


BUSINESS PLAN 2021




Sanaa's Massage Therapy and Wellness

We honor the mind, body, and soul

 Danasia Scott

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

Table of Contents

Confidentiality Agreement	3
Executive Summary	4
Business Description	5
Objectives	5
Mission statement	5
Our philosophy and vision	6
Target customers	6
Industry	6
Legal structure	7
Products And Services	8
Products/Services	8
Value to customer	8
Market Analysis	9
Market Research	9
Market Needs	10
Market segmentation	10
Market potential	11
Barriers to entry	12
SWOT analysis	13
SWOT Analysis	13
Competitive Analysis	15
Competitors	15
Key Competitors	15
Competitive advantages	15
Positioning/Niche	15
Marketing strategies	16
Promotions strategy	17
Pricing Strategy	17
Proposed location	18
Distribution Channels	19
Operational Plan	20
Production	20
Retail	20
Quality Control	20

Location	20
Legal environment	20
Personnel plan	21
Accounting & Record Keeping	21
Management & Organization	22
Biography	22
Advisors	22
Financial Plan	23
Monthly Personal Budget	23
Start Up Costs	23
Projected Cash Flow	24
Projected Balance Sheet	25

Confidentiality Agreement

The undersigned reader acknowledges that any information provided by Sanaa's Massage Therapy and Wellness in this business plan, other than information that is in the public domain, is confidential in nature and that any disclosure or use of same by the reader may cause serious harm or damage to Sanaa's Massage Therapy and Wellness. Therefore, the undersigned agrees not to disclose it without express written permission from owner Danasia Scott.

Upon request, the undersigned reader will immediately return this document to Danasia Scott.

Executive Summary

Sanaa's Massage Therapy and Wellness provide massage and sports injury therapy in Rochester, NY. Our Company offers state-of-the-art facilities for health and relaxation. We will provide massage therapy, including lymphatic draining, therapy, reflexology, and reiki. It is proven to help treat and recover many conditions and stress-related illnesses. In addition to providing these services, we will also retail exclusive massage and beauty products. Customers will find products at Sanaa's Massage Therapy and Wellness that they won't find in department stores. The aqua room is a pool filled with a foot of heated water with Epsom Salt allowing a person to exercise with no external distractions and maximum comfort. Our conservative goal is to operate at 35% capacity within the first three months, bringing in at least \$11,340 per month in massage income. By the end of year 2, we expect to be at 75% capacity bringing in at least \$24,000 per month in revenue.

Sanaa's Massage Therapy and Wellness are uniquely qualified to succeed due to the following reasons:

- The Company will fill a specific market niche in the growing Rochester, NY area we are entering.
- Our location is in a high-volume area with easy access from multiple residential and commercial spaces.
- The management team has a track record of success in the massage therapy services business.
- The massage therapy services business is a proven, successful and profitable business in the United States.

Our marketing includes word-of-mouth, email campaigns, social media ads, donations to local organizations, and client reviews on yelp.com and our website. Facebook, Twitter, and talking to people in our communities are tools by which we are increasing current and future client awareness. Expansion from the massage center to an integrated massage and float center will utilize a robust marketing plan (pages) and help us succeed. Sanaa's Massage Therapy and Wellness will provide the most luxurious and relaxing experience to become the most profitable over the coming years.

Business Description

Objectives

There are several goals we aim to achieve throughout the coming years. We must meet these goals to ensure a profitable and efficient business. Our plans are designed to help guide and serve as a roadmap to future successes.

Short Term:

Our short-term goal is to obtain an LLC while we are currently operating as a sole proprietorship. We want to gain our first 100 clients within the first three months of operating and generate \$35,000 within the first year after opening. Promotion plays a vital role in gaining prospective customers. We want to increase our promotional budget and increase our notoriety by 50% in our region through numerous advertising channels. We want to have a 90% customer satisfaction rate when they choose to utilize our massage services. Ideally, we find a facility close to downtown Rochester, NY, close to many high-traffic areas such as gyms, restaurants, and apartment buildings. We would need to save \$15,000 to rent our first to start servicing clients. We also want to apply for a secure loan to build business credit and pursue potential investors.

