

# Good business plan on strength

[Business](#), [Marketing](#)



## **Business**

### Executive summary

The VA medical spa will present a revolution in the world of therapeutic healing. The facility will offer state of the art services in the world of therapeutic healing that are light years beyond anything available in the market today. The vision off the facility is to incorporate therapeutic healing into mainstream society all aimed at the creation of a healthier society using measures that are friendly to the human body as well as to the environment.

VA skin care will be highly advantaged as well as advantageous to clients by the fact that that it will be able to house a wide range of services under one roof, ranging from therapeutic services to other spa treatments. Having this will help create a conducive, comfortable and very stimulating environment for clients where they could have a perfect get away for mind and body relaxation away from stress and other bad energies associated with daily activities. It will also boast of good customer relations where it will have created loyalty in its clients. This will be possible through meeting clients' ultimate needs through interviews they will have to go through where they will provide information about their needs and requirements, as well as comments, suggestions and recommendations. This information will provide VA skin care the opportunity to meet every client needs that would be recurrent, as a result, of development of a repeat business, and this will create customer loyalty. It will also provide helpful information on various health related topics as well as importance and use of certain products whenever there is the need to.

## **Weakness**

VA skin care will require highly skilled therapists, aestheticians and other employees who will all have to be licensed. However, having these employees who are very skilled, will require a lot of money in terms of salaries and wages and the process of paying them through commissions will be highly ineffective since the business will be new and there would be no guarantee of substantial customer turnout that would completely meet the business financial needs during its short-run period, when it will be trying to balance various factors. Another weakness involves the high cost of startup involved as a result of a wide range of services required for the business to effectively compete in the market. VA skin care will house lots of services that involve advanced technologies in order for it to compete with other business. However, these technologies such as for skin treatment and electrical modalities are very expensive and would pose a very hard startup for the business. Another weakness is the market the business is targeting which includes individuals with who have incomes higher than 25, 000 dollars. This will limit the service of the business to the affluent only.

## **Opportunities**

VA skin care will be located in Astoria, Queens, New York. This is a strategic location that will provide lots of opportunities to the business because, the surrounding areas only have salons and no spas that would pose direct competition to the business. Therefore, the business will enjoy the monopolistic nature of the market, as a result, of a strategic location. This advantage will also be attributed to the fact that most businesses from around the area offer therapeutic services in isolation from each other and

so VA skin care will bring these services together under one roof and also add more other services to complement the ones that are already in existence in the market. Other opportunities for VA skin care business is a big market created because of new and unique services that will be housed by the business. This market will be, as a result, of the distance from Manhattan where there are direct competitors. The business will also provide services at a cheaper and fair price which has not been the case because of the way the other businesses offering the same services as VA skin care provide them at very high prices. Another opportunity is the ability for business expansion, as a result, of conducive factors of no direct competition, customer loyalty and a large market. As a result of high professionalism coupled with high quality customer service, the business will have a very good opportunity for reaching out to more and more people through personal recommendations.

## **Threats**

Business is not always smooth and well fairing as it is always met with threats and challenges. As for VA skin care, various challenges will develop. First of all is the development of direct completion, as a result, of the adoption of the new skin care technologies, by the competitors in the surrounding area. These small competitors may advance their technologies and through proper financing be, able compete directly with VA skin care. Secondly, the need to capture bigger markets may force competitors to lower their prices in order to attract more clients, and this may be detrimental to VA skin care. Thirdly, another threat is the quick advancement

in technology that will make the current ones obsolete and give competitive advantages to competitors with good financial strength and capabilities.

## **References**

PlesniclEar, A., &Kragelj, L. (2000). SWOT analysis. New York: U. S. Govt. Print. Off..