



ROBINA NEWMAN
REFLEXOLOGY

BUSINESS PLAN
Robina Newman ITEC July 2013



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1. MISSION STATEMENT

To make reflexology more accessible to people who may not understand how the practice works. I want the business to enhance my life as well as the people I treat – to use my new skill to meet and engage with new people, maybe even use it as a portable skill which will enable me to travel in later years.

2. MARKET RESEARCH

I have decided i will market my business as an **ALL ROUND**, experience for feet – reflexology, massage, possibly even pedicures. I will focus primarily on friends and women of my own age as I feel I know and understand their needs better. Older women of 40–60 age bracket (my age group) who are stressed and going through the menopause need as much pampering and reassurance as possibly and be offered natural alternatives to HRT. By treating women my age for my case studies they in turn have referred their teenage children. Quite often they are stressed because of exams and are also quite embarrassed of their bodies to go for full body massage, so reflexology is a good introduction. Summer is a great time to market different offers, getting feet ready for holidays etc, but also winter when people are more stressed. I will give out an informal questionnaire before I start my business, (see below) questioning what appeals to this age group. I work in the design industry and think I am well placed to assess new business opportunities and market myself easily.

Locally a fee of £40 + seems to be the going rate for reflexology in Brighton from my experience, but maybe more can be charged if a more luxury service is offered.

Primarily I would build a website detailing my business and what I offer.

I would look at where women my age congregate – Schools, coffee shops The U3A, Book clubs etc, other therapists offering different services to mine

I think a small beautifully printed leaflet maybe a fold out business card size explaining what I do would benefit my business and be something someone would really want to keep.

- a) Name
 - b) Age group
 - c) Have you visited a reflexologist before?
 - d) What time of day is the most convenient for you to visit/be visited?
 - e) How often would consider having a reflexology treatment?
 - f) If you have had reflexology before would you be interested in additional treatments like pedicures, leg massage, foot spas?
 - g) Would you be prepared to visit me at my premises or would you prefer home visits
 - h) Would you be happy to receive information from me detailing new offers
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3. COMPETITOR ANALYSIS

There are many reflexologists in Brighton. But to me it is all quite serious and can be a bit hippy. It seems as a client you would have to really research reflexology before deciding if it is for you. It is not necessarily bought as a pampering gift, and I think possible the way in is to market as stress relief and then when one gets to know your clients then commence help treat the specific health issues.

I have researched the internet and have visited 4 reflexologists locally in the past year. The average price for reflexology in Brighton is £45 per hour.

The reflexology practice where I visited regularly was a 'shop' walk-in -which was an interesting concept and one I might like to pursue in the future. However there was not enough pampering. I know from experience of women of my age, and particularly visits to hairdressers the ones which give exquisite service, head massages, etc do really well and can charge more and get repeat visits. I find reflexologists with whom I enjoy the company of -for a chat as well as the actual treatment are the ones I have revisited. From my experience of treating clients for case studies being able to talk and chat throughout treatments is vital.