Long Term:

Long term, we would like to expand our services and get a second location that would cater to those who live a long distance from our first established location. We aim to have locations in the Rochester, Buffalo, and Syracuse areas. All sites are 1-2 hours away from our original location and are accessible to a large percentage of our market segments. We want to achieve sales of \$100 000 within the first two years by performing 15 services a day within all locations. To expand, we must hire a team of 5 employees who can work in each area and receive the proper training. They will fill the positions of the company such as masseuse, assistant, and assistant. Meeting our long-term goals will help us increase efficiency and productivity in the long run. In the next four years, Sanaa's Massage Therapy and Wellness goal would be to have the ability to increase our initial profit. We aim to continue to maximize profits by 15 percent. This would include an increase in sales, commissions, and insurance payments as well. Initial growth in sales and commissions will help pay employees, expand the customer base and location. The main objective is to maintain a stable and efficient business successfully.

Mission statement

Sanaa's Massage Therapy and Wellness take pride in providing people with high-end therapeutic massage and esthetician services in an upscale and professional environment. We believe that achieving optimum health is the desired result for everyone. We want to focus on the mind, body, and soul within our practice with massage therapy. Our main goal is to help clients have a well-rounded experience, offer them a holistic way to treat their chronic pains and provide solutions that are done

naturally without being invasive. Through the practice of lasting massage techniques and leading research, we can bring the best treatment options.

Our philosophy and vision

We aim to create a comfortable environment that is inviting to every individual. To help facilitate healing, reduce muscle tension, alleviate pain, and restore a client's well-being by providing reasonable-priced Holistic massage therapy. Sannas Massage Therapy and Wellness will commit to self-healing and working with clients to promote personal development. We comprise a diverse group of health and wellness professionals with a well-rounded assortment of specialties to address many common, chronic, and devastating aches, pains, and disorders and battle life's everyday stresses. It is a true honor to be able to serve you. We value obtaining compassion, intentional living, personal growth, and comprehensive masseuse skills. Through this unfolding, we firmly believe that one can heighten the awareness of their physical, mental, and emotional processes. The foundation of our therapist-client relationship will be based on healing, communication, and trust within our services. Customers will be motivated to advocate change and empower you to maintain and develop new goals for personal growth on your healing journey.

Target customers

Our target customers are between the ages of mid-'20s and '60s who are more susceptible to sports injury, anxiety, work-related stress on their bodies, and mental health issues. Our target market falls under the following categories that include but are not limited to holistic care, athletes, self-pampering, and injury recovery needs. We care for people focused on living a healthy lifestyle and seeking relief through various treatment forms. People who seek massages want to be pampered and practice self-care as well. These clients will be mid 20's to 60 years of age, middle to upper class, and most active. Our target market will have the means to spend additional income to receive a massage for stress reduction, relaxation, and healing. Clients who are treated at our facility will be the core of the long-term business-to-consumer initiatives. As a whole, each customer will often seek alternative care to help promote optimal health from other forms of preventative care.

Industry

The Massage Therapy Market is a growing industry and is expected to grow throughout the coming years continuously. The demand for massage therapy is growing, and more people rely on massage spa franchises for their expertise, reliability, and ease of access to other spa services. The spa franchise industry is mainstream, stable, and overgrowing. The future of the massage industry is exciting and robust. It has experienced explosive growth over the past decade, and the next decade proves to be just as promising. More people depend on massage therapy for their health than ever before, and as the American population ages, the massage therapy field is expected to grow. This leads to more successful career opportunities for massage therapists and massage spa franchise owners. By 2030, the massage spa industry will have deeper roots in the health and wellness business sector. The massaging industry is an 18 billion dollar industry, according to the American Massage Therapy Association.

Legal structure

Our legal structure is a limited liability company because we would like to carry out business activities and operations management. An LLC will allow us to take full responsibility for our courses of action within the company. We want to make business decisions that best suit our financial goals, and an LLC allows us to carry out activities the way we envision them. An LLC is viewed as a legal entity separate from its members or owners. Like shareholders of a corporation, an LLC owner is not personally liable for the LLC's debts or legal liabilities. Standard corporations typically face the burden of double income taxation. The corporation's profits are taxed as income, and shareholders must pay income taxes on any dividends. LLCs receive "pass-through" treatment allowing allocated gains to be taxed only once on each member's individual income tax return.

