

# Business plan and marketing for aroma boutique marketing essay



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The Aroma Boutique's mission will be contributing holistic therapy treatment to health care professionals in and around the Paphos area in Cyprus. The therapeutic company will originally provide are Aromatherapy and Reflexology treatments. The Aroma Boutique will present a professional image and manner when carrying out a Complementary and Alternative treatments. Everything we do is interconnected to all the parts of our lives.

The Aroma Boutique responsibility is that when treating a patient or client, we are entering a relationship with her and we want to make and keep this a positive one. (V. Pitman and K. Mackenzie, 2002). This small business includes a health care professional who provides healing process to restore health using reflexology technique and essential oils.

Our higher goals are health and safety. We support the patient to be more open to their possibility of change and give them staying power and courage to see the healing process through to its conclusion. The name of the company is 'Aroma Boutique' which has been checked and no other business is present with the same name in Cyprus.

The Aroma Boutique will be awaited to generate \_\_\_\_\_ per annum of business income. The specific treatments will be priced at an average of \_\_\_\_ for an hour and a half with consultation form and aftercare advice. The business income is based on 10-20 clients a week, operating for 44 weeks of a year. The amount of money will achieve to make a profitable and independent company.

The workforce will comprehend of only one person and they will operate as a sole-trader from a privately residence hotel.

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## **Business Opportunity**

Theodora Polydorou will open the small company with the name 'Aroma Boutique' in Paphos, Cyprus. Theodora will begin trading in September 2013 and will propound service which supply Complementary and Alternative treatment such as Aromatherapy and Reflexology. This new and small business started by a currently qualified graduate with a BSc Complementary Therapy (Aromatherapy and Reflexology). This business will trade from a privately residence hotel with specific treatment room. Moreover, some health professionals commented that their jobs are very stressful.

Many professionals' experiences burn-out at some point, and some health professionals find it unbearable, prompting them to leave clinical medicine for a non-clinical career, or perhaps even leave the healthcare industry altogether ([www. healthcareersabout. com](http://www.healthcareersabout.com) ). Considerable research has been devoted to job stress among different groups of health professionals. Mean stress scores on the HPSI were significantly different for all three professions, with nurses reporting the greatest level of stress. Frequency of exposure to individual stressful job situations also differed significantly among the professional groups (Behavioral Medicine, 1988). However, many health professionals have provided numerous ideas for relieving stress and preventing burn-out.

All registered practitioners must be assured of the relevance and accountability of the therapy which they are using. On the subject of Accountability the UKCC Guidelines for Professional Practice in 1996 (p. 8) state: ' Accountability is an integral part of professional practice, as in the <https://assignbuster.com/business-plan-and-marketing-for-aroma-boutique-marketing-essay/>

course of practice'. The service supply by Aroma Boutique will advantage clients by relief stress level and improve the condition of the mind giving some effect to the behavior of a person.

Therapists must be devoted to the Code of Conduct of their Professional Organization. Therapists should not give a medical diagnosis or promoting the sale of goods. Consequently, the personal information and details of clients will have to kept safety. All communication between the patient and the therapist is confidential.

Issues of safety and risk for the therapist when working alone are of increasing importance (A. Left and H. Marquardt, 2000). A number of areas of potential vulnerability should be addressed before beginning practice, in order to minimize it not eliminate such as risks.

Customers will be interested in Aroma Boutique because it promotes health and safety treatments. The treatments encourage relaxation and this must be seen as a major benefit on the road to good health and maintenance (Renee Tanne, 2003).

Aroma Boutique will have Aromatherapy treatments using essential oils and Reflexology treatments. General Product Safety Regulations and register to regulating body of the IFPA (International Federation of Professional Aromatherapists) and IFR (International Federation of Reflexology) will be included. There is a new legislation around Health and Safety. This new legislation includes recent amendments to accident investigation techniques, fire and hazardous substance legislation.

According to the Reflexology Association of Canada defines that reflexology is a natural healing art based on the principle that there are reflexes in the feet, hands and ears and their referral areas within zone related areas, which correspond to every part, gland and organ of the body. It encourages the digestive system, increase the circulation, reduce stress and promote good health and well-being.

The vision for the future of this small business is that it will be efficacious and favorable within one year. Therefore, the clients will be delight with their treatments. The services of Aroma Boutique will offer full Aromatherapy massage with essential oils and full Reflexology treatments with natural creams. The benefit of the company is that relieving stress, depression and generally it enhance psychological and physical well-being. Customers will be happed in the Aroma Boutique as it provides enjoyable with special knowledge of health care professional.

