

**I. EXECUTIVE SUMMARY**

**Introduction**

This business plan provides a comprehensive data on the finances and processes of [SPECIFY NAME OF SPA BUSINESS]. This includes the primary strategies, procedures and information required for the underlying foundation and operation of [SPECIFY NAME OF THE SPA BUSINESS]. This record outlines the strategies for business development, techniques, systems and standards for operation, and framework administration.

[SPECIFY THE NAME OF THE SPA BUSINESS] intends to be the leading spa business in [SPECIFY LOCALITY] area. Through a distinct combination of offered services and products, the spa business will rapidly gain share in the market. [SPECIFY THE NAME OF THE SPA BUSINESS] will give customers with an unwinding, rejuvenating atmosphere where all of their mind and body needs can be met.

**The SPA BUSINESS**

[SPECIFY THE NAME OF THE SPA BUSINESS] offers a great diversity of mind and body relaxing and rejuvenating services and products. This is altogether done in a relaxing, peaceful place. Our expert and friendly employee’s works hard to offer and provide you with nothing but the best and accessible customer service, products and treatments. We concentrate on making each customers have fun, and stay relaxed.

**Financials**

[SPECIFY THE NAME OF THE SPA BUSINESS] has predicted and estimated essential revenue sales by [SPECIFY NUMBER] of years. Also by [SPECIFY NUMBER] of years the business will achieve productivity, profitability and gain a healthy profit before taxes. [SPECIFY THE NAME OF THE SPA BUSINESS] is an exciting business that gives a different combination of excellent and appealing spa services that are not presently offered by a direct competitor. [SPECIFY THE NAME OF THE SPA BUSINESS] will provide a relaxing, peaceful place for the wandering mind looking for a place to chill out with an assortment of body rejuvenation services.

**II. OBJECTIVES**

1. [SPECIFY THE OBJECTIVE OF THE SPA BUSINESS]
2. [SPECIFY THE OBJECTIVE OF THE SPA BUSINESS]
3. [SPECIFY THE OBJECTIVE OF THE SPA BUSINESS]
4. [SPECIFY THE OBJECTIVE OF THE SPA BUSINESS]
5. [ADD MORE AS NEEDED]

**III. MISSION**

[SPECIFY MISSION OF THE SPA BUSINESS]

**IV. VISION**

[SPECIFY VISION OF THE SPA BUSINESS]

**V. KEYS TO SUCCESS**

1. Reliable and expert employees knowledgeable with energy work and oriented to a soothing spiritual nature.
2. Build up trust within the area that each customer’s needs will be taken cared of for every visit.
3. Location is easily reachable.
4. Convincing and compelling advertising.
5. [SPECIFY OTHER KEYS TO SUCCESS OF THE SPA BUSINESS, AS REQUIRED]

**VI. SPA BUSINESS SUMMARY**

[SPECIFY THE NAME OF THE SPA BUSINESS] is a generally accepted spa located in [SPECIFY LOCATION]. We offer a full scope of spa treatments for the entire family. Our expert and reliable staff aim to offer you only but the best customer service, treatments and products available. We concentrate on making every customers visit with us enjoyable, relaxing and fun. It is important to ensure our customers get a distinctive experience that cannot be copied anywhere else.

We offer a variety of spa services which includes a relaxing and satisfactory massage, reflexology, or warm stone therapy. We likewise offer a variety of facials tailored of various skin types. Our body medications renew, revitalize, detoxify, and smooth. Spa packages are also accessible so customers can enjoy different and satisfying services together without their wallet being empty.

[SPECIFY THE NAME OF THE SPA BUSINESS] will give a one of kind and satisfying experience to its customers. The business has a goal to be known as the leading spa business in the area. [SPECIFY THE NAME OF THE SPA BUSINESS]’s objective is to secure a [SPECIFY NUMBER] percent market share in the local spa industry in the [SPECIFY TOWN] in the next [SPECIFY NUMBER] years. In order to achieve this, the spa business must meet our customer’s needs including experienced and excellent customer service. Our development technique combines average and affordable prices and experienced staff.

[SPECIFY THE NAME OF THE SPA BUSINESS]’s hours of operation are [SPECIFY DAY OF THE WEEK] through [SPECIFY DAY OF THE WEEK] from [SPECIFY OPENING TIME] to [SPECIFY CLOSING TIME]. We are centrally situated near businesses and residential neighborhoods in our target market. We presume that this is essential to our development and long-term growth.

**VII. START-UP SUMMARY**

[SPECIFY THE NAME OF THE SPA BUSINESS]’s total costs for start-up are [SPECIFY AMOUNT]. Start-up expenses will account for about [SPECIFY AMOUNT] and include legal fees, rent, and insurance deposit. The remaining [SPECIFY AMOUNT] of costs will be attributed to establishing assets.

|  |
| --- |
| **START UP** |
| RequirementsStart-up Expenses* Legal
* Stationery etc.
* Pamphlets
* Rent
* Insurance
* Expensed Equipment
* Others

Total Start-up ExpensesStart-up Assets* Money Required
* Start-up Inventory
* Other Current Assets
* Long-term Assets

Total Assets | [SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY TOTAL AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY AMOUNT][SPECIFY TOTAL AMOUNT] |
| **TOTAL REQUIREMENTS** | [SPECIFY AMOUNT] |