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Products And Services

Products/Services

Sanaa's Massage Therapy and Wellness offer luxury massages and therapy methods to people who may have ailments they need to be resolved to get back to their normal functionality. Our massage therapists focus on unique and individualized techniques for every client. We want to ensure that customers have the best experience through a variety of massage types. Our sessions are 30 minutes, 60 minutes or an hour, and 30 minutes depending on the client's preference. The ideal massage session would be 60 minutes to help really boost overall body wellness. The intensity of each treatment differs from the area of treatment and desired outcome. We use different skincare products and tools to help increase the effectiveness of each session. This includes lotions, essential oils, hot stones, steamers, and heat lamps. During each of our sessions, our clients can expect to receive general information, a health care evaluation regarding symptoms, health history, and what kind of desired outcomes they are anticipating. Deep tissue massages are very popular for those who are, and we are very equipped with highly trained employees to meet those requirements. We will offer water therapy for older clients to help build their strength and stamina. Lymphatic Draining is another service that will prevent customers from getting expensive surgery.

Deep tissue massage focuses on targeting the deepest layers of muscles. Our Swedish Massage can recommend customers who suffer neck and shoulder stiffness, which puts pressure on muscles to help restore muscles. Many of our clients are athletes or involved in forms of performance-related activity, which is a great reason for our signature Sports Massage. Clients will receive specialized care by alleviating from overused muscles and increasing total body function before their next game or workout. It is important to obtain a competitive edge when it comes to body treatment, and the goal is to continue to initiate change in one's life to build brand loyalty. Pregnant women can receive a pre-natal massage to experience a comfortable uplifting service that reduces physical and mental stress. It is aimed to reduce mood swings and fatigue during high-stress times of pregnancy. This is a common issue for women, but our therapist is trained to increase comfortability for the mother and baby. Spa treatments such as saunas, facials, and aromatherapy will allow customers to enjoy other added services. We charge our services by the hour and whether the services at \$50 - \$120. Pricing at mid-range will help gain flexibility with different income levels of our customers. We aim to have a projected profit margin of 20-30%.

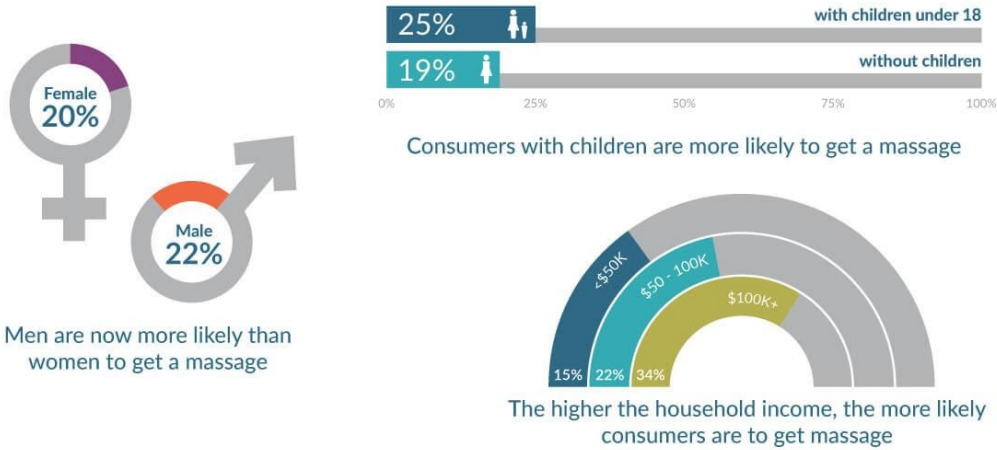
Value to customer

High-quality and unparalleled services where the environment in which the services are offered – lighting, sounds, smells, oils, and linens, as well as the emotional presence of the therapist – all will contribute to the best possible experience. Our staff is highly trained and well-groomed in all aspects of therapy, and we are exceptionally adept at providing customized service to our clients.

Market Analysis

Market Research

Who is getting massage?



