



synSPA
consulting

CONSULTING SERVICES CATALOG
2015-2016

CONSULTING

CONCEPTUALIZATION

DEVELOPMENT

DESIGN & ARCHITECTURE

EQUIPMENT

SPA FRANCHISING

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About synSPA Consulting

Synergistic Spa Consulting LLC was developed in 2010 as a new type of spa consulting company with the intent to synergize their clients' concepts with its surroundings, culture and wellness. This involves strategically integrating vision, culture, purpose, design, goals, operations and financial success into the project from the beginning. This is accomplished through implementing systematic approaches to building and developing 5-star standard spas, wellness centers and destinations of any size.

The president of our organization, Scott Vazinski, developed the synSPA business model from the ground up through his trials and tribulations throughout his career as a project manager, executive business development director and executive director both in an out of the hospitality industry. His efforts and visions have led him down a path of enlightenment, sharing his passion and dedication along the way through his strong network of industry professionals as well as being an educational board member, professional speaker and expert panel moderator.

In an effort to drive the company forward, Scott created a strategic alliance in September 2011 in order to offer his clients a full spectrum of leading world-class services. synSPA partnered with a US management group in order to offer his clients full spa management and institutional customer service training and the industry giant Schletterer International Wellness and Spa Design in order to offer clients impressive and innovative full spectrum architectural, design and engineering services. These partnerships give Consultant access to an international network of over 500 spa industry consultants, an incredible team of industry specific designers, and over 1900 project examples around the globe. This allows Consultant the luxury of offering this network to its clients, making any scale project a reality, even when synSPA does not have the internal resources. The main focus with any synSPA project is the end-user experience (employees, owners and customers).

When beginning a project with synSPA, we work through a systematic approach to understand the strengths and weaknesses of our clients to ensure a smooth handover and implementation of your vision, our concept and the spa's operations to secure your success. Consultant understands the passion and desire that goes into developing and owning a successful spa. We strive to be the best and know that your vision is our success.

Spa Conceptualization Services #SS01000

The conceptualization phase is an extremely integral portion of the entire project. During this phase, Consultant will meet with the property's decision makers to clearly identify the concept, vision & theme desired by the client. During these same meetings, Consultant will perform a competitive analysis and needs assessment for the project in order to identify the cost-effectiveness, legal requirements, strengths and weaknesses of the client and determine the space requirements and services that will be offered. This will not only identify concerns and answer initial questions, but will also help to identify a brand, start-up budget, timeline and gain and understanding of how the spa will be positioned and synergize with the hotel. The following initiatives will take place in this phase:

1. Needs Assessment #SS01001

This is a process that will be completed to determine and address the needs of the client by analyzing the current strengths and weaknesses, conditions, desired outcomes. A one day consultation with the client on site or over the phone regarding the project. The Consultant & Client discuss & evaluate the basic prerequisites for the project such as wishes, target groups, style of space, technical requirements & other relevant factors. This service provides a written summary of the discussion & provides recommendations for additional services. Travel & accommodation costs are billed at cost in addition to the price of this service.

2. Competitive Intelligence and Early Signal Analysis #SS01002

It is imperative to understand the current market conditions and competitors when developing a new concept. This analysis will allow Consultant to have access to information that will support the conceptualization and strategic decisions throughout the project. Consultant will collect information regarding competitors and your marketplace to identify potential threats and opportunities and competitor's weaknesses that will lead Consultant to future initiatives.

3. Definition of Target Audience and User #SS01003

After having a look at the market conditions and competition, Consultant will strive to identify a target group to whom the spa will be marketed. This will also guide future decisions on treatment menu design, pricing, marketing strategies, product selection, degree of luxury and more.

4. Conceptual and Brand Definition #SS01004

This portion will utilize all of the information gathered in parts one and two to develop a unique and executable concept. This will be the focus of all other decisions that will follow.

