



Where great Spa's begin...

Phase 1: Concept, Architectural collaboration, Equipment & Furniture Selection

Objective: Establish the concept of the project and operational budget along with the final architectural design and equipment selection.

1. Definition of concept and image
2. Evaluation of the market and clientele
3. Definition of other activities related to the spa
4. Definition of areas, layout and efficient operational flow
5. Definition of materials and installation guides
6. Definition of facial and body equipment
7. Definition of technical, comfort and decor furniture

Phase 2: Business Plan

Objective: Definition of revenues, profit & loss statements. Establish operational budget and financial projections.

1. Definition of services and treatments
2. Definition of rates
3. Creation of Spa Services Menu
4. Definition of the Payroll
5. Definition of diverse suppliers
6. Definition of operational costs and expenses
7. Definition of the Break even point of sales
8. P&L 5 year business projection

Phase 3: Operational Systems and Manuals

Objective: Software/hardware systems acquisition and elaboration of operational & employees manuals.

1. Elaboration of services menu
2. Rates definition for all services and activities
3. Definition of printed and promotional material
4. Selection, purchasing and training of Spa Software
5. Elaboration of Spa Operational Manual
6. Elaboration of Spa Employees Manual

Phase 4: Marketing & Public Relations

Objective: Establish advertising and marketing methods along with a PR program.

1. Creation and development of national or local promotions
2. Conduction of the spa web page creation and target web marketing
3. Definition of the Public Relations campaign
4. Creation of local memberships for diverse clientele and market

Phase 5: Pre & Grand Opening

Objective: Selection and hiring staff. Supervise the performance of training and events.

1. Employees selection and hiring
2. Management staff training
3. Technical, therapist and other employees training
4. Customer Service and Quality Service training
5. Services and treatment practice
6. Opening event (media and VIP) organizing event
7. Open House opening event for media
8. Guarantee the punctual and successful opening of the facilities
9. The opening effort of the following 6 weeks is about reviewing and evaluating the day to day spa operations to be able to make adjustments to the indicate areas and communicate changes for the improvement of the overall operation.

We are convinced to offer you the best for your spa business needs and we recognize that you have the decision. Creating and developing new ideas is our **mission** and to be able to protect your investment and helping each project to reach Excellency and Profitability is our **vision**.

We hope to work with you to deliver our commitment to your success!

Regards,

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