The massage Therapy market is steadily growing. Many consumers are looking for new innovative ways to decrease physical and mental stress. According to American Massage Association, consumers go to an average of

roughly two different locations for a massage each year. In fact, Forty-one percent of individuals went to get a massage at a spa in the year 2020. Twenty percent of massage consumers reported receiving their last massage at a massage therapist's office or location in 2020, but 38% of massage consumers visited a massage therapist's office in 2020. There are major shifts within the massage industry regarding who is most likely to a frequent massage therapy in their leisure time. Studies show that men are now more likely than men to get a massage. This trend is due to the need to feel relaxed after strenuous jobs, heavy lifting, and sports participation. Consumers with children under 18 at home are more likely to get a massage than those without children at home. Income has an impact on how likely consumers are to get a massage. While 34% of those making \$100,000 or more got a massage last year, only 15% of those making \$50,000 or less got a massage. Survey participants say they received an average of 12.7 massages in the previous five years. The survey also found that most consumers consider massage therapy to be a necessity rather than a luxury. Many people who have children under 18 are more likely to get pampered than those without children. The reasoning behind this is that it can be more stressful for parents who must care for adolescents.

Top 5 Places Consumers Get Massage



Many consumers choose to get their massage at different places. 41 percent of consumers went to get a massage at a Day Spa, and 38% percent of consumers went to get a massage at a massage therapy office. With this result, we can conclude that our target market mostly receives massage from places mainly for that specific service. People who want massages will normally want them again after the first session. The industry is continuously growing, and the overall market size of the Massage Therapy industry increased rapidly. This research is an advantage for our long-term goals of sustaining probability against key competitors.

Market Needs

Consumers need a place where they can relax, seek the peace of mind, and return to the regular functionality of their bodies. Those who seek relief from their pain often will use subsidized ways of payment through insurance, and our vision is to have the ability to cater to injury recovery clients. Accepting insurance will help generate therapy income across the board and cover cases where clients are in accidents or need workers' compensation. Our client base desires to experience, functionality, and great performance. Improving the quality of life by reducing depression, anxiety, sports injuries, and providing a relaxing encounter. Mental health is critical in today's day, so we want to ensure that our services help improve mood and lessen depression symptoms.

Market segmentation

Our target market is the residential community as well as the working-class community living or working near us. The community consists of all types of people from varying backgrounds. As per the financial position, nearly half of the community has a monthly income ranging from \$40k to \$50k. Market segmentation falls under that customers are more likely to book an appointment for specific health needs. These primary groups demonstrate our target market broken down into subcategories of which they will receive treatments. As individual as our clients are, they seem to fall into one of five general categories: Injury Recovery, Self-Pampering/Relaxation, Alternative Care Users, Athletes, and the inevitable Other. Besides the obvious differences in the style of massage in each of these preferences, they also represent separate groups for marketing and retention purposes.

Clients who come for massage fall into four basic groups:

1. Clients that want more self-care and pampering themselves.
 - High disposable income individuals
 - Sometimes have chronic pain or old injury issues.
 - Massage 1 – 4 times a month for relaxation.
2. Clients recovering from injuries or accidents.
 - Often also seeing a chiropractor or physical therapist (more often a referral from a chiropractor)
 - Frequently paid by insurance.
 - Usually, insurance will pay for short-term therapy only, although clients will sometimes supplement out-of-pocket.
3. Clients who prefer Holistic care
 - Use massage as preventative health care.
 - Use other alternative practices – e.g., acupuncture, Chiropractor, Naturopath, Herbalist, etc.
 - Try to have a massage as regularly as they can afford – usually once per month.
4. Experienced Athletes
 - Injury and workout recovery, also preventative.
 - Many serious runners/bicyclists in the local area.
 - Massage for improved performance – great for word-of-mouth referrals if they see results.

Market potential

While the massage was once viewed as a luxury spa treatment, more and more people are enjoying it regularly. More health professionals are recommending massage to their patients for various health benefits. The market size of the Massage Services industry in the US has grown 1.1% per year on average between 2016 and 2021. This evolution has created a growing need for affordable and experienced massage providers to service this expanding market space, making a perfect franchise opportunity for many entrepreneurs. The climate for owning a massage therapy business has never been more promising. Physicians and other health professionals have finally begun to recognize the health benefits patients can receive from massage. This change in attitude has perpetuated massage therapy as a mainstream option for people of all walks of life and income levels. It is estimated that 35 million adult Americans received a massage in 2013, 16% of the population. Most of these recipients sought massage therapy due to referrals from a health professional. Individuals aged 20 to 64 represent the vast majority of those that consume industry services. Consequently, an increase in the population within this age group would stimulate industry revenue. While the number of adults aged 20 to 64 is expected to increase in 2021, representing a potential opportunity for the industry. The current marketing strategies that we plan to implement supports engaging with this demographic.