**VIII. PRODUCTS AND SERVICES**

[SPECIFY THE NAME OF THE BUSINESS] will provide customers with unwinding and satisfying services and supplementing products, as well as training in particular types of energy work. Clarification and/or consultations will be provided on all services and products if necessary. The following is an overview of our current services:

**SPA SERVICES**

|  |  |
| --- | --- |
| **SPA SERVICE** | **DESCRIPTION** |
| 1. [SPECIFY SPA SERVICE]
 | [SPECIFY DESCRIPTION] |
| 1. [SPECIFY SPA SERVICE]
 | [SPECIFY DESCRIPTION] |
| 1. [SPECIFY SPA SERVICE]
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| 1. [SPECIFY SPA SERVICE]
 | [SPECIFY DESCRIPTION] |
| 1. [SPECIFY SPA SERVICE]
 | [SPECIFY DESCRIPTION] |
| 1. [ADD MORE AS NEEDED]
 | [ADD MORE AS NEEDED] |

**IX. COMPETITIVE EDGE**

Our competitive edge is a blend of our remarkable services, exceptional location area, and our communication and association with customers. By giving our customers an encompassing and integrative spa, we build connections of trust and fulfillment. Our customers will come to rely on our one of a kind services and satisfying environment. Additionally, [SPECIFY THE NAME OF THE SPA BUSINESS] possesses the vitals skills to create the great and unique products and services that are required in this market. The establishment of the previously mentioned work methods that will ensure excellent and satisfying service will fortify the contacts that encourage people to try and get satisfied with our spa business.

**X. MARKETING STRATEGY**

We have this marketing strategy as the way to our development in the spa industry:

1. Our name and unique services be known through advertising.
2. Concentrate on the comfort of our location.
3. Build connections in the community by means of excellent and one of a kind service, friendly and caring people, and setting up absolute dependability of our services.
4. [SPECIFY OTHERS, IF REQUIRED]

[INSERT MARKETING STRATEGY OF THE SPA BUSINESS]

**XI. SALES STRATEGY**

The sales strategy aids in the planning of all activities concerning sales like methods of reaching customers, competitive contrasts and resources available. Strategies involves the everyday selling: prospecting, sales process, and follow-up.

1. Our sales strategy is to offer [SPECIFY THE NAME OF THE SPA BUSINESS] to the public customers as an exceptionally attractive destination that will give them satisfaction with its healing power.
2. We will offer [SPECIFY THE NAME OF THE SPA BUSINESS] expertise through each employee’s professionalism, courtesy, and warmth, making a trusting impact on every customers, thus building loyalty and return.

**A. PROMOTION**

[INSERT DETAILS ON THE TYPE OF ADVERTISING METHOD FOR THE PROMOTION OF THE SPA BUSINESS’S PRODUCTS OR SERVICES]

**B. PROMOTIONAL BUDGET**

[INSERT INFORMATION ABOUT THE PROMOTIONAL BUDGET OF THE SPA BUSINESS]

**C. PRICING**

[INSERT THE PRICING STRATEGY]

**D. MARKETING PLAN**

[INSERT DETAILS OF THE MARKETING PLAN OF THE BUSINESS]

**XII. SALES FORECAST**

The following table shows the sales forecast of [SPECIFY THE NAME OF THE SPA BUSINESS] for the past [SPECIFY NUMBER] years:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **YEAR 1****[SPECIFY YEAR]** | **YEAR 2****[SPECIFY YEAR]** | **YEAR 3****[SPECIFY YEAR]** |
| **Sales** |  |  |  |
| Spa Massage Revenue | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| **Direct Cost of Sales** |  |  |  |
| Spa Massage Revenue | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| **TOTAL SALE** | [SPECIFY TOTAL AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |

[INSERT DETAILS AND INFORMATION ABOUT THE SPA BUSINESS’S SALES FOR THE PAST YEARS]

**XIII. PERSONNEL PLAN**

The foundation of the personnel plan is to expand the [SPECIFY NAME OF THE SPA BUSINESS]’s productivity and limit the burden of labor on the operating expenses. As the we grow, we hope to see consistent increases in our employees in coordination with the increases in sales.

|  |  |  |  |
| --- | --- | --- | --- |
| **Title or Position** | **Year 1****[SPECIFY YEAR]** | **Year 2****[SPECIFY YEAR]** | **Year 3****[SPECIFY YEAR]** |
| Owner | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| General Manager | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| Massage Therapists | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| Receptionist | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| [SPECIFY OTHERS, AS REQUIRED] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| [SPECIFY OTHERS, AS REQUIRED] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| [SPECIFY OTHERS, AS REQUIRED] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| [SPECIFY OTHERS, AS REQUIRED] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] | [SPECIFY AMOUNT] |
| Total People | [SPECIFY NUMBER] | [SPECIFY NUMBER] | [SPECIFY NUMBER] |
| TOTAL PAYROLL | [SPECIFY TOTAL AMOUNT] | [SPECIFY TOTAL AMOUNT] | [SPECIFY TOTAL AMOUNT] |

**XIV. SUMMARY**

[INSERT SUMMARY ABOUT WHAT THE SPA BUSINESS WANT THE CUSTOMERS TO REMEMBER ABOUT THE SPA BUSINESS E.G. UNIQUE SERVICES, COMPETITIVE ADVANTAGE, STRENGTHS, AND OTHERS, AS APPLICABLE]