

Marketing assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

Under the salon segment, there is limited spa services offered such as facials and massages that customers can enjoy after a hair-do. The salon section will also provide for both male and female clients with any hair type. The salon aspect will also take care of our clients holistically, not only by giving facials, massages and hair treatments; but by also offering professional counseling and advice on what type of products our customers can use. At Embellish by Aphrodite there is also the provision of health and beauty products according to the client's tastes.

There is a wide variety of products that one can choose from since we have put our resources together and invested in our research. We also take on the new Hair Spa concept. Hair spa is a new concept for hair rebirth. If you want to enjoy a relaxing massage or want to look your best for that special day Body Benefits is second to none to bring you that pleasurable experience and if you try it once you will know just how wonderful you will look and feel. Not only will you feel great but most treatments are an aid to the well-being of your mind and body. Hair Spa is a therapy that is essential maintaining healthy growth.

It is basically a procedure that helps to make your hair strong, bouncy and shiny, while simultaneously to deal with dandruff, damaged, and fall control. Today it is one of the popular and best trends for conditioning your hair to keep it healthy. While this is a relatively new treatment, it is considered to be highly effective, and for the most part of it, quite economical given its advantages. For people who feel that their hair lacks strength and volume. Hair Spa helps in building the strength of each hair follicle giving the hair a

stronger and a more bouncy look. There is no age limit as such for a spa visit.

You can start as young as 14-15 because that is the age at which dandruff and hair fall problems can start. You can do a spa even as often as a week if you want to. This is important because clients leaving with a clear mind are happy to seek for services again. Through this, one is able to cut back on taxes going to the medical sector since their bodies are not at risk to contract certain diseases. These are a few of the products and services that one can easily access in the salon. The products and services are characterized by the fact that, we offer a did base our services to a wide range of customers.

Our services are pocket friendly, as we offer discounts at a regular basis. When it comes to the service component in our spa, we are careful to remain professional and provide atmosphere for our client base to come to unwind. For this reason we find it not necessary to be stiff in the name professionalism. We are aware that while offering our services, we use different products. Therefore, there is the importance in the services that we offer; we are able to promote our products at the same time. The quality of our services is determined by the quality of the rodents we used.

When we use our local artist/therapist to provide the services, we make sure that they have done thorough research for excellent results. Other complimentary products that can help improve our current products do not go unnoticed. This is because we are aware of the salon industry consistently changes, and is full of other competition, which is compulsory

that we keep up with. If clients find the satisfaction in the services provided, they are most likely to want to identify with the product that comes with it. Therefore, through these products the spa is likely to get a brand of its own.

In addition, by making these products available and pocket friendly; will enable the clients to seek our services on a more frequent basis rather than from time to time. Through this strategy; Embellish by Aphrodite will be able get exposure through our existing clients who would then refer to us other customers. In the end the emphasis on the quality of the products and services that the spa will provide is an investment that will subject the spa to customer loyalty and profits. Our core product is the ancient organic tea tree shampoo. With tea tree, there is energy revitalization and therapeutic touch.

Organic shampoo and conditioner can help to revive your hair and scalp from years of harsh treatment caused by the use of traditional store bought products. This product is the most sought after when a client needs to relax and gain their energy back. Tea tree is a much-disciplined service that leaves the body rendered without the use of chemicals. It has no side effects, as it uses natural herbs. Most of our client base like to be identified with Erik. This is why we can never pass the chance to introduce this product to the first time client.

Therefore, the product has become so popular that even with our iris time clients; they want to try it out. It is our job an Embellish by Aphrodite, to make sure that we follow up on the best quality products that come with the product so as to keep the client interested. Although there are many competitors in the market who have gained the knowledge about tea tree, to

make ours a brand, we have some of our professionals offering to come to offer training on the products. This way our therapist and clients can understand the concept of the product.

Our clients are usually impressed by the fact that the one servicing them is not just a therapist but also knowledgeable on the products and services they are offering. Through this move, we tap deeper into the market as brand. For Embellish by Aphrodite to capture a wide range of customers, we have to have a brand since most people identify themselves with brands. Response to Market Change Trends in beauty methods and spa services surface as often as fashion trends. As new products tap in to the market, curiosity seems to change the interest of the customer to find out the significances of other products.

Therefore, we have to be flexible in such a way that we are ready to embrace new products as they emerge. We subscribe to color and beauty trend magazines and blogs. We will also stay on top of trends by continuing education to be able to provide the level of satisfaction to the client. Also, we try to keep our clients interested despite the market change; we ensure that we generally introduce a new product through penetrative pricing, extensive and expanded distribution in order to expand our revenue and growth rate.

The combination of a unique, cost effective design will allow us establish our own market brand that will keep our clients glued. Our flexibility is an advantage to the client, since we are ready to embrace products as they come, and we are also ready to reduce the prices whenever taxes reduce. If the completion increases the cost of our advertising or the sales increases,

we are more than ready to direct more of our revenues into advertising. The core business may change in the way technology changes.

Initially we only needed a website to advertise, but most recently there has been the need to include other forms of online advertising such as getting creative and incorporating hash tags. Through this type of online promotion, we can enjoy exposure. Here at Embellish, we keep in touch with our clients through other online mediums such as the social networking sites Backbone and Twitter, which provides quicker access to our clients. These social networking sites allow us to update and inform our customers on our services, packages, changes and new products.

We find that customers are very brand oriented and if the market sets a higher trend then we must carefully transit in to a better brand without shocking the consumer. We have to keep up with strong marketing skills and methods by tapping deeper in to our resources to stay abreast with market trends. Action Plan As far as our products are concerned, we will continue to introduce implementing products as frequently as possible, in order to satisfy our wide range of clients. Customer surveys will be utilized to provide customized services and products to each client.

The most unusual aspect of our products will be the fact that we are focused on more authentic and comprehensively-executed global wellness experiences at spas with a distinctly ancient look, feel and language - and a more expansive, exotic menu of wellness traditions. Best known is the 3, 500-year-old, Indian-born Arrived, and also more traditional Turkish and Roman baths, Russian banyans and novel healing traditions, some in spaces

tit unique “ ancient-hip” designs. Even with just a slight increase in pricing, based on our quality, professionalism and belief in our services, to our customers, the increase will seem justified.

The pricing strategy coupled with our efficient production methods, also helps in achieving our relatively high market share for any new product entry. According to the recent Spa research conducted worldwide, over 100 million people are actively attending Spa sessions. This is due to the need to relax for people who are nowadays in tiresome businesses and the hustles involved. The spas have been proven to reduce stress and therefore the need for expansion in the business calls for action from business practitioners (International SPA Association, 2010).

The aspects listed above are only small visions of the essence of Embellish by Aphrodite. We are determined to provide quality products, excellent customer service and professionalism; while generating profit. In addition, the plan ensures that all our clients; female and males, embrace the products and services of our spa. According to SPA, there is difference in demand of the sexes; the spa will therefore ensure that we revive services that are tailored to both sexes. With the \$2 trillion-plus pan- wellness market (spanning fitness, alternative medicine, spa, etc. Continuing to grow, spas simply cannot find enough people (with the right skills) to fill spa management/director or therapist jobs. This need promises to expand in years ahead as the world continues its shift from a manufacturing to a service economy - and people, health care institutions and governments recognize the effectiveness of spa/wellness programs and experiences. For

example, we will provide deep tissue massages and other treatments for men since they prefer reattempts that work instantly.