

Presentation-Glamping Spa Retreat Business Plan

by Andrei Comov

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Glamping Spa Retreat Business Plan

ANDREI COMOV (2441937) GROUP 4
Enterprise & Entrepreneurship (LCLM4006)
LECTURER-CHARLES OBINWA

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Introduction



SECTION 1 - BUSINESS IDEA

Overview of Business Idea



Nature-based
accommodation +
wellness services

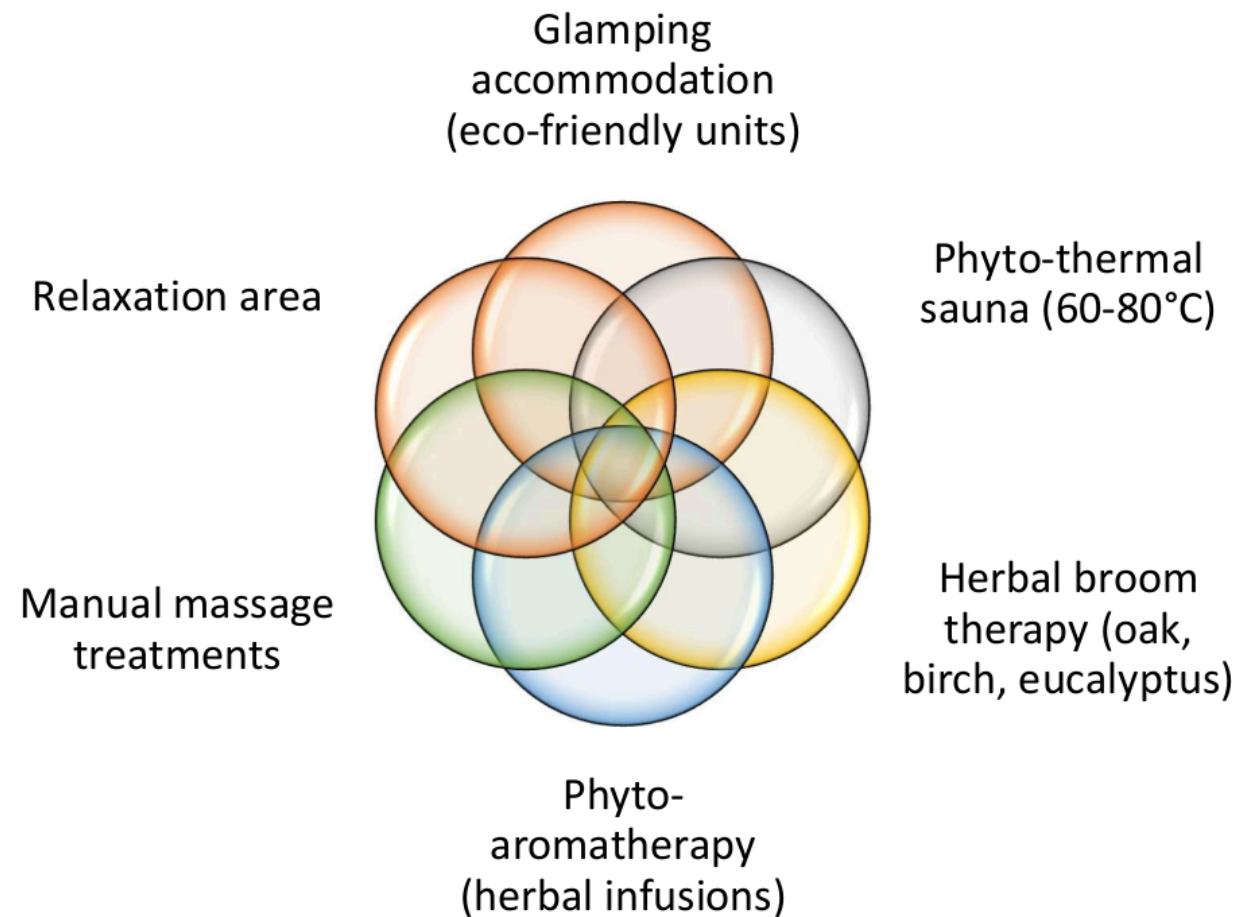


Peaceful
environment
for stress relief

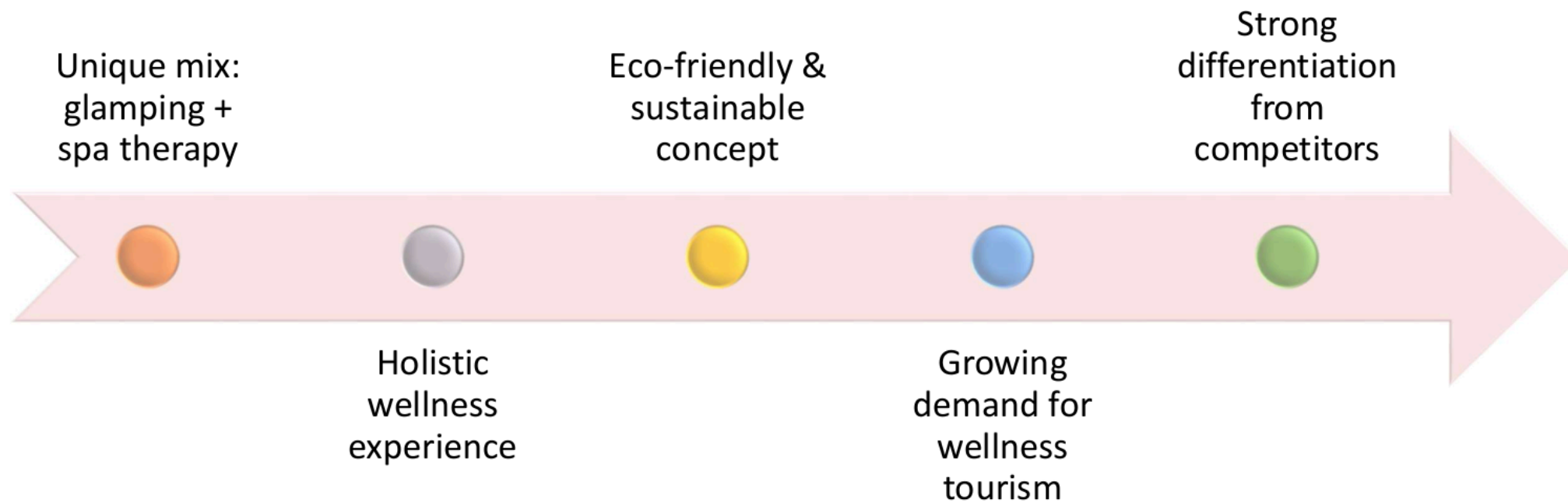


Targets modern
lifestyle needs (mental
health & relaxation)

