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TEMPLATE

Business Plan Template for Spa Owners



Business Plan

Executive summary

Business overview

Provide a brief overview of your business here. Where will you be located? What type of services and treatments will you offer? This will be your elevator pitch.

Mission and culture

What is the mission/vision of your spa? What are your values?
What's important to you?

Target market

Who's your ideal customer? Why would that audience be attracted to your spa?

Services and offerings

What kind of services and treatments will you offer? What products will you sell? Will you offer memberships or packages? Provide a description of the services and treatments you plan to offer at your spa.

Market overview and competitive analysis

What does your market look like? What are the demographics of your area/location?

What types of competitors are currently in your market area?

What makes your spa different and better than your competition? Why would someone visit your spa versus another in your area (e.g., services differentiation, location, you and your staff are more skilled at a particular type of service, you offer unique, physician-provided cosmetic procedures, etc.)?

What are some of the challenges you might face in your market (e.g., lots of competition, difficult parking, location challenges, market demographics such as highly transient, etc.)?

Organization and management

Staffing

What are your staffing goals?

Will you manage your various offerings, or will you have an employee who owns or is solely dedicated to each?

Will you hire an office manager, operations manager, marketing team, or other operational staff? Will they be employees or independent contractors? **Note: Please consult local legal counsel for advice on the best approach for your location.**

How will you pay staff? Will it be a flat rate? Hourly or commission-based? Based on certification level? Will your business provide additional insurance for employees? Or will you require them to provide their own?

Will you provide staff incentives (bonuses, free services, discounts on merchandise, etc.)? What will be your measure of staff success (new clients, client retention, retail sales, etc.)?

Have you created an employee or contractor handbook that outlines your expectations for staff, including any specific requirements related to video and media releases?

Software

What business management software will you be using? **We recommend getting your spa management software set up prior to your open date so you can become proficient in managing the software and reports before you open.**

How will you be trained on the software to ensure you're using all the features to your maximum benefit? How will you ensure your staff knows how to use the software and any equipment properly?

Bookings

How will your customers sign up for memberships and book appointments at your spa?

Credit card processing

How will you manage payments for appointments, memberships, and retail products?

What kind of point-of-sale (POS) solution will you have? Will you have a mobile credit card processor?

Pricing and retention

Pricing

What are your pricing strategies? Will you charge cancellation fees?

Will you offer memberships? What's your membership pricing strategy? Will you offer other benefits to membership (e.g., discount on retail)?

Will you offer flexible pricing and introductory offers? Will you offer specials or multiple services discounts? How will you promote these?

Retention

What strategies will you have in place to retain clients?

What are your retention goals?

What percentage of your clients do you want to be members?

Marketing and sales

Brand identity

What is your brand identity (include colors, imagery, fonts)?

Who will help you develop your branding? Will you handle and develop your marketing efforts? Or will you hire a marketing professional?

Have you confirmed your name/brand does not conflict with others in the market?

Website

Who will build and maintain your website? Who will maintain it? When will your website go live? Plan to have it up 90 days before opening.

Does your spa software integrate with your website so clients can book appointments, sign up for memberships, and purchase retail directly from your website?

What search terms will clients use to find your spa? Are you strategically using those terms on your website so they can find you?

Does your spa management software allow clients to book appointments with you on Google?

Social media

What social channels are you going to use (Facebook, Instagram, TikTok, etc.)?

Who is going to manage and monitor those channels on a daily basis (post new content, respond to questions, reply to feedback—both positive and negative)?

Will you pay for sponsored social media posts?

Advertising

Where will you advertise? Local papers? Online? Social media ads?

PR & influencer marketing

Can you reach out to local press with unique ideas?

Can you partner with other businesses in your area to promote your spa?

Are there local events you can participate in to showcase your offerings?

Are there influencers in your community who can help you get the word out?

Opening marketing strategy

What are your launch plans? How will you initially get clients to visit your business?

Will you offer any pre-opening specials (e.g., discounted merchandise or special intro offers if the appointment booking occurs before opening)?

Equipment and retail

Equipment needs

List the equipment you'll need in the table below or replace with your own table.

Type of equipment	Quantity	Price per unit	Projected cost
Totals	00	\$0.00	\$0.00

Retail needs

Will you be selling products? Food? Water? Other branded items? Calculate your costs here or replace with your own table.

Type of product	Quantity	Price per unit	Projected cost
Totals	00	\$0.00	\$0.00

Financial projections

Start-up costs

List the costs associated with starting your spa.

Start-up costs	Cost
Totals	\$0.00

Ongoing costs

Estimate your ongoing costs to run your spa.

Ongoing cost	Monthly cost	Annualized cost	Y2 cost	Y2 cost
Totals	\$0.00	\$0.00	\$0.00	\$0.00

Funding

How will you fund your spa? Do you need to secure additional funding?

Key performance indicators and future vision

Success measurements

How will you measure success? What metrics will you use to measure progress and success (e.g., memberships, revenue, appointment capacity)?

Set defined goals and make sure you measure and record progress each month.

Breakeven analysis

What will it take to break even? Input data or replace with your own table.

On-going cost	Total cost	Total revenue	Profit

Future vision

What is your future vision? Where do you see your spa in one year? Three years?

Do you plan to open additional locations? Expand? Add new services?



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