Barriers to entry

The barriers to entry for the massage therapy industry are low. The number of massage therapists depending on the area varies by which services each business offers. People choose who they think can cater to their specific needs. It is not difficult to get into the massage industry. Still, many competitors in the industry challenge us to offer high-quality services and build brand awareness that will appeal to a bigger audience than other businesses.

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SWOT analysis

SWOT Analysis

Strengths

1. Customer service is excellent
2. The chance to provide wellness therapies for clients who seek healthful beauty treatments and massages
3. . Positioning this business in an area of upper-middle-class and affluent people can lead to success, which makes the location great.
4. Offering many different types of services, such as heated stone massage, deep tissue treatments, an assortment of facials and body lotions and oils, forms of hydration therapies, and aromatherapy.
5. The atmosphere itself is an excellent one in which the client will enjoy.

Weaknesses

1. The costs of providing quality services, which include all the tools of the trade, including the creams, oils, massage tables, and supplies including the gloves, robes, towels, and slippers.
2. The employment of competent wellness professionals is an expensive proposition and can hurt profitability.

Opportunities

1. An economic turnaround can greatly impact the success of this type of company.
2. A day spa also benefits from word-of-mouth advertising, which can greatly strengthen your small business. As the number of clients increases, the smart owner can expand the types of services offered.
3. We can package several services together and sell them as a package.
4. Networking is another opportunity for those who can reach out to area businesses to offer discounts to employers who can bring in clients.
5. Selling the products you use for various treatments provides a profitable opportunity as well.

Threats

1. The possibility that we might not find or afford professional staff members certified in the treatments we like to offer.
2. Possibly lawsuits from customers who experience a reaction to a chemical or suffer a burn or other injury at the premises. Complaints from customers regarding dissatisfaction with the amount of product used, discomfort during treatment, and allegations of rude behavior from therapists.

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Competitive Analysis

Competitors

Key Competitors

Several key competitors offer similar services both nationally and regionally. Many therapists are trained and specialize in different areas of practice. Some services are differentiated by the unique styles and techniques massage therapist uses on clients. Here at Sanaa's Massage Therapy and Wellness, we pride ourselves on providing the best therapeutic methods that encourage customer satisfaction and retention. Potential Massage on East, owned by Jasmine Jackson and Felicia Harrison, is located next to our facility, and they offer therapeutic sports, deep tissue, and prenatal massages; prices range from \$60 - \$120. They also offer special deals where customers can purchase 3 massages at once for a lower price than purchasing separately. Vickie Dowdy and Jason Gentrup own healing Haven Massage Therapy. Healing Haven Massage Therapy offers a variety of integrative, alternative treatments. This includes Reiki and Craniosacral Therapy.

