# The Spa





### BUSINESS PLAN - THE SPA

This business plan has been prepared to present The Spa to potential government grant & loan programs, financial institutions and private investors to raise the capital necessary to assist the company in implementing its strategic business model.

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### STATEMENT OF NON-DISCLOSURE & CONFIDENTIALITY

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BY ACCEPTANCE OF THIS DOCUMENT, THE RECIPIENT AGREES TO BE BOUND BY THE AFOREMENTIONED STATEMENT.

### 1.0 - EXECUTIVE SUMMARY

### 1.1 The Spa

This Business Plan has been prepared to present The Spa to potential funders in order to raise the capital necessary to expand the Company.

Based in Anytown, Ontario, The Spa provides a range of treatments, products and programs that enhance health, beauty, and well-being. Established in 2002, the Company currently specializes in massage therapy, as well as hot stone massages, Indian scalp massages and reflexology.

As the demand for its services grows beyond what owner Mrs. Smith can accommodate in the current space, she aims to relocate the spa to a larger space. With more space, The Spa will be able to accommodate more clients and offer more services, such as pedicures, manicures, facials, aesthetics, colon cleansing, and homeopathy, among others. The Company is seeking funding in order to facilitate the relocation and expansion of the spa.

The Spa is a sole proprietorship company, solely owned by Mrs. Smith. Mrs. Smith is an experienced Registered Massage Therapist with a large, loyal client base. She also has extensive business experience, which is applying to successfully operate the Company.

The Spa is well positioned to be successful. There is limited competition in the area. The Spa will be the community's one-stop spa for all wellness and beauty needs. There is a large market for the Company's services in the area. Many in the area are interested in full spas, but currently have to travel distances for this sort of service. As well, as many in the community work in the auto manufacturing sector, many experience high levels of stress and fatigue; this population is in need of rehabilitation and relaxation treatments.

The following plan describes the Corporation, the market, and The Spa plans to successfully grow its operations with the support of the requested capital.

### 2.0 - BUSINESS OVERVIEW

### 2.1 Business Description

The Spa provides a range of treatments, products and programs that enhance health, beauty, and well-being. The Company was established in 2002 on the vision of creating a local escape where clients of varying ages, genders, and backgrounds can de-stress and rehabilitate while taking advantage of a variety of services designed to meet their specific needs.

Currently, the Company specializes in massage therapy, as well as hot stone massages, Indian scalp massages and reflexology. These services are performed by Mrs. Smith, company owner and experienced Registered Massage Therapist.

She has established a reputation of excellence through quality service and unsurpassed customer service. As the demand for her services grows beyond what she can accommodate in her current space, she aims to relocate the spa to a larger space. With more space, The Spa will be able to accommodate more clients and offer more services, such as pedicures, manicures, facials, aesthetics, colon cleansing, and homeopathy, among others.

The Spa is dedicated to assisting clients to achieve and maintain optimum health. The Company has developed a solid understanding of its target market and has incorporated services, products and programs that will successfully respond to the needs of the market. The Company will continually develop and redesign itself to address changing industry trends and meet the demands of the market.



### 2.2 History

The Spa is owned and operated by Registered Massage Therapist Mrs. Smith. Mrs. Smith is an extremely driven individual, who has been self-employed for all of her working life. Formerly, she was a part owner of another successful business; from this experience, she gained business administration, management, and development skills.

In 2000, Mrs. Smith graduated from Massage Therapy School and became a Registered Massage Therapist. She began working in both a day spa and a chiropractor's clinic, until realizing opening her own business would be more beneficial to her. Soon after, she launched her own massage therapy clinic.

The Spa is an established company that has been in operation since 2005. The Company's first years have been successful; Mrs. Smith has established a large, regular client base, which has been steadily growing.

In its current space, the Company has reached it potential for sales; it is servicing as many clients as possible weekly. In order to accommodate the large demand and to continue to expand the Company, The Spa must relocate to a larger space.

The Company is in a lease with the current property until March 2004, but aims to move to a larger location the following year. Owner Mrs. Smith has selected a new space, which currently has no others interested; she plans to secure this space once funding is obtained. She projects it will take between ten and 12 months to renovate the space and open the fully operational spa. The current space's lease can be extended on a monthly basis, providing flexibility for the launch of the new facility.

### 2.2 Ownership Structure

The Spa is a sole proprietorship company, solely owned by Mrs. Smith.

### 2.3 Values, Vision and Mission

- To offer the community and neighoubouring communities a facility in which to unwind and rehabilitate.
- To offer a variety of complimenting health and beauty services, performed by industry experts.
- To provide upscale spa services at affordable rates.



#### 2.4 Goals

### **Short-Term Goals**

### Long-Term Goals

The Spa identifies the following goals for the Company:

#### **Short Term**

- To raise funds and obtain necessary resources;
- To renovate the building; it will be designed with a fresh, modern look inside with a historical façade;
- To officially launch the new facility;
- To introduce services such as pedicures, manicures, facials, aesthetics, colon cleansing, and homeopathy, among others;
- To design and launch marketing initiatives;
- To interview and hire a team of professional staff; this team's work ethic, vision, and experience will be similar to that of Mrs. Smith;
- To continue to update skills through training and through research of new products and techniques;
- To maintain and expand the spa's existing client base.

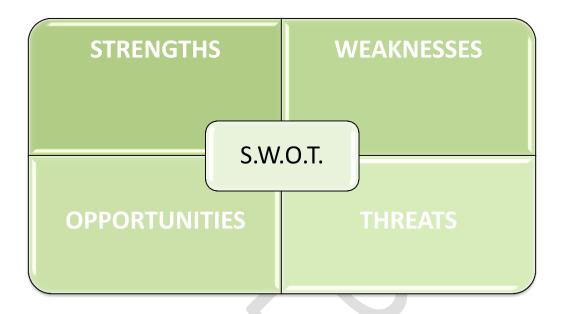
The Spa

### Long Term

- To expand the marketing campaign, attracting the clients from surrounding areas to The
  Spa;
- To research new revenue avenues;
- To monitor what the competition is offering in terms of services and prices;
- To become a staple in the community for healing and relaxing spa treatments;
- To continue to provide world class services at reasonable prices;
- To increase the Company's client base;
- To hire more staff, who are experts in their field, as needed;
- To employ a full spa with many different services for a one stop wellness centre.



### **2.5 SWOT ANALYSIS**



### **Strengths**

- The Spa team is hard working and dedicated to the client satisfaction;
- The Company goes above and beyond the industry standards in terms of customer service;
- The Spa will be a one-stop shop for healing, wellness, and development;
- There is limited competition in the area;
- As the population ages, more will be looking for various healing treatments;
- There is a strong trend toward acceptance of, interest in, and use of alternative healing and wellness services.

### Weaknesses

- The Company is currently located on a second floor, which is not accessible for all elderly clients;
- The Company's current space is smaller in size, which limits how many clients can be accommodated;
- The Spa is currently lacking the funding needed to pay for the upgrades.

### **Opportunities**

- The Company will provide the city of Anytime, as well as the surrounding areas, with a world class spa facility;
- There are other avenues for income, such as new spa services, the Company can engage in;
- The Company can develop strategic partnerships with local businesses, programs, and clubs that may attract people to The Spa.



### **Threats**

An economic downturn could threaten the Company's business.

For more information, please contact us at

1-855-892-2506

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