The health benefit of Aromatherapy is that provide healing of both the mind and the body. Most are used in blends with others essential oils to create a specific result, such as soothing, anxiety, stress, easing nausea or relieving headaches. For instance, Lavender essential oil benefits are relieve pain, remove nervous tension, enhance blood circulation and treat respiratory problems.

### **1.3 Management team and personnel**

The workforce will comprehend of only one person and they will operate as a sole-trader from a privately residence hotel. Aroma Boutique includes Aromatherapy and Reflexology treatments and it promotes natural creams,

lotion, essential oils and candles. In the geographical area of company there are already services that promote Complementary Therapies in Paphos. The rent of the company is about £800 per month, which includes electricity, gas and water. The salary will be considered in around £800 per month and £\_\_\_ per year. The salary will be increase when the outgoings and profit decrease.

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## **Operations**

The Aroma Boutique will be located in a private residence hotel property, in a specific treatment room. The workforce will comprehend of only one person and they will operate as a sole-trader. The benefits of this location will be that the hotel is on the beach, within walking distance from Paphos Harbour and 1 Km from the town centre of Paphos ([www. hotelclub. com](http://www.hotelclub.com) ). Moreover, the benefit of the business will be that the rent of the hotel includes electricity, water and gas. However, the disadvantage of the business is that the sole trader has the personal responsibility of payments, insurances, bills, clearing and planning permissions of the Aroma Boutique business.

The operations of Aroma Boutique include legislation around Health and Safety Association of Cyprus, Health and Safety (First Aid) Regulations 1981 and Consumer Protection Act 1973. In addition, Aroma Boutique will be registered to regulating body of the IFPA (International Federation of Professional Aromatherapists) , IFR (International Federation of Reflexology) and General and Product Safety Regulations.

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The Social Insurances of Cyprus applied to all workers such as employees and self-employees. The insurance are fire alarms, security alarm and Health Insurances that include Hospital and employees insurances.

The Social Network will be needed in this business for keeping financial data sheets, confidential client records, website of advertising, communications with clients, searching and online bills. The information of clients will be kept in safety place for confidentiality and additional support.

## **Basic Financial Forecasts**

The workforce will comprehend of only one person and they will operate as a sole trader from privately residence hotel.

In terms of accounting, the sole trader will need to submit an annual self assessment form to HMRC (HM Revenue and Customs), registered as self-employed, and keep accurate and up-to-date records of all business transactions and accounts. Moreover, self employed people are liable for class to NI contributions (currently £2. 40 per week: 2010/11 Tax Year).

Corporation Tax is essentially a tax on a sole trader company's profits. The sole trader doesn't usually need to register for VAT (Value Added Tax) until the self employed turnover reaches a certain limit in any 12 months. The VAT is currently £ 70 000.

Capitan Investment for Aroma Boutique business is £5000. The sale trader can see five clients per day. In result self employed can have 70-75 clients per year and 360 treatments per year. Aroma Boutique will open for 5 days per week, particularly on Monday until on Friday. Six clients a day should be

a maximum to ensure the therapists is not overworked and that the clients  
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get a good treatment. Take a minimum of fifteen minutes break between each client (Renne Tanner, 2003). Aroma Boutique will open from 8: 30pm to 7: 30am with 7 repeat breaks.

Sales:

5% discount for first contact.

10% discount for second contact.

50% discount for sixth to twelfth contact.

If you pay first 8 treatments, you will have 20% discount with free facial cream for women or free body cream for men.

If you pay first 6 treatments, you will have 10% discount.

For Student/ Family members/ older people will have 10% discount with one free treatment.

For Christmas, Easter and specific holidays gifts are available.

The revenues of company are gained from the sales of oils, creams and candles that are supplies by the company and the payment of treatments by clients. The amount of money that is acquired from the revenues of company are £3000.

The cost of sales is £300 for the first month associated with the above.



The Fixed Costs includes rent which is £600, salary which is £1000, advertising which is £200, a delivery van expense which is £50, interest of loan which is £200 and bills which is £200.

The Overheads includes Office Furniture which is £3000, insurance which is £200, equipments which is £800, laptop and printer which are £900 and licenses which is £100.