Architecture, Planning and Design #SS05000

1. Site Survey #SS05001

In the event that plans are not available for consultant use, consultant will visit site to create an accurate rendering of the space. This section will be billed at cost including transportation and accommodations. Order for such service must be placed in advance with site access appointment secured by client two weeks before desired date. A non-refundable deposit of travel costs (at cost) is required up front.

2. Master Plan Conception #SS05002

Consultant creates a master plan of space from an existing plan or site survey. This service will identify treatment areas, staff areas, wet treatment areas, relaxation areas and similar. This electronic representation of the space will be depicted in blocks (no detailed architecture) due to the possibility of requested editing. These plans will serve as guidelines for future architectural services through synSPA or external architects.

3. Revision of Existing Master Plan (Master Plan Audit) #SS05003

Revision of client's existing master plan within the spa spaces to include a rough master plan for interior spa spaces. This electronic representation of the space will be depicted in blocks (no detailed architecture) due to the possibility of requested editing. This is the basic work imperative to a successful start in the design and layout of the space. Client must provide existing plans of space in digital format and if not available, synSPA must perform order #SS05001 – Site Survey. Presentation of Master Plan is included. Travel costs to and from the site are not included. One revision of the space's first draft is included. Additional revisions of the plan are subject to additional fees based on invested hours necessary to satisfy client.

4. Space Determination #SS05004

Projection of required space for treatments & lounges & allocation of non-revenue and revenue generating spaces. Required spaces may include treatment rooms, retail area, fitness areas, salon area (nails/hair) and education and conference room areas, locker/changing areas, washrooms, corridors, relaxation areas, reception, business office, staff area, kitchen area, laundry facility, aquatics area and hydrotherapy area.

Consultant may need to perform additional services in order to properly assess the desired area. The allocation is determined from information gathered in conceptualization, surveying, financial forecasting, demand and services offered.

5. Schematic Layout #SS05005

Once the spa's master plan is approved, Consultant will more clearly define the treatment areas. This includes well-defined wet treatment areas, incorporation of treatment tables, saunas, showers and the like. There will also be recommendations of furniture placement without detail.

5.1. Furniture and Space Detail #SS05005.1

This option will provide research and recommendations on furniture for relaxation and waiting areas. This may also include cabinetry, desks and the like.

5.2. Outdoor Layout #SS05005.2

If there is a garden or courtyard space, these spaces are often integrated into the flow and concept of the spa. This section will outline suggestions for placement of furniture and various other items that are relative to the concept. One revision of this layout is included and additional revisions will be billed according to invested time necessary to satisfy client.

5.3. Special Equipment Schematics #SS05005.3

Includes schematic drawings of special equipment to illustrate special space, plumbing and electrical requirements.

5.4. Ambiance and Future Growth Factors #SS05005.4

Ambiance is something that should be considered early in the design phases. Soundproofing, lighting (natural and unnatural), music, hydraulics, temperature control, drainage, and more should all be considered to ensure adequate guest and staff experiences. The design should also be laid out to make it easy to adapt to changing industry and market changes. For this reason, any outsourced designers should be included in the early space planning and development phases. Small details such as recessed walls for floral arrangements, HVAC design, utilities supply, music systems and compatibility, etc. can make all of the difference and should be considered before construction phases.

5.5. Artistic Visualization #SS05005.5

Electronically rendered 3-dimensional visualization of spaces. Additionally, consultant will define the color concept and surface structure needed to meet the room atmosphere. Decorative and aesthetic elements such as plants and sculptures as well as fixtures will be planned accordingly. These elements are necessary to achieve a harmonious room atmosphere. This will provide a basis for further design and purchasing decisions for more detailed planning. One revision of this layout is included and additional revisions will be billed according to invested time necessary to satisfy client. .

5.6. Materials Definition #SS05005.6

Based on the room development and the visualization, we will define the essential materials for the room. These materials include flooring, equipment, color definitions, wall covering, art, lighting fixtures, sculptures and other design elements.

6. Project Management #SS05006

The project management of the buildout phases can include a multitude of things as listed below. It is impossible to estimate the requirements to carry out such tasks as various contractors may require further clarification or request onsite meetings and/or presentations. For this reason, this portion is

billed at cost where all travel and accommodations are billed to client along with the hourly rate of \$150 USD/hour.

