



Aiysha Wellness | 2021 **BUSINESS PLAN**

A gentle, classy and professional MedSpa

Delaware – United States of America

This is a sample document hence included only a few selected sections of the complete business plan.

Confidentiality Statement

The information and facts contained in this business plan are strictly confidential and are being presented to specific persons with the understanding that those persons will maintain confidentiality and not disclose or distribute any part of this business plan to third parties without the prior written permission of the company owner. The facts include any data, reports, schedules, or attachments that may be contained in or referred to in this document.

1. Executive Summary

Aiysha Wellness is a new classy wellness center that promises an all-around day spa experience. We will offer three classy, ultra-chic treatment rooms with premium spa linens and equipment. Our body procedure styles are unrivaled since we only provide the finest. Except for our main services, we will also provide very effective facial and body treatments as well as the latest anti-aging products and techniques that can effectively meet the needs of our clients. Our place will be equipped with modern equipment and certified, trained, and highly qualified experts. At Aiysha Wellness, our customer's best interests would always come first, and everything we do is guided by our core values and professional ethics. We always strive to make our guests' spa experience both pleasurable and memorable.

Opportunity

We have a unique opportunity to form a business tie-up tremendously because the collaboration of our establishment is really beautiful, beneficial, and fruitful.

Our clients will be happy to be receiving the services at our place as our professional team will offer the best of the medical spa treatments using their expertise and professionalism and hence, the beautiful blend of professionalism and expertise shall make them feel like spending more and more hours in our place.

As the wellness and medical spa industry continues to grow and fuel the increasing demand for minimally invasive and non-invasive procedures, this creates an opportunity to capitalize on the demand. So, we can capitalize on this demand and leverage the medical training and skillset to offer customers professional and exceptional care while maintaining the highest standards.

This industry is facing a lack of accountability when it comes to med spa treatment procedures in comparison to other medically necessary procedures. At our medical spa, the procedures will primarily be performed by physicians and other medical professionals under the supervision of these physicians to ensure the highest adherence to standards.

Business Overview

Vision Statement

Our vision is to grow a successful wellness business whose services will be the most sought-after in the whole of Delaware and the surrounding cities in the United States of America.

Mission Statement

Our mission is to provide our customers with excellent and high-quality services in a gentle, classy, and professional setting that stands out in the whole of Delaware, and surrounding cities in the United States.

Financial Factors

Financial Needs

The owner, Ms. Aiysha Adaeh is currently seeking \$200,000 to launch the operations of the Med Spa. \$50,000 will be also provided by the owner and all the funds will be used to acquire the company's location, equipment, and for working capital purposes.

Use of Funds

Specifically, above funds (\$200,000+\$ 50,000) will be used initially as follows:

- \$100,000 – acquire or lease the location
- \$75,000 – Equipment
- \$15,000 – Initial Marketing
- \$60,000 – Working Capital

Sales Forecast

- First Fiscal Year: \$300,000
- Second Fiscal Year: \$550,000
- Third Fiscal Year: \$1,100,000

Financial Highlights

Based on the size of the company market area and our defined market area, we will forecast a good annual growth rate from the first year. Below is a rough projection of the financial situation of the business for the next 03 years.

Market Condition

Customer Profile

Among clients that we use the medical spa services, Ms. Aiysha Adaeh has developed the below demographic profile that will be used in conjunction with the marketing plan:

- Predominantly women (Adult, middle-aged and young)
- A household's annual income exceeds \$75,000
- Lives within 15 miles of our location
- Visitors/Travelers

Market Overview

Medical Spa Industry Overview

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Visit
[americanmedspa.org/
page/2017study](http://americanmedspa.org/page/2017study)
for the full study.



Revenues are forecasted to grow at an 8% average annual pace from 2017 to 2022.

AVERAGE MEDICAL SPA REVENUE

\$945,000

The average medical spa generated \$945,000 in total revenues in 2016, up 6.9% from 2015.