The equipments of Aroma Boutique are bed, couch roll placed on the trolley and couch, chair or stool, towels, sheet and other cover, pillows, clean gown for the client, uniform for the therapist and a blanket in case the client becomes cold. Moreover, bolster or rolled up towels, CD player, client consultation form and pen. Therefore, the trolley should contain the following items which are essential oils, carrier oils, bowls for client's jewelry and cotton wool, antiseptic wipes and tissues. The sole trader will buy her essential and carrier oils from Essential Oil Online Ltd (<http://www.essentialoilsonline.co.uk/>). Also, the sole trader will buy her bed, trolley, couch roll, chair or stool and uniform from the website of the EBAY ([http://shop.ebay.co.uk/?\\_from=R40&\\_trksid=m570&\\_nkw=MASSAGE+TABLE](http://shop.ebay.co.uk/?_from=R40&_trksid=m570&_nkw=MASSAGE+TABLE)).

Clean and fresh cotton sheets, towels or paper towels are used to cover the bed and must be changed regularly. Clean cotton or paper towel is also needed to place under the feet of each patient. It believed that 1000ml of carrier oils will need to be bought and 10 rolls of couch roll will need to be bought every six months.

The general Licences and permission of Aroma Boutique business are general business permit, a sales permit, a professional licence, a food service permit, a child care licence, a sign permit and client permit.

The Social Insurance Scheme of Cyprus applies to all workers (employed and self employed). In the case of self employed person, the contribution is 16.9% on the insurance income of the person concerned. A self-employed person is liable to pay contributions for each contributions week in which he/she has worked. For example, fire alarm insurance, for security alarm (CTV), health insurance that include hospital and employees insurances. The costs of the insurances will be £200.

This company will have contact with clients due to the facts that legislation will have for their protection such as Consumer Protection Act 1973 ([www.cyprusconsumers.org.cy](http://www.cyprusconsumers.org.cy)). The Aroma Boutique are legislation around Health and Safety Association of Cyprus, including Cyprus Health Service Promotion Board and Health Safety (First Aid) Regulations 1981. General Product Safety Regulations and register to regulating body of the IFPA (International Federation of Professional Aromatherapist) and IFR (International Federation of Reflexology) will be acquiescing.

## **Section 2:**

### **2.1 Marketing Strategy**

The process of developing a strategic marketing plan helps insure that all tactical marketing programs support the Aroma Boutique's goals and objectives, as well as convey a consistent message to customers. The

Marketing Strategy for the Aroma Boutique will be effective and supportive

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to cover the particular needs of customers. The Marketing Strategy includes PESTLE and SWOT analysis to be productive. A SWOT analysis should be attend after the PESTLE analysis, as the external environment impacts on the strengths, weaknesses, opportunities and treats that the business faces. PESTLE analyses are the ‘ Political, Economical, Sociological, Technological, Legal and Environmental’ factors of Aroma Boutique plan.

Political factors:

The integration of Complementary Therapies into health care practitioners is current political factor. Australian General Practitioners (GPs) said that esoteric therapies such as spiritual healing, aromatherapy and reflexology seem to be relatively safe and ineffective. In addition, GPs said that the risks of Complementary Therapies were seem to mainly arise from incorrect, inadequate or delayed diagnosis and interactions between Complementary Medications and pharmaceuticals (Journal of Alternative and Complementary Medicine, 2005). This is harmful research for Complementary Therapy. However, as we know, there is lacking evidence from these therapies. There is a need to provide funding for further research from Complementary therapies.

Economical factors:

The financial difficulty it would have a negative effect of the products that Aroma Boutique provided. The quality, quantity and the price of products will be regularly ascertained by the sole trader of Aroma Boutique. Consequence, it will support team like NHS (National Health Service) that will increase the clients of company. However, Cyprus doesn't support the National Health <https://assignbuster.com/business-plan-and-marketing-for-aroma-boutique-marketing-essay/>

Service (NHS) because of the finance. Finance minister of Cyprus Charilaos Stavrakis said: ' Final decisions should already have been made and the finances should have been sorted as a result we promote the NHS (www. cyprus-mail. com).

Sociological factors:

The social attitude against work and lifestyle has been seems to be very stressful. People want more and more in their life as a result, people are working longer hours. People using Complementary therapy will be less stressful and tired. People respecting and interesting in Complementary and Alternative Medicine, so they respect our job. Aroma Boutique is attractive place with healthy environment that people can enjoy it.