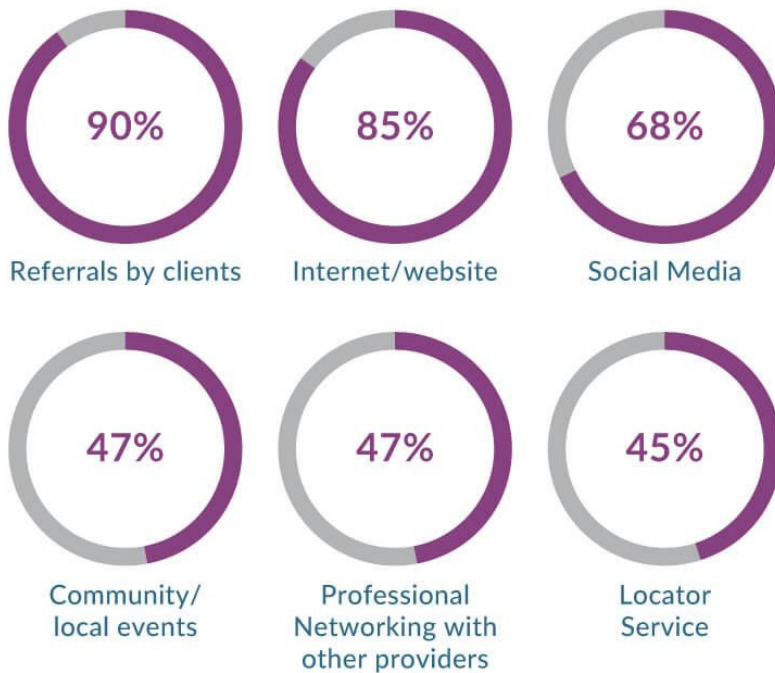
Competitive advantages

We know that hundreds of massage therapy centers are located in Rochester, NY, are still rising. Our most significant competitive advantage will be our high-quality and unparalleled services where the environment in which the services are offered – lighting, sounds, smells, oils, linens, as well as the emotional presence of the therapist – all will contribute to the best possible experience. Our staff is highly trained and well-groomed in all aspects of therapy, and we are exceptionally adept at providing customized service to our clients. We will ensure maximum client retainage by offering them pleasurable experiences that will make them come back repeatedly. We will ensure that our therapists use quality supplies (such as lotions and massage oil) and create a friendly, relaxing, and welcoming environment for our clients.

Positioning/Niche

The marketing position of Sanaa's Massage Therapy and Wellness is aimed towards people who experience muscle and joint-related ailments. We will utilize many different forms of marketing to promote our business. Some of the methods we plan to communicate our brand through are email subscriptions from our website, social media (both Facebook and Instagram postings), and radio AD plays - 105.5 the beat, WWDX, and KISS FM. Local radio stations have segments that allow small businesses to promote and services we are offering the audience—vendor events aimed towards promoting health, such as 4K runs, festivals, and college fairs. Many health fairs advocate for both physical and mentally uplifting, so it is ideal for us to communicate the goals we plan to achieve within the customer satisfaction initiative.

How Clients Find a Massage Therapist



Consumers find massage therapists by mostly referees by clients, social media, and using online resources. We want to build customer loyalty to get referral clients via other customer experiences. Firsthand experience is the best way to promote because the services provided to them produced the desired results. Search engines are a great way to introduce our business to people outside of our specific market. Consumers who use places like Google or Bing will Sanaa's Massage Therapy and Wellness as their top hit on their webpage due to customer reviews and mentions about their massage.

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Marketing strategies

We plan to strategize and market using strategies that will be profitable and engaging to our audience. Increasing revenue is the ideal goal, and choosing the best marketing tools will help us execute all needed to expand the business nationally.

Strategy1: Plan to Compete: We compete with competitors through special package deals, memberships, new treatment options, and affordable pricing. We value the idea of helping and building relationships with customers. Our clientele will develop individual records to ensure that they are meeting all their health goals. Also, include treatment preferences and personal progress. We will issue as much information and helpful resources to customers. Our prices will always reflect our quality of work and cater to those who cannot afford expensive massage therapy.

Strategy 2: Customer Referrals - Ideally, we create a foundation based on efficiency and customer service. Many referred customers are profitable than the average customers. We want to provide people with a refer a friend program that gives first-time customers the incentive to discount future services by promoting our business. Referred customers are valuable because they trust their friends or family to give honest reviews.

Strategy 3: Partnering with local businesses – We can generate a lot of business by partnering with companies that refer your service. For salons, the options are endless. We can partner with makeup artists, wedding vendors, photographers, and even bed-and-breakfasts or hotels. This creates a mutually beneficial referral program and more clientele for your business. You can also partner with these businesses to offer exclusive promotions.