TOP 3 REVENUE-GENERATING TREATMENTS

- Botulinum Toxin A Injections/ Facial Fillers
- Aesthetician Services
- Laser Hair Removal

MEDICAL SPAS BY REGION

STATES WITH THE MOST MEDICAL SPAS

Management Team

The Owner

Ms. Aiysha Adaeh is the founder and the owner of Aiysha Wellness Company. She has extensive experience in the industry. She is emotionally mature and level-headed, has reasonable but inviolable boundaries, and she can deal with the volatility of customers, supervisors, and employees. Her empathy is always tempered by an insistence that employees fulfill the responsibilities they accepted with their jobs.

Management

Aiysha Wellness is set to become one of the leading Wellness Spas in Delaware, and as such, the owner needs to lay down a strong management structure. She believes that this will enable them to meet and even surpass business expectations.

She also wants to build a devoted workforce that will work together to help the company achieve its projections and the owner will employ a skilled management team and people to occupy all the company positions.

Strategies

Expansion Strategy

Ms. Aiysha Adaeh will continually expand the business not only by increasing marketing campaigns but also by hiring more board-certified dermatologists and physicians assistants that can render the services on-site. Aiysha Wellness expects to establish additional locations after the third year of operations.

Exit Strategies

In the event that Ms. Aiysha Adaeh wishes to retire or relocate, she will most likely transition the business to an associate dermatologist or physician's assistant that is able to operate the wellness spa on a day-to-day basis. According to the past sales figures, medical spas can have a sales price equal to one-time revenue or approximately four times the prior year's earnings. Ms. Aiysha Adaeh would also hire a qualified business broker to manage the transaction.

2. Products & Services

Our industry is the wellness and med spa industry and our main aim is to offer our clients unique services that will blow their minds. Aiysha Wellness has employed professionals and experts to provide these services so as not to endanger our clients. The business can boast of a unique workforce that loves their jobs and we always strive to make Aiysha Wellness the number one in our selected niche.

Services

Facials

We are mainly specialized in offering premium and luxurious facial treatments from world-class professional brands. We know that people these days are concerned about the health of their facial skin as well. Hence, we bring a variety of facial treatments to cater to the demands and needs of various skin types. Our facial services enhance the health of the skin and are designed by experts in the industry.

Scalp/Hair Treatments

We provide premium and luxurious facials for the scalp as well as hair treatments that promote healthy hair growth and reduction of hair falls.

Micro-needling with PRP

Micro-needling with PRP is a form of cosmetic treatment, which involves the stimulation of collagen production to repair skin tissues.

Massage therapy and Footcare/ pedicure services

Across the globe, the most requested and sought-after service is a relaxing massage after a tiring day's work. We are offering a wide range of oil massage treatments and our clients can find deep tranquility on experiencing our expert services. We have a wide array of massage treatments ranging from classic Swedish to combination massage treatments. Our professional team of spa therapists is trained with various techniques of massages and they offer professional massage services ranging from classic Swedish massage to the high-end massage service like the Deep Tissue technique. We also offer area-focused massage services like distressing back massage treatment, relaxing neck, shoulders, and scalp massage treatment, and foot reflexology.

Body Contouring

Body contouring is a procedure that aids in altering and contouring the shape of the human body after a significant amount of weight loss. It eliminates the excess fat and skin from various body parts such as the chest, thighs, upper arms, and lower abdomen. People undergo these procedures to attain a cosmetically desired body shape within a short time by removing sagging skin and fat while improving the shape of the underlying support tissues. They can be both invasive and non-invasive. Surgical procedures include arm lifts, breast lifts, and stomach lifts whereas non-invasive procedures include cryolipolysis, suction massage, ultrasound, and low-level laser therapy.

IV Hydrotherapy

IV therapy allows for the absorption of liquids and a more effective way to absorb vitamins. Vitamins taken orally will be broken down in the digestive process, leading to around 50% absorption. IV therapy, on the other hand, allows clients to bypass digestion altogether, facilitating the absorption of vitamins at much higher rates.