4. PREMISES/LOCATION

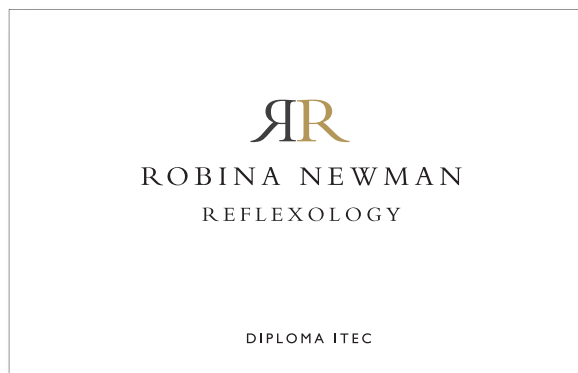
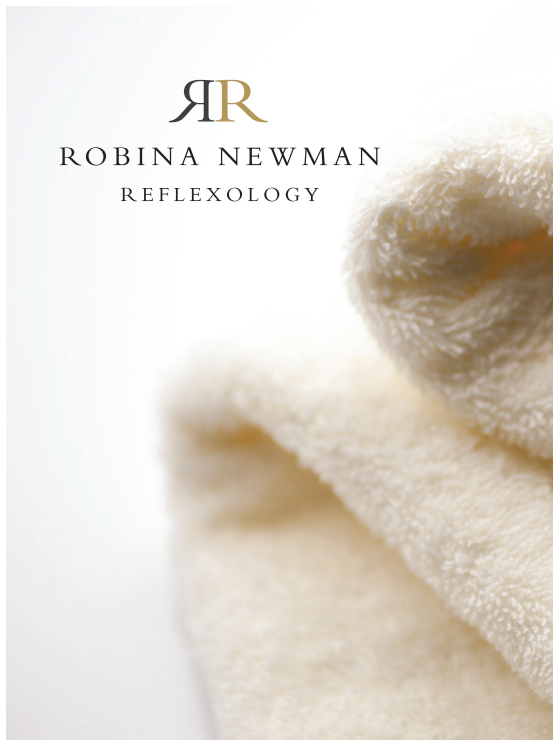
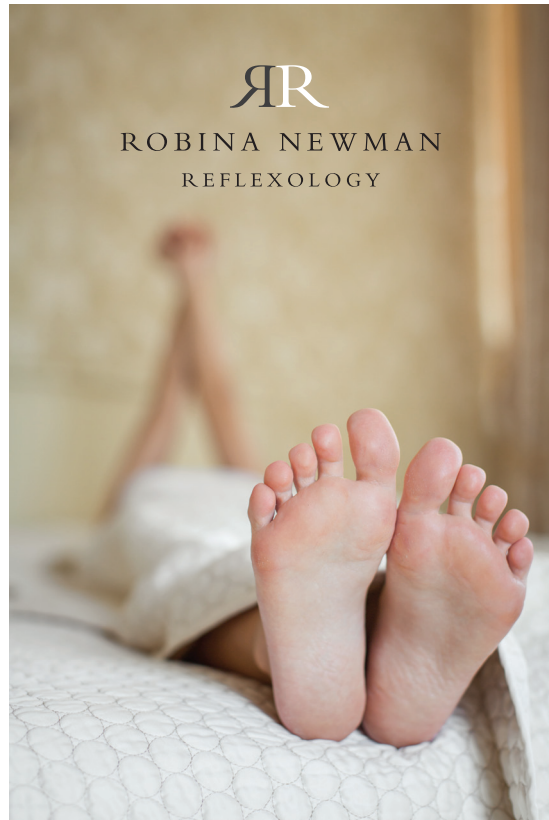
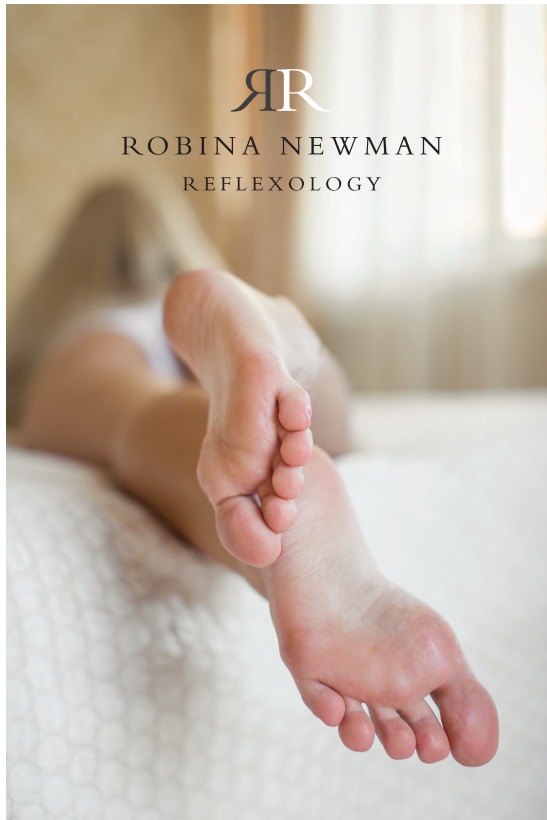
Initially I intend to work from my home as I intend to work part-time.

I have a dedicated room for this which I can keep set up at all times and it has bathroom facilities attached, which would be for the sole use of my clients.

ADVANTAGES	DISADVANTAGES
1. No travelling, so no travel costs	1. No network support
2. Flexible time	2. Isolation
3. Easily prepare/set up for the day	3. Keeping the place tidy
4. No need to employ others	4. Separating my work and homelife
5. No extra bills/other than laundry	5. I have animals at home/allergy
6. Everything to hand	6. Strangers coming to house

5. CORPORATE IDENTITY AND DESIGN

A simple classic look -no complication here -photography led - R for Reflexology and R for Robina. Focus on luxury soft colours to match/enhance my colour scheme when clients arrive for treatments.