Technological factors:

Develop of technology will affect the Aroma Boutique because of the wed advertising. With Facebook page, Aroma Boutique will communicate with clients and will be selling more products. Customers will be informed of special events such as Christmas, and they will be interested to enjoy it. These aids can be very effective for the company.

Legal factors:

Legal aspects that would be allowable in the operations of the Aroma Boutique are legislation around Health and Safety Association of Cyprus, including Cyprus Health Service Promotion Board and Health Safety (First Aid) Regulations 1981. Therefore, legislation about client's protection is

Consumer Protection Act 1973 (www. cyprusconsumers. org. cy). General <https://assignbuster.com/business-plan-and-marketing-for-aroma-boutique-marketing-essay/>

Product Safety Regulations and register to regulating body of the IFPA (International Federation of Professional Aromatherapist) and IFR (International Federation of Reflexology) will be acquiescing. Future legislation about Health and Safety will be change. This new legislation is designed to keep busy health and safety beside. The current course includes recent amendments to accident investigation techniques, fire and hazardous substance legislation ([www. reedlearning. co. uk](http://www.reedlearning.co.uk)). Thus, the clients will trust and support the Aroma Boutique.

Environmental factors:

Aroma Boutique will have interesting environment with attractive decoration. It is on the beach, within walking distance from Paphos Harbor and 1 Km from the centre of Paphos ([www. hotelclub. com](http://www.hotelclub.com)). Customers will be relaxed with the beautiful view of Aroma Boutique. The EU has some of the highest environment standards in the world, developed over decades to address a wide range of issues. Total the main priorities are recycling, combating climate change, reducing health problems from pollution and using natural resources more responsibly([www. europa. eu](http://www.europa.eu)). This legislation is promote a more efficient and accelerated process for healing environment.

SWOT analysis of external and internal impacts on the strengths, weaknesses, opportunities and threats that Aroma Boutique faces.

Strengths:

Aroma Boutique provides new natural products such as candles, lotion cream, essential oils and fragrance oil. These specific products will interest

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the clients with guaranteed high level of quality. Patients will be worry less about their condition after receiving treatment in Aroma Boutique. The aroma of natural essential oils stimulates the brain to trigger a reaction. Aromatherapy stimulates the immune system, strengthens resistance to disease and helps to combat infections. It can alleviate headaches and helps to deal with different emotions, such as anxiety, stress and depression.

The sole practitioner has high level qualification with a BSc (Hons) Complementary Therapies and appropriate knowledge of Aromatherapy and Reflexology. The Aroma Boutique will be operated by a sole trader, as a result, there will not have to deal with any internal issues.

#### Weaknesses:

Many people would find it very stressful to be dependent on constantly finding work, rather than to be on regular salary (Hinks, 2000). These external factors will have an effect on the business because the sole trader will be stressful in her work. On the other hand, competitors has more experiences than the sole traders because they working for many years. The new business has no previous experiences of running a business. If the ' products' works, people will buy it. By doing your homework and researching the efficacy of your product you will have the facts readily available to interested customers (Hinks, 2000).

#### Opportunities:

There is a growing area of possibilities of employment as complementary therapies grow in status and acceptance (Hinks, 2000). More clients will be

visit the Aroma Boutique because it helps relieve health problems and improve the quality of life. Events health care organizer of Cyprus Victoria Costantinou said: ' We have many more therapists living in Paphos now. We have aromatherapists, osteopaths, and numerous health professionals in the district. The Complementary Therapy in Paphos has increase and the Aroma Boutique will have many interesting clients. Aroma Boutique shows the benefits of aromatherapy, while clients are getting paid without having to spend a penny. People will be interesting to invest in Aroma Boutique business in order to expand. The products will have the ability to become more popular because of technological developments. Facebook page and email will be connecting the business and other therapists as well as health care practitioners.

Threats:

Some practitioners have not helped the general image of Complementary Therapies by offering methods of treatments that are unreliable (Hinks, 2000). As a result the business will assure potential clients that the therapy has an objective credibility. Technological improvement could be regarded as a threat, like the manage chair, which could solicit Aroma Boutique clients.

## **2. 2 Marketing Objectives**

Smart objective is a way of evaluate the objectives or ambition of a company including measurable, specific, achievable, time and realistic goals.

Sole trader uses strong Marketing to build the business awareness.

Networking and Connecting within sole trader community are important to get new clients in Aroma Boutique Company.