Colon hydrotherapy unit is a safe and completely natural procedure of gentle rinsing of the colon with purified warm water, to remove encrusted fecal matter, gas, and mucus, using no chemicals or drugs. An increase in the prevalence of colon cancer and improved diagnostic techniques, such as closed system colon hydrotherapy to cleanse the colon quickly and easily, are the major factors expected to boost the growth of the global colon hydrotherapy.



3. Industry Overview

Industry at a Glance

Health & Wellness Spas in 2020

Key Statistics
Snapshot

Revenue
\$19.8bn

Annual Growth 15–20
2.1%

Annual Growth 20–25
2.2%

Industry Performance

Life Cycle Stage

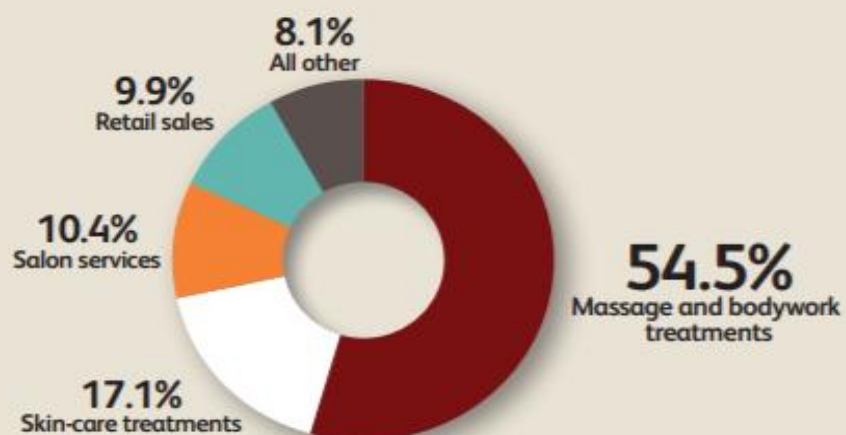
- Industry demand fluctuates in line with the economy
- Product innovation is relatively low
- The number of industry participants will increase modestly