Order of such service must be placed in advance along with a non-refundable deposit of the transportation costs (billed at cost). All appointments must be placed by consultant and/or client two weeks before desired date.

6.1. Pre-Construction Project Coordination and Design Meetings #SS05006.1

Includes site visit and coordination with all subcontractors before start of work; there will potentially be additional meetings with relevant contractors, subcontractors and the spa's management team.

6.2. Coordination of Design and Technical Issues #SS5006.2

During the build out phases, certain questions may come up from the construction management team and its contractors. These challenges are usually able to be solved remotely but some may require site visits.

6.3. Site Inspection #SS5006.3

Sometimes it may be required that an inspection is required before moving onto to another part of the build out phase. Other times, a final inspection for fit and functionality may be required.

Operations & Business Development Support #SS06000

Running a successful business begins with a solid infrastructure. These operations manuals will serve as a way to carry out daily responsibilities within the business, define expectations of staff and management, and define job descriptions, disciplinary consequences and more. This phase may also develop the service and treatment protocols and document them in a manual form using your corporate identity and brand. It may include:

1. Mission Statement, Vision and Corporate Values #SS06001
Identifies who the company is, where it is going and how to get there by providing a detailed approach to doing business for all employees to follow.
2. Job Descriptions and Requirements #SS06002
Outlines all necessary functions within the spa and what requirements are necessary to fulfill such tasks in order to identify what to look for in future candidates.
3. Performance Appraisal Guidelines #SS06003
Determines the review process of team members that ensures performance is at an optimal level to meet corporate financial and operational objectives.
4. Disciplinary Handbook #SS06002
It is important to be consistent with the enforcement of any breach of employment contracts and commitment. This provides a systematic approach to most situations that may occur.
5. Client Interaction Service Concept #SS06004
Every spa concept is unique and this must be communicated to employees. This will give employees a systematic approach to orienting clients to the spa, scheduling appointments, the check in/out process and similar activities where spa clients and employees are interacting.
6. Spa Policies and Human Resources Statements #SS06005
Covers general terms and conditions of employment, benefits, compensation along with local, state and federal laws for employment.
7. Employment Contracts #SS06006
Protecting spa clients and the organization is extremely crucial to the future of any business. These contracts will ensure an employee understands his/her role and will perform their functions to the best of their abilities. The contract will also clarify at-will employment, protect client/corporate confidentiality and insulate risks associated with irreparable damages to the business.
8. Cleaning and Maintenance Manuals and Material Data Safety Sheets #SS06007

In high-end facilities, proper maintenance and cleaning is important to maintain the longevity of working capital. Certain products may be required to clean such specialty products. Additionally, it is generally required to have material data safety sheets on all products used within an organization.

9. Sanitation Guidelines #SS06008

All therapists and spa staff is required to protect the integrity and safety of clients through proper sanitation. This includes showers, steam rooms, saunas, manicure/pedicure stations, bedding, hair stations, implements and the like.

10. Customer Service Standards Manual #SS06009

In order to offer 5-star service levels, employees and management must be on the same page as far as what is expected and appropriate for interactions and special situations. This also includes service recovery.

11. Spa Treatment Protocols #SS06010

A collective manual that documents protocols for all services (manufacturer and signature) services that will be performed in the spa. One electronic copy and one hard copy will be provided. Duplicate copies will be at the client's expense.

11.1 Signature Treatment Illustrations #SS06010.1

It is assumed that therapists will understand generally printed materials that guide them through the signature treatments. Additional resources such as illustrations that demonstrate movement can also be provided as an option.

11.2 Signature Treatment Training Video #SS06010.2

Intricate signature treatments that involve detailed preparation and/or demonstration of movement are sometimes required. After the signature treatments are created, the consultant and/or client will determine if this is a necessary service and bill appropriately. Video will be filmed at consultant's office unless otherwise specified by either party. One digital and one DVD will be provided.