SEASONAL OFFERS

I don't think it is always necessary to show a pair of feet, rather show the lifestyle benefits of how it can help you.



6. PRODUCTS AND SERVICES

ALL ROUND FOOT CARE

I am starting small from home. I will not overpromise or make claims or offers I cannot fulfil.

RELEXOLOGY SERVICE

(Apart from the basic course of reflexology I would give interesting names to the treatments and target them to different audiences even though they are essentially the same).

BASIC

1hour standard reflexology treatment with consultation - £40 course of 5 booked in advance £180.

1hr 30 mins standard reflexology treatment with consultation with extra leg massage -£50

1hr 45 mins standard reflexology treatment with foot spa and pedicure treatment -£60

SEASONAL OFFERS (could be more fun)

De-stress from Exams with the Stress Buster Reflexology Offer

Summer Sandal Relexology Treatment

Shopping Feet Reflexology and Foot Massage

'Ready for Festival' Feet

'Return from Festival' Feet!!

Winter Warmer Reflexology Treatment

I might stock some interesting foot massage products to sell -on.

I may consider loyalty schemes -whereby you receive a free treatment after 5 treatments
-mostly because I want to get a little rubber stamp made in the shape of a foot to stamp on things!!

7. FIXED AND VARIABLE COSTS

FIXED

1. Couch and bag
2. Dedicated mobile phone
3. Towels and hand towels
4. Uniform
5. Registration with information Commissioner
6. Membership of Assoc of Reflexologists
7. Insurance
- 8 Web domain and hosting

VARIABLE

1. Talc and Wax
2. Massage oil
3. Wipes
4. Couch Roll
5. Laundry
6. Phone bill
7. Refreshment herbal tea etc
- 8 Business cards and print

8. STAFFING REQUIREMENTS AND EMPLOYMENT OPPORTUNITIES

I will not in the near future be employing any additional staff to join Robina Newman Reflexology. An example of an advert is shown below and I would research further advertisements should I ever need help.

Reflexologist required

Location:Brighton

I am currently recruiting for a part time reflexologist with a minimum 1 year of previous reflexology experience .

Principle duties include:

- Perform consecutive 60, 90-minute quality Reflexology treatments. ITEC or other boards preferred.
- Design specific sessions based on client's individual needs.
- Promote the health and wellness benefits to clients of receiving massage therapy on a regular basis.
- Create excellent experience for customers through friendly and helpful attitude.
- Generate new customers
- Help maintain professionalism and cleanliness of common areas and employee areas.
- Responsible for cleaning after each customer and therapy room.

Positions requirements:

As a reflexologist within my practice you will provide the highest possible standard of treatments and client-care, carrying out treatments and driving sales of product and treatments, resulting in ultimate client wellbeing, increased brand awareness, a smooth running operation and maximized product and treatment sales for the Spa.

Must be willing to help maintain professionalism and cleanliness of therapy rooms and common areas.

Must be customer service oriented and able to communicate effectively with clients, management and co-workers.

Able to work flexible days and hours

Understands and believes in the healing benefits of massage therapy and bodywork.

Qualification Requirements:

Proof of a massage/ physiotherapy certificate or diploma from a respectable school

Benefits:

- Employment growth opportunities, Beautiful workplace- free of charge.

Salary: On Application

Employment type: Self Employed

Job Location: Brighton, East Sussex area

Posted: 05/07/2013

Employers minimum requirements for application

Experience: Practical 1 year minimum

Languages required: English

9. SWOT ANALYSIS

MY STRENGTHS

I am trained
I am knowledgeable
confident
curious eager
reliable
enthusiastic
have good communication skills
Hard working
organised
Chatty

WEAKNESSES

Less experienced than some of my competitors
Naive
Less confident than some of my competitors
Can be too nice/giving/free treatments!

OPPORTUNITIES

Take every opportunity presented to me, will target women, but if husbands, children, teens are referred through initial clients will be happy to treat new clients.
Look at opportunity to travel with my portable skill.
Currently do charity design work so will look at opportunities there.

THREATS

Clients who don't enjoy treatments -telling other people.
Similar practices opening too near.
Competitors stealing business ideas.

10. RISK ANALYSIS

I have run my own design business for the last 15 years. I work full-time.
I feel that I am confident, well organised and competent working for/by myself. I will initially only be treating a few clients a week and am flexible to their needs/timings. I am taking up reflexology primarily because it really interests me and have felt the benefits myself, not as a great earner, but I do feel in later life it will be an added income.