Product / Service Offering



Value Proposition

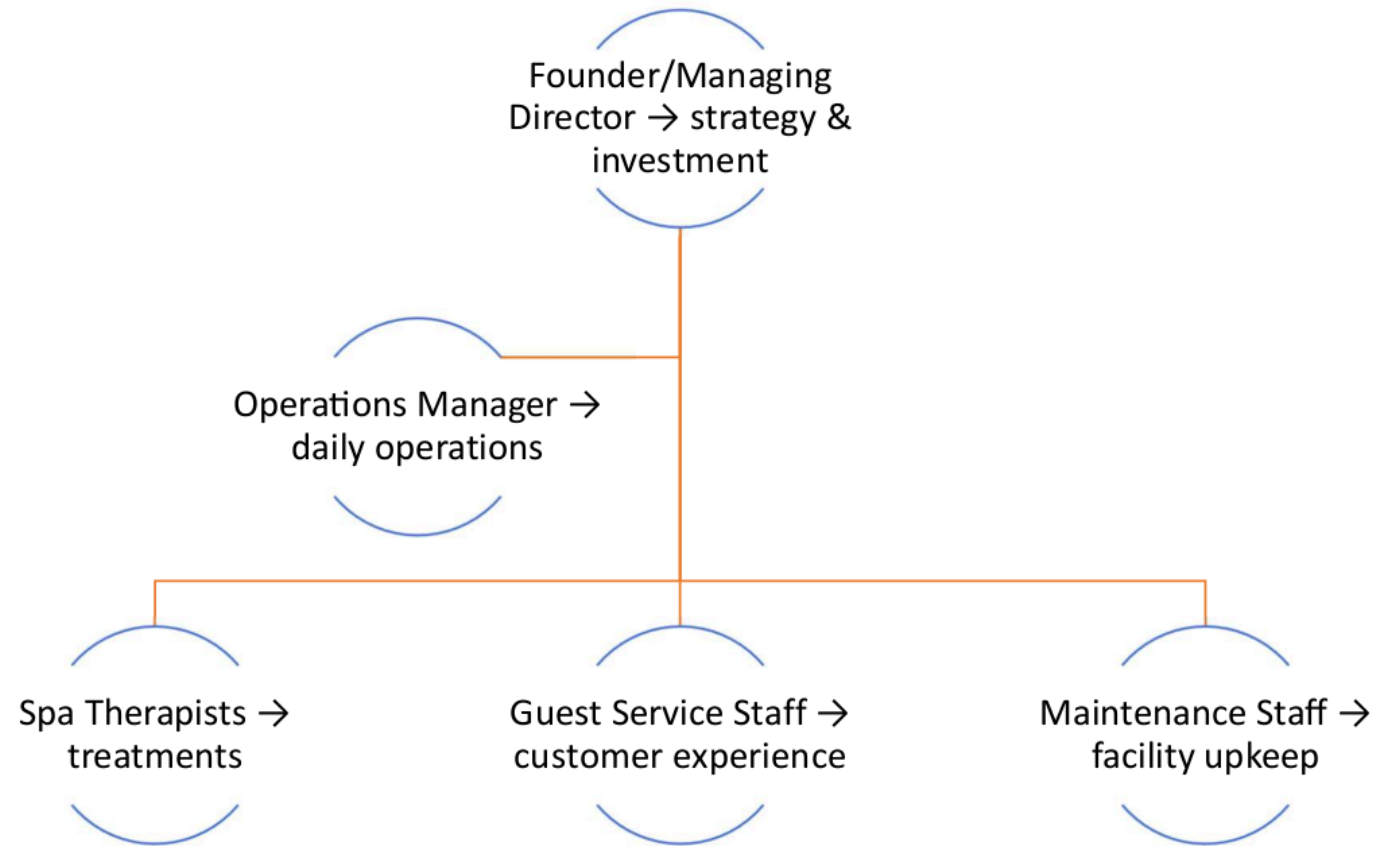


SECTION 2 - LEGAL & MANAGEMENT

Legal Structure

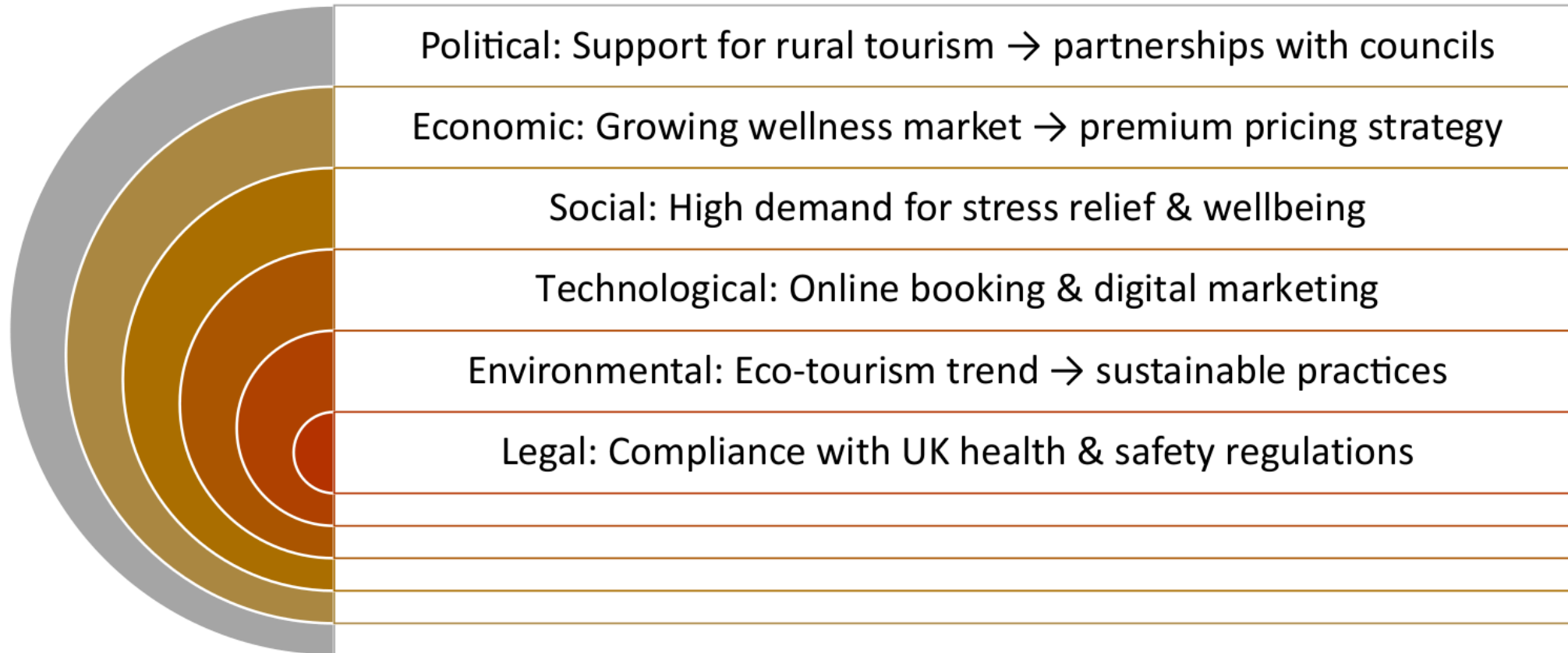


Management Structure



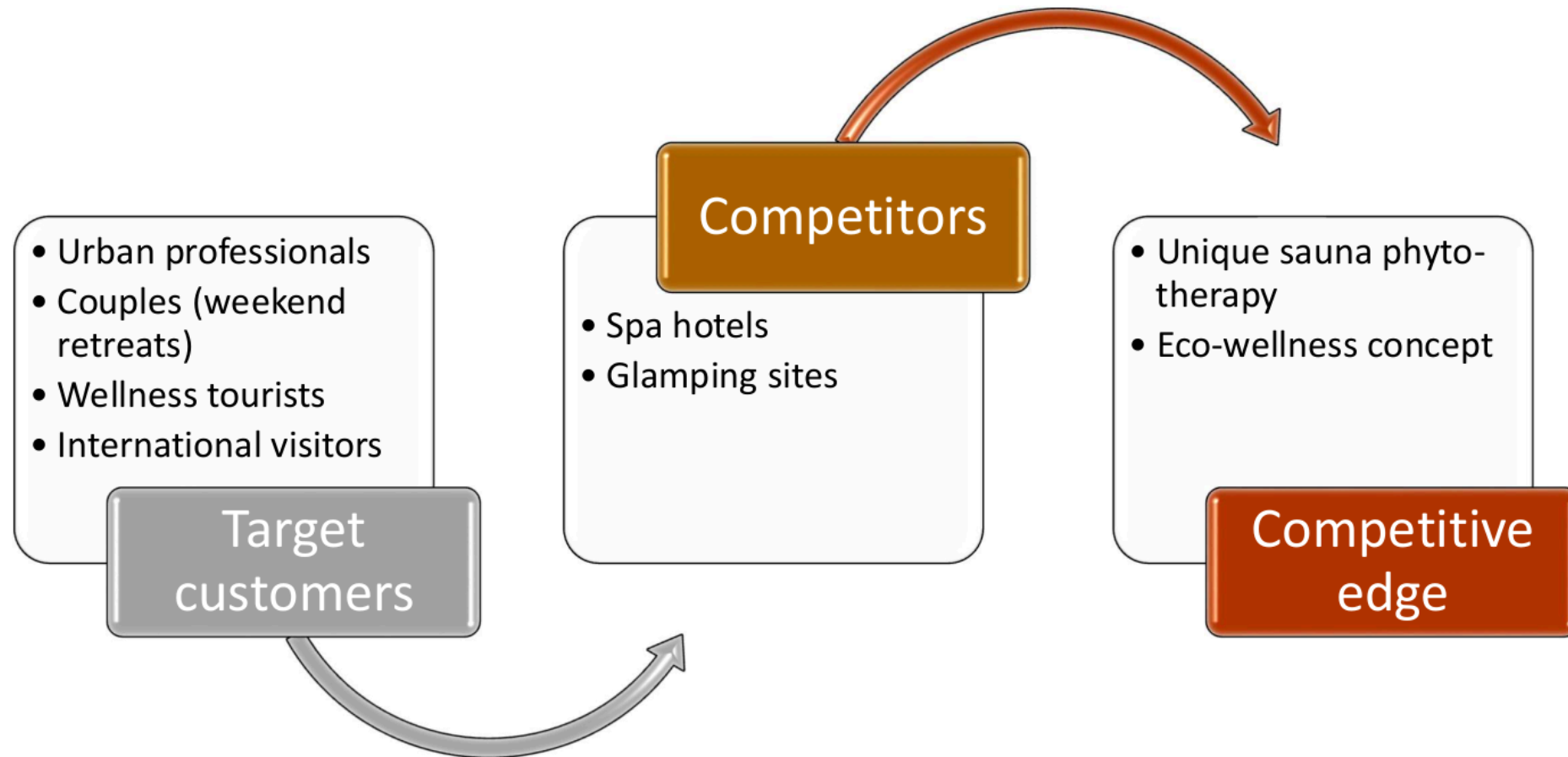
SECTION 3 - PESTEL ANALYSIS

PESTEL Analysis



SECTION 4 - MARKETING STRATEGY

