



spa advisors
Incorporated

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Salon & spa consultants to resorts, hotels, day spas, salons and retail boutiques

Spa Advisors, Inc. is an innovative management consulting company specializing in the development of unique spa and salon concepts, from inception to opening and beyond.





Concept Development

Each location must define the story, the history and reason for the development. Deciding what sets this facility apart and how they will compete is the key to success.

- Develop a unique and clear vision for the environment
- Identify opportunities within the marketplace
- Ensure cohesion of the vision through the design, construction and décor selection
- Determine the spa's "style"
- Determine the facility's focus to help define the "essence" of the facility
- Determine the elements needed to make a strong impression on guests
- Provide points of difference from competitors
- Assist owners in quantifying their vision and bringing their dream to fruition
- Define the mission of the facility
- Develop a comprehensive and realistic timeline detailing every step

Retail Boutique Design

Retail sales don't just happen at the cash register. Careful thought needs to go into the layout of the space, the lighting, the scents, the assortment of products, and how to integrate what is displayed in the boutique into the services and amenities within the spa and salon. The experience leads to the sale.

- Defining the look and feel of a space that stimulates the senses and the mood you want to convey
- Integrating collateral and educational programs that begin the sale in the treatment room in a manner that is comfortable for both the guests and technicians
- Assortment Planning
- Visual Merchandising and Display
- Retail Fixture Design
- Open-to-Buy Development
- Stock Control
- Vendor Negotiations



Architectural and Design Assistance

We work with your Designer and/or Architect to assist with various space planning, equipment, electrical, plumbing and logistical functions within the spa. We assure that the design meets your expectations and is employee and customer friendly.

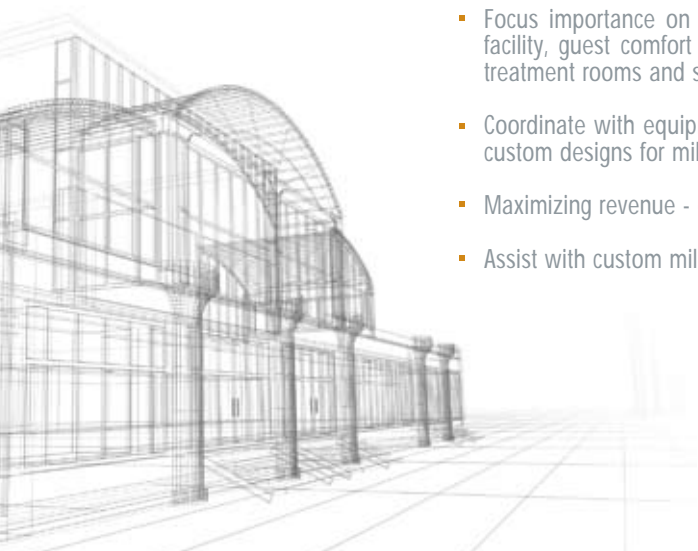
- Focus importance on key elements such as the development of a retail boutique within the facility, guest comfort levels in locker rooms and waiting areas, functionality in design within treatment rooms and stations
- Coordinate with equipment companies on specifications of equipment, and with contractors on custom designs for millwork, stations, and other needs
- Maximizing revenue - generating space without omission of key needs
- Assist with custom millwork and fixture design

Electronic Scheduling and Retail Systems

Choosing the right software package for your salon or spa's needs is an essential first step. Each system requires configuration based on your individual method of running your business, your unique menu, your technician's qualifications and schedules and hours of operation. In addition, we make sure the valuable information derived from your system can be utilized to improve the efficiency of your business. We can help you edit your selection and make the set up less stressful by doing a good part of the work remotely, freeing up your time for other tasks.

Retail and Inventory Management

This is a business that demands intense product management as supplies are expensive and necessary to capture the services you offer. We can assist in your inventory system configuration.



Beginning the Process

Where do you start? Do you first pick the space? How much space will you need? What services will you offer? The questions are numerous and at times, overwhelming. Let us help guide you through the process and assist in your quest for the right location. Sometimes the "ideal" space may not be so "ideal" due to high rents, triple-net expenses and other expenses related to the cost of doing business. Make sure you know what to look for and what to be aware of before you sign a lease or mortgage.