My fulltime hourly design business charges way exceed my reflexology hourly charges so I do not feel that there is any financial risk involved.

This reflexology venture is furthest from my skill set but I don't feel there is a risk for me if it fails as I have my main design skill to fall back on.
It maybe more successful than I imagine, and I would make a Risk Analysis review every three months if I felt like investing more money into my reflexology practice.

11. MARKETING AND PUBLICITY

1. Flyers

Advantages

I am a designer -therefore no cost to design
they are cheap to print
can update and change them regularly with different offers seasonal etc

Disadvantages

They are generally ineffective
You end up with boxes of them you can't get rid of
People don't read them
Dropping at people's house is awkward as most people hate junk mail.

2. Website

Advantages

Wide/wider audience
I am a designer -therefore no cost to design
Information can be changed instantly
Effectively convey your message/look/feel
Ability to email clients with up to date offers

Disadvantages

You don't necessarily appear in "reflexology brighton" google search without paying.

3. Business cards/appointment cards

Advantages

Essential
Can easily be put in people's wallets
Can look really classy if printed on correct paper stock
I am a designer -therefore no cost to design
Appointment card on reverse means you can ensure people rebook and don't forget you.
Don't take up too much space if you ask to leave them in people's premises to advertise.

Disadvantages

No disadvantages

4. Word of mouth

Advantages

Always works best
Costs nothing
Safe referral through friends/clients

Disadvantages

If someone doesn't like you

5. Social network

Advantages

Works well for younger people

Disadvantages

I won't be using this method as I don't use much social media as probably too old.

5. Exhibitions

Advantages

Reach wider audience and get a chance to talk to people about what you do before you do it.

Disadvantages

Expensive
Have to travel
Not necessarily effective

12. FINANCE

START UP AND RUNNING COSTS.

The reflexology course itself has cost approx £1800

FIXED COST

COUCH £100
MOBILE PHONE £100
TOWELS £100
UNIFORM £150
IOC REGISTRATION £40
AoR INSURANCE AND FEES APPROX £150
WEB & EMAIL DOMAIN & HOSTING £150

MONTHLY COST

COUCH -
MOBILE PHONE £20 fixed
TOWELS £5
UNIFORM £5
IOC REGISTRATION-
AoR INSURANCE AND FEES APPROX £10
WEB & EMAIL DOMAIN & HOSTING £5

VARIABLE COST

TALC /WAX
MASSAGE OIL £8 per half ltr
WIPES £1 for 50 wipes
LAUNDRY £150
HEATING -
PHONE CALLS
TRANSPORT -

MONTHLY COST

TALC /WAX £5
MASSAGE OIL £3
WIPES £2
UNIFORM £5
HEATING-
PHONE CALLS
TRANSPORT -

COST PER MONTH -£60

ANTICIPATING 16 clients a month -£12 x 45 = £540

13. ADDITIONAL PROFESSIONAL SERVICES

I would open a business bank account for my reflexology practice so finances are kept totally separate from my design business.

Accountant

I already have a trusted accountant to do my tax returns and my quarterlyvat I would engage him to look after my business should I start to make enough money.

Book keeper

I do my own book keeping

Solicitor

I have a solicitor already, but would advise them of my new business and should anything go wrong I would obviously consult them.

14. LEGAL REQUIREMENTS

NEED TO DO THIS

15. SECURITY AND DATA PROTECTION

I WILL ENSURE THAT:

Client confidentiality is maintained at all times

Store case notes away from treatment area and not in sight

Ensure that your records are available should your client wish to examine their own notes

Eight enforceable principles

Personal data must be:

Processed fairly and lawfully.

Processed only for one or more specified and lawful purpose.

Adequate, relevant and not excessive for those purposes.

Accurate and kept up to date – data subjects have the right to have inaccurate personal data corrected or destroyed if the personal information is inaccurate to any matter of fact.

Kept for no longer than is necessary for the purposes it is being processed.

Processed in line with the rights of individuals – this includes the right to be informed of all the infor-

16. CUSTOMER SERVICE AND COMMUNICATION

I WILL ENSURE THAT:

I offer and provide a caring, relaxed, professional experience at all times

Give attentive and professional service over the phone

Send email or text if required to remind client of appointment

Ensure I am totally ready to receive clients when they arrive

Make them feel special and understand that it is 'their' hour

Listen to them without intrusion

Be guided by their requests

We both enjoy the experience!



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