and membership schemes.

Positioning Strategy

Serene Touch positions itself as a premium massage and wellness provider that combines therapeutic rehabilitation with luxury relaxation. Unlike competitors that provide standardised treatments, every session begins with a personalised consultation to assess the client's lifestyle, health concerns, and treatment goals.

The business aims to position its brand around professionalism, trust, comfort, and measurable wellbeing outcomes. Clients receive tailored

treatment plans in a calm, welcoming environment designed to promote both physical recovery and mental relaxation. This customer-centred approach differentiates Serene Touch within the competitive wellness industry.

Unique Selling Proposition (USP)

The unique selling proposition of Serene Touch is its ability to deliver personalised therapeutic massage within a luxury, client-focused environment.

Key differentiators include:

- Bespoke treatment plans tailored to each client's individual needs.
- A combination of rehabilitation, pain management, and relaxation therapies.
- Multiple specialist massage techniques, including Swedish, Deep Tissue, Sports, Bamboo, Hot Stone, Aromatherapy, Thai and Indian Head Massage.
- Professional consultation and aftercare advice to support long-term wellbeing.
- A relaxing, premium environment that enhances the overall customer experience.
- Loyalty memberships, referral rewards, and corporate wellness packages that encourage long-term customer relationships.

Serene Touch will implement an integrated marketing strategy to boost brand awareness, attract new customers, and encourage repeat business.

Digital marketing will be key. The business will keep an active presence on websites like Instagram, Facebook, and TikTok. Here they will share educational content, client testimonials, treatment demonstrations, wellness tips, and promotional offers. These platforms allow Serene Touch to engage with potential customers and build trust and brand recognition.

Local search optimisation will also be a priority. Optimising a Google Business Profile will improve visibility in local search results. Encouraging satisfied customers to leave positive reviews will strengthen credibility and boost search rankings.

Relationship marketing will drive customer retention. Referral incentives will encourage existing clients to recommend friends and family. Loyalty

memberships will reward repeat customers with exclusive discounts and added benefits.

Corporate wellness partnerships will support employee health and create a consistent revenue stream. Serene Touch will collaborate with local businesses to offer workplace massage services, employee wellbeing initiatives, and discounted treatment packages.

Seasonal promotions will boost customer acquisition during key periods. Exclusive offers during holidays, wellness awareness campaigns and promotional events will attract new customers.

Email marketing will further strengthen customer relationships. Email newsletters will offer personalised offers, appointment reminders, educational wellness content, and updates on new services. This targeted approach supports customer acquisition, long-term loyalty, and sustainable business growth.

By applying the STP model, Serene Touch will focus its marketing resources on clearly defined customer groups. This targeted approach positions the business as a trusted provider of personalised premium massage therapy, supporting customer acquisition, long-term loyalty, and sustainable growth.

Section 5 - Funding Requirements and Allocation

Example:

Startup Cost

Startup Cost	
Furniture	£2,600
Accessories	£5,000
Toileteries	1000
Renovation	7,400
Total	£16,000

Operational Cost

Fixed Cost

Fixed Costs	per month
Rent	£800
Bus. Rate	£300
Gas bill	£0
Two Emp Salary	£1,000
Accountant	£300
Total cost	£2,700

Variable Cost

Variable Costs	Jan	Feb	Mar	Apr	May	June
Electricity	£300	£400	£500	£700	£700	£750
Raw materials	£400	£600	£700	£900	£980	£1000
hourly paid Emp	£0	£600	£500	£600	£600	£700
Total Var cost	£700	£1,600	£1,750	£2,200	£2,280	£2,450

Financial forecast for the first Six months

	Jan	Feb		Mar	Apr		May	Jun
Fixed	£1,400	£1,400		£1,400	£1,400		£1,400	£1,400
Variable cost	£400	£490		£590	£680		£760	£840
Total cost	£1,800	£1,890		£1,990	£2,080		£2,160	£2,240
Revenue	£2,200	£3,200		£4,000	£5,200		£6,000	£7,000
Profit/loss	£700	£1,310		£2,010	£3,120		£3,840	£4,760

Investment needed = Total Startup Cost + Sum of Loss.. up to the breakeven point
Investment needed =

Investment needed = £18,000

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Appendix

Add here = SWOT analysis, 7Ps marketing mix, six-month financial forecast, break-even chart, organizational chart, competitor analysis, service price list, and risk assessment.