Project Management

Some owners want to be hands-on and manage the development process every step of the way. Others may be involved in other businesses or ventures and require assistance with the day-to-day logistics of developing a new business. We can guide the process and assure your project stays on track. Each customer receives a comprehensive timeline of nearly 65 pages detailing each task in the process and assigning the appropriate staff to each task based on your needs and anticipated opening date.

Business Plan Development and Budgeting

We can assist in the development of your business plan and incorporate your vision, area demographics, competitive analysis and budgets into a cohesive package. The first step in opening a new facility is to have your financing along with realistic budgets including the following:

- Written overview of the project, defining the concept
- Five Year Sales Budget and Revenue Estimates
- Revenue Per Square Foot Revenue Projections
- Detailed Fixture, Furniture and Equipment Budgets
- Detailed Operating Supplies Estimates
- Competitive Analysis of the Area and Demographics
- Breakeven Analysis
- Staffing, Employee Remuneration, and Pre-Opening Expense Estimates
- Initial Marketing Budget
- Industry Statistical Analysis and Overview
- Treatment Room and Station Allocations
- Anticipated Service Overview
- Initial Space Plan and Square Footage Analysis



Spa Operations and Staff Education

Efficient and effective managers have the ability to lead a staff of diverse employees ranging from receptionists to nail technicians, estheticians to hairdressers, and housekeeping staff to makeup artists. Each is essential to the smooth operation of any salon and spa environment. However, a consistency in expectations and clear and definitive goals must be implemented, and high customer standards must be maintained. Making sure everyone understands what is expected, when it is expected and how they are to perform their duties within an environment are key to employee success. We provide the tools for their success. Written standards are introduced, taught and easy to maintain. We provide instruction in:

- Management Training
- Front Desk and Receptionist Training
- Customer Service Training
- Retail Training
- Specialty Service Training
- Spa Culture Training
- Back-of-House and Spa Operational Training and Standards
- Room and Station Standards
- Proper Sanitation for Salons and Spas



Space Planning

- Space allocation based on a variety of criteria including the integration of the concept, sales per square foot, mandated space requirements, etc.
- Determine the best possible layout for the facility
- Determine the types of treatments to be offered in the facility
- Design multi-functional facilities to maximize space efficiency
- Determine customer and employee flow through the facility
- Design efficient back-of-house facilities for staff, laundry and storage
- Assist in the creation of space efficient treatment rooms and stations with strong focal points, elegance and sophistication in design



Equipment Selection

Spa Advisors will provide a Good, Better, Best selection of the equipment that will be right for your specific needs from a variety of vendors. Our customers receive substantial discounts from select equipment suppliers. We streamline the selection process by securing the best equipment and best possible prices for our client, and coordinate equipment specification with contractors. Spa Advisors will also design custom millwork, enclosures and stations to set your facility apart.

Marketing the Concept

Spa and salon marketing does not begin and end with the menu of services. A cohesive and well-defined plan is necessary to make potential guests aware of your existence, to recruit strong employees to carry out your mission, to deliver high quality and effective treatments to each guest on a consistent basis, and to utilize marketing vehicles that will penetrate the largest portion of your target demographic while conveying the proper message to that potential guest. Our services include:

- Service and Menu Development
- Collateral Development and Design Assistance for a variety of forms, cards and informational brochures necessary for day-to-day operations
- Client Retention Programs
- Gift Certificate Programs
- Customer Loyalty Programs
- Mystery Shopper Programs and Facility Assessment
- Marketing and Event Calendar Planning
- Promotional and Event Planning
- Assistance with Print Media Development
- Assistance with Electronic Media Development
- Website Layout and Guidance in Development
- Development of Cross-marketing Campaigns

Creating Culture

- Define the "musts" and "must-not's" relating to a guest's experience within the facility
- Define guidelines and standards to outline the ideal guest experience
- Create a culture of caring for both the employees and guests
- Determine the amenities to be offered
- Assure cohesion between amenities and retail offerings
- Define the feeling and experience the environment is seeking for its guests
- Creation of an employee-friendly facility