The objective is specific, if the business will have 5 clients per week for the first months. The business is achievable as it only needs 2-3 new clients a week. Take a minimum of fifteen minutes break between each client. Six clients a day should be the maximum to ensure the therapist is not overworked and that the clients get a good treatment. (Renee Tanner, 2003)

The realistic goals of marketing objectives are that Aroma Boutique will give to the client's free items when clients spend above a specified amount of treatment. Free offers help with the buying decision and increase sales of business.

The objectives are achievable as the sole trader knows what makes Aroma Boutique different from competitors. During a year, sole trader will analyze her competitors' strengths and weaknesses. For instance, Aroma Boutique is increasingly offering unique products to differentiate themselves from the common facials and body treatments.

## **2.3 Implementation**

Marketing Tactics:

The Marketing Tactics of Aroma Boutique includes 4 P's which are product, price, place and promotion.

Product:



Aroma Boutique having a great product as a result people loves oils so much that they buy them again and again and tell their friends. Aroma Boutique product are cream lotions, candle, essential oils and fragrance oils. Sole trader will ask for suggestions and honest feedback due the fact that it will decrease the quality of product.

Price:

Full body aromatherapy massage: £50

Facial/Indian massage: £20 1st treatment

Urgent Care Routine Reflexology: £30

8 treatments in Aromatherapy: £420

6 treatments in Aromatherapy: £370

8 treatments in Reflexology: £300

6 treatments in Reflexology: £240

The prices maybe will be decrease in few years.

Place:

The workforce will comprehend of only one person and they will operate as a sole-trader from a privately residence hotel. The name of hotel is ' Alexander the Great'. It is located on the South-Western side of the isle of Cyprus. It is on the beach, within walking distance from Paphos Harbor and 1 Km from the town centre of Paphos ([www.hotelclub.com](http://www.hotelclub.com))

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### Promotion:

They are cheap online advertising methods that customers will be attracted such as Facebook page. Moreover, Aroma Boutique will find cheap shipping and delivery services for their product such as Aki's Express Ltd. Client's can see our advertising in labels in busy road in Paphos. The promotional materials will include leaflet in beauty shop or in shopping centre. Supporting friends will have our leaflet in their shops such as accessories shops, gym, hairstyling and perfume shops.

### Sales:

5% discount for first contact.

10% discount for second contact.

50% discount for sixth to twelfth contact.

If you pay first 8 treatments, you will have 20% discount with free facial cream for women or free body cream for men.

If you pay first 6 treatments, you will have 10% discount.

For Student/ Family members/ older people will have 10% discount with one free treatment.

For Christmas, Easter and specific holidays gifts are available.

### Prospecting:

Keep sending message to the clients when Aroma Boutique has events and new products. Aroma Boutique will contact with clients every weekend because most people need to see and hear a message three to seven times before they will buy the product. Aroma Boutique will be celebrate particular dates of the year with special gifts and offers, for example Christmas, Easter and specific holidays. Therefore, perhaps the best place to start an aromatherapy and reflexology business is selling in festivals, trade shows and markets.

#### Effective Marketing:

Look for some low-cost ways that sole trader can enhance the perceived value of Aroma Boutiques' product or service. Consequently, sales and net profit margin go up. Sole trader should not waste money in her business. For instance, sole trader calculates impact of the advertising and use only one telephone number for waste money.

#### Benefit Power:

The natural products will be made by the sole trader of the business. The natural products help people with dry, sensitive and damaged skin such as lotion and bath cream. Natural skin care products are the safest and the most effective means to maintain the good health of clients' skin.

#### Conversion:

The advertising is magnetic so that is will attract people's attention. The colours are interesting and associated with essential oil bottle logo. The

colours of website design are similar to those of the advertising that will <https://assignbuster.com/business-plan-and-marketing-for-aroma-boutique-marketing-essay/>

promote the marketing of Aroma Boutique. The pictures of advertising and web site associated with essential oil, natural products and massage.

Timescales:

The Aroma Boutique will be open in September 2013. The tasks will be controlled by Theodora Polydorou, the sole-trader and will be placed in timetable.

The key tasks have been organized in order of implementation:

Aki's Express Ltd

Design website

Advert in leaflet

The calculation for these breaks down as:

Aki's express Ltd £50

Design website £150

Advert in leaflet £50

\_\_\_\_\_ Total £250

The timeline of these tasks will be as follows:

Aki's express Ltd delivers leaflet and product on 5th September

Design website set up on 10th September

Advert in leaflet will be prepare on 11th September