Products & Markets

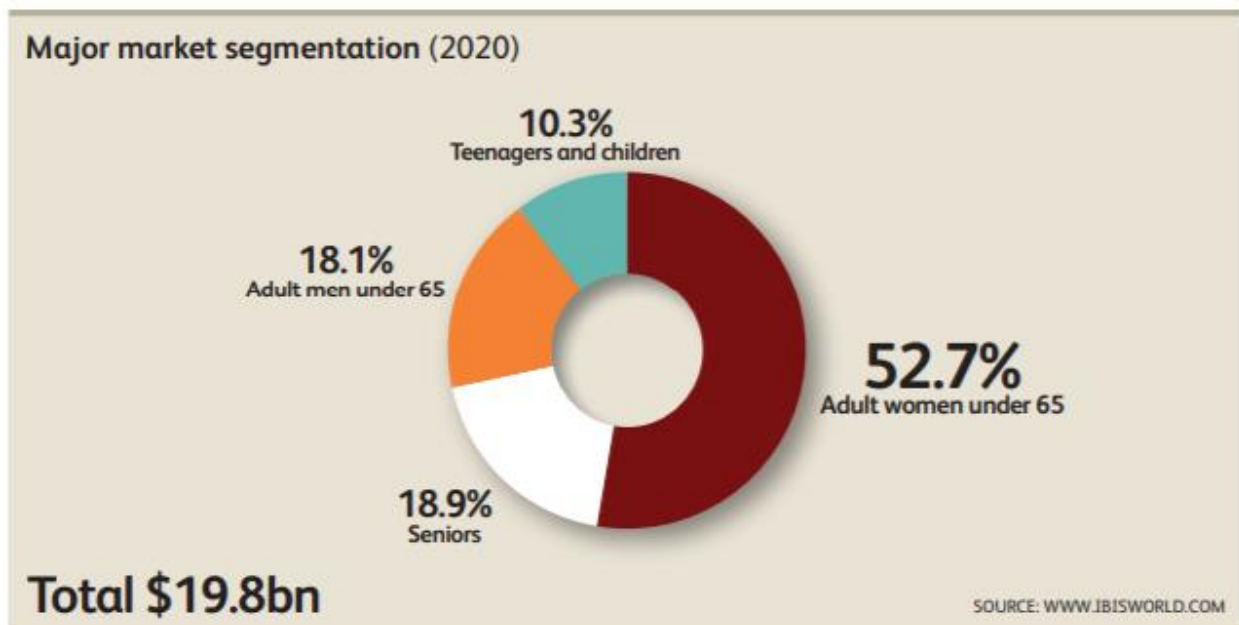
Products and Services

Products and services segmentation (2020)



Total \$19.8bn

Major Markets



Business Locations 2020



Major Players

Canyon Ranch - Market Share: 0.1%

Canyon Ranch was founded in 1979 with the opening of its first destination resort in Tucson, AZ. Now the company operates additional locations in Lenox, MA; Woodside, CA; and in Las Vegas, NV. The company also operates spas aboard 22 luxury cruise ships in partnership with Celebrity Cruises and Cunard. Spas operated by Canyon Ranch aim to provide integrated wellness experiences that target both mental and physical wellness. Canyon Ranch spas and wellness programs provide traditional spa treatments, in addition to personal training and fitness classes and speaker events centered on mental health. In 2020, IBISWorld estimates Canyon Ranch will generate \$22.4 million in industry-relevant revenue.

The Woodhouse Spas Corporation - Market Share: 0.0%

The Woodhouse Spas Corporation (Woodhouse) opened its first Woodhouse Day Spa location in Victoria, TX, in 2001. Two years later, the company began franchising and currently operates 64 locations. Of these locations,

60 are franchises and four are company-owned establishments. Woodhouse offers consumers high-end spa services ranging from massages, facials, microdermabrasion, waxing, and body wraps. Woodhouse also offers a range of services tailored for men, including deep-tissue massages, men's manicures, and facials. In 2020, IBISWorld expects Woodhouse to generate \$7.9 million in industry-relevant revenue from its company-owned establishments. Revenue generated through franchise locations is attributed to each independent owner, and not the Woodhouse brand.

Montage Hotels & Resorts Market Share: 0.0%

Montage Hotels & Resorts (Montage Hotels) is a luxury hotel and resort management company that was founded in 2002. The company currently operates seven destination resorts, with an eighth resort expected to be completed in 2021. Destination resorts are located in Beverly Hills, Deer Valley, Healdsburg, Kapalua Bay, Laguna Beach, Los Cabos, and Palmetto Bluff. All resorts have a Montage spa that incorporates elements of the surrounding area into its service portfolio and décor. Through its US resort spas, Montage Hotels is estimated to generate \$5.2 million in industry-relevant revenue in 2020.

Massage Envy Franchising LLC - Market Share: N/A

Massage Envy Franchising LLC (Massage Envy) is the largest massage therapy franchise in the United States. Massage Envy first opened its doors in 2002 and offers an array of spa services to its visitors, ranging from massages to personalized facials. In 2012, Roark Capital Group acquired the company. Massage Envy is headquartered in Scottsdale, AZ, and has a network comprising 1,181 franchised locations. The company aims to provide affordable treatments; massages start at \$49.00 per hour, while facials start at \$59.00 per hour. It also offers a membership program, which costs customers \$59.00 per month and includes a loyalty program through which members can earn free massages or purchase additional services at a discount. Although the majority of the company's locations are in metropolitan areas, it has increasingly expanded to smaller, more suburban locations over the five years to 2020. Since the company does not operate in any company-owned locations, any industry-relevant revenue generated under the Massage Envy brand is attributed to the independent franchise owner. Nonetheless, the company is included here due to the strong brand recognition that each franchise owner benefits from.

<https://recession.com/wp-content/uploads/2020/03/OD4186-Health-Wellness-Spas-Industry-Report.pdf>