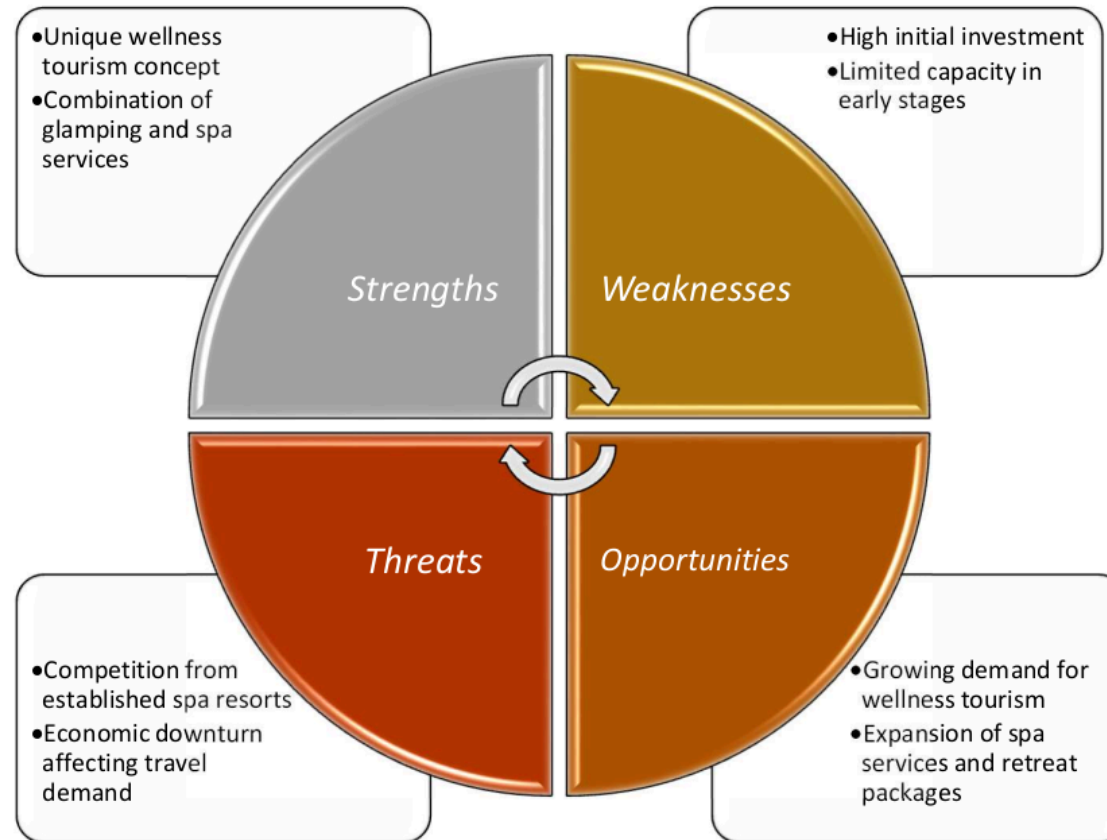
Market Analysis



Marketing Strategy (4Ps)



SWOT Analysis



SECTION 5 - FINANCIAL PLAN

Funding & Financial Overview

STARTUP COSTS	
ITEM	AMOUNT (£)
GLAMPING UNITS CONSTRUCTION	£50,000
SAUNA & SPA SETUP	£25,000
FURNITURE & INTERIOR	£10,000
EQUIPMENT & TOOLS	£8,000
ACCESSORIES	£4,000
MARKETING & BRANDING	£5,000
LICENSES & LEGAL	£3,000
TOTAL STARTUP COST	£105,000

VARIABLE COSTS	
ITEM	AMOUNT (£)
SPA SUPPLIES (OILS, HERBS)	£1,200
MAINTENANCE	£800
MARKETING	£1,000
MISCELLANEOUS	£500
TOTAL VARIABLE COST	£3,500

FIXED COSTS	
ITEM	AMOUNT (£)
RENT / LAND LEASE	£1,500
BUSINESS RATES	£300
SALARIES	£6,000
UTILITIES	£800
INSURANCE	£400
TOTAL FIXED COST	£9,000

REVENUE FORCATS	
SOURCE	AMOUNT (£)
ACCOMMODATION BOOKINGS	£12,000
SAUNA THERAPY	£6,000
MASSAGE SERVICES	£4,000
WELLNESS PACKAGES	£3,000
TOTAL REVENUE	£25,000

BREAK-EVEN SUMMARY	
Description	Amount (£)
Total Monthly Cost	£12,500
Monthly Revenue	£25,000
Estimated Profit	£12,500
Break-Even Period	2–3 Years

Conclusion