The media marketing techniques that would be used to promote are as follows:

- **Business website**
 - We want to create a user-friendly website that allows customers to book their appointments, review important information, and watch interactive videos.
- **Social media marketing**
 - Facebook, Instagram, and YouTube will be the primary channel for social media marketing. Many customers utilize these platforms daily, and it is vital to our success that we are very.
- **Email marketing**
 - Customers will be emailed every time there is a sale or discounted services for their enjoyment.
- **Search engine optimization**
 - Google Analytics and ADS can optimize. With the help of Google Analytics, we will be able to identify the right keywords, find the correct placements and enhance the visibility of our website. The strategy will increase web traffic and improve conversion for your business's success.
- **Content marketing**
 - Educational articles, e-books, videos, and webinars are effective ways to build loyalty and trust from clients. All content will help answer specific questions people have and provide them with something they can't get elsewhere.
- **Print marketing materials (brochures, flyers, business cards)**
- **Networking**
- **Word-of-mouth**

Promotions strategy

Our promotional budget is currently at \$5,000 to help purchase billboards, Facebook Ads, magazine spreads, billboards, and printable flyers. Facebook ads will be \$100 for the first 6 months of opening. A medium billboard costs \$1,050. Add in magazines range from \$299-\$500. Flyers and Printable items are budgeted as needed at \$200 every month for 6 months until first year after opening is over.

Pricing Strategy

Our pricing strategy is based on market demands and key competitors that offer similar services. We wanted to have the ability to price around the same as our competitors to appeal to customers who may want to try certain treatments but cannot get an appointment elsewhere or are drawn to us because of our prices. For example, Our Deep tissue massage will be priced based on the time it takes to complete. Customers are offered three options 30-minute (\$50), 60-minute (\$70), or 80-minute (\$95)

massage. Specialized massages prices will vary based on the treatment and condition of the customer. We will keep the price of individualized massages to a minimum of 25 percent more than our traditional massages. These price strategies result from market research and analysis based on prospective clients we will have in the long run. Our pricing will gain us the clientele needed to generate the revenue we anticipate throughout the coming years.

Proposed location

There is not currently a location for Sanaa's Massage Therapy and Wellness. This location is home to the city's most popular businesses, such as restaurants, clubs, and grocery stores. It is also close to public transportation and is easily accessible. East Avenue is across from many high traffic areas and is in the heart of the city.

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Distribution Channels

Direct Sales.

Communicating with customers is a huge priority and conducting direct sales help initiate brand loyalty. Direct sales remove the intermediary and provide real-time data on the beneficial methods that engage customers. This includes online advertisements such as newsletters and email subscriptions. Also, offering specials or discounts makes it easier to decide which marketing strategies to engage the audience.

Virtual services.

Due to the recent pandemic and social distancing, our team will maintain consultations via phone or video conference to ensure fast results. Clients can receive virtual one on ones with a therapist if an in-office visit is not necessary. By exclusively distributing your services online, you can save the costs of owning an office that requires a monthly rental payment for space.

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Operational Plan

Production

We plan to produce the most quality service by hiring trained employees, taking certification classes to keep updated with new techniques to keep customer satisfied.

Retail

Products for sale include pain-relieving topical gel, Chinese herbal liniments for joints, hot/cold packs, foam rollers, specialty pillows (buckwheat and memory foam), books relating to health and floating, gift certificates, and Epsom salt. Suppliers vary depending on the product. Inventory will be tracked in software designed specifically for tracking purposes.

Quality Control

All staff receives training so that they can produce the best results for each client. We maintain the highest quality by continuously educating our employees and learning new information that helps us better serve each customer. Every other quarter of the year staff will be required to test their skills and demonstrate what they know to prepare for incoming customers.

Location

1. We plan to find a 3,000 sq—foot location in the downtown eastside of Rochester, NY.
2. Our office will be in a commercial building.
3. It is very accessible for all customers and employees to facilitate when they are visiting locations.
4. The cost of rent would average \$1,500 per month and renter's insurance \$250 per year.
5. \$200/month for Gas and Electric.

Legal environment

The licenses that we need are an LLC and insurance. We want to go from a DBA to an LLC because it will cover us if we get sued. We always need a massage therapist license so that we can fully operate legally and book clients. The business insurance will cost \$100-\$450, which we will have to get. In almost every state, a certain amount of insurance must be held for employees operating under our business, such as workers' compensation insurance. Covered risks under a business insurance policy include theft, injured workers' lost wages, and more. We want to make sure that we prevent liabilities. If our business does not have a business insurance policy, the costs may come out of pocket.

Personnel plan

1. All employees need to be licensed massage therapist.
2. We will employ a team of five employees.
3. All massage therapists will be paid based on services performed.

Accounting & Record Keeping

Income – Detailed according to the type of service or product and recorded on the Squareup.com point of sale system. Recorded daily. As a sole-proprietor keeping a hard copy will be transitioning to QuickBooks software.

Expenses – Recorded by the category daily on Mint.com. Analyzed as a sole proprietor via hard copy records. We will be utilizing QuickBooks as well.

Client information – Recorded in hard copy on the intake form. Transferred and filed electronically on booking software floathelm.com, mailchimp.com, and client relationship management software.

Insurance billing – Sent electronically to Medical Billing Specialists weekly.

Product sales – Recorded daily on Square POS.

Product Inventory – Tracked via Excel.

Employee guide – Employee login to read via Sanaa's Massage Therapy and Wellness website.

Employee management – Staff scheduling and time clock recorded via Excel.

Management & Organization

Biography

The company is owned and operated by Danasia Scott of Rochester, NY. Danasia has a passion for holistic wellness and aims to incorporate it into Sanaa's Massage Therapy and Wellness business model. Danasia studied massage therapy and recently received her license to practice in NYS. Before becoming a massage therapist, she was a manager at a local restaurant for ten years. Massaging has always been a passion for her since an adolescent when she would massage her grandmother, allowing them to bond. The feeling of making others feel great and relax was one to finalize the decision to pursue this endeavor. Massage Therapy reduces stress and adds an uplifting mood to lives. Sanaa's Massage Therapy and Wellness will help people to have the most luxurious experience.

Advisors

Sanaa's Massage Therapy and Wellness will have the following advisors to assist and direct with upper management: an attorney, accountant, mentor, and sales rep. To continue becoming profitable and franchising outside of our city, these advisors are essential to our team. Legal and financially, we want to meet all milestones. We will hire in-house sales managers to keep track of all transactions to achieve desired revenue. Finding a great mentor who has their own massage therapy business and is willing to advise us on how to run ours more smoothly.

Financial Plan

Monthly Personal Budget

The owner's personal monthly expenses total \$3,000. The owner will draw \$1,800/month as her sole source of income until one full year in the new location. At the one-year mark, Danasia will reassess and may increase the owner's draw to \$2000/month until all is paid in full.

Start Up Costs

Items

Costs

Furniture, Fixtures and Equipment:

Massage table (3)	\$1,500
Linens, towels (small and large)	\$200
Filing Cabinet	\$190
Bluetooth speaker	\$60
Storage Shelves	\$700
Desk (with 1 side file drawer) x2	\$300
Computers	\$1500
Telephone (x2)	\$260
Chairs (2)	\$300
Window Shades	\$100
Lighting and decorations for rooms	\$165
Coat Rack	\$150
Television 32inch'	\$230
Wall mound for T. V	\$50

One-time fixed costs:

Licenses, permits, and franchise Fees	\$730
Legal and Professional Fees	\$500
Lease and Rent deposit	\$4,000

Public utility deposits	\$150 - Electric
	\$278 - Gas
Advertising and Promotion	\$ 1,000
Improvements and remodeling	\$ 1,194
Total	\$13,557

Monthly Expenses (allowing for 1-month cash on hand):

Rent payments	\$2,000
Products	\$200
Public utilities	\$428
Advertising	\$300
Telephone	\$125
Repairs and Maintenance	\$100
General Liability Insurance	\$250
Total	\$3,403
Total Startup Cost	\$16,960

AMPLE PLA

Projected Cash Flow



Projected Balance Sheet

Balance Sheet						
Particulars	As On Year 1		As On Year 2		As On Year 3	
	USD \$		USD \$		USD \$	
	Assets					
601	A- Current Assets					
	1. Cash	20,000		30,000		50,000
	2. Accounts Receivables	5,000		10,000		18,000
	Total Current Assets		25,000		40,000	68,000
602	B- Fixed Assets					
	1. Office Assets	15,000		27,500		30,250
	4. Equipment	10,000		15,000		20,000
603	Less: Depreciation	1,000		2,000		3,000
	Total Fixed Assets		24,000		40,500	47,250
604	Total Assets		49,000		80,500	115,250

AMPLE PLA