12. Financial Performance & Compensation Planning #SS09000

12.1 Compensation Structure Planning #SS09001

There are several compensation models to choose from within the spa industry & it is important to determine which is most appropriate for you spa. There are many variables to consider such as your competition's compensation, retention & of course profitability. The consultant will analyze the spa's concept & financial outlook to develop the most sensible, dynamic & profitable compensation model.

12.2 Sample Profit Loss Statement #SS09002

It is extremely important to understand the financials of your organization so you can develop an operating budget and targets. The Consultant will analyze the entire business,

its expenses & targeted revenues to determine the potential profit of the business. Banks will require this & you will also need this to determine your start-up capital.

12.3 12 Month Forecasting #SS09003

Every spa needs to have goals. If goals are not set, then you will never know where you need to be to continue to grow & make money. This forecasting considers the market's population, industry averages & growth expectations based on historical data.

12.4 5 Year Forecasting #SS09004

Forecasts financial performance for the first 5-years of business.

12.5 Operating Budget Development #SS09005

Purchasers within a spa organization must be given a budget. Controlling costs is the difference between profit & loss in this industry. Everything from labor to groceries must have a number attached to it on a monthly, quarterly & annual basis. The consultant will provide a feasible operating budget for your team to follow to ensure maximum profitability for a currently operating spa or a new spa.

12.6 Spa Financial Auditing #SS09006

Where did all of the money go? Why are costs so out of hand? Where can we cut unnecessary spending, how can we save money? This is what financial auditing is for. The consultant will analyze your current spending habits, income statements & other financials to develop a firm strategy for increased profitability. You do not pay unless you save money.

13. Business Plan #SS11001

A formal business plan will be formulated to serve as a reference for future development and serve as a document to allow possible investors, lenders and operators to review. The business plan will include a summary of the business, concept, market, operations and financial documents including operating budgets and proformas. The business plan will be frequently adjusted as the project continues and may rely on other work being performed and company information being exchanged.

14. Business Plan Audit #SS11001.1

The Consultant will review, revise & make recommendations regarding an existing business plan that has already been prepared by the client. – Pricing based on time spent, estimate provided.

15. Operator Definition and Agreements #SS11002

Before the project begins, it is important to define who will be operating the space and how ownership is shared between the partners. This may include revenue sharing, profit sharing, joint venture, leasing or otherwise. Consultant will suggest or investigate different options, present the best two (2) scenarios and develop an operating agreement that is in the client's best interest. The operating agreement will define various terms of tenancy including expenses, contract length, sharing of information, dissolution, hours of operation, building improvements and several other considerations.

16. Tenant Attraction and Contracting (Fees are 3% (day spa) or 6% (resort) of total contract rent for tenants not to exceed \$1/ft²) #SS11003
Consultant will find and reference check tenant, review business model, reviews finding with landlord, and liaise between tenant and landlord for the purpose of securing deposit and contracts.
 - 16.1 Tenant Representation – Requires Representation Letter #S11003.1
Consultant will find space in desirable location for client and negotiate leasing terms on client's behalf.
17. Feasibility Analysis #SS11004
Before a spa owner begins investing money into a new spa project, it is important to determine whether or not it makes sense to open your doors. The point of this study is to analyze current market conditions, uncover strengths & weaknesses of the proposed venture. The results from the feasibility study will determine whether or not the business makes sense & is a concept that will be financially stable & a worthy investment. It will also uncover what might be required for project implementation & development.
18. Spa Audit #SS11003
A popular solution for current spa owners who may want to make some drastic changes but are unsure how to implement; or are not sure what needs improvement. A spa audit is also a good solution for those who are experiencing a change in spa ownership or management or gain/loss in revenue & profitability. This service will examine the business and suggest/implement improvements that will produce increased revenue and profit margins.
19. Interim Executive & Management Services #SS13001
At one point or another, spas will face a period where they are without leadership. Either due to termination, medical leave or an emergency, this puts the spa at risk, especially when the owner has not had the chance/interest to learn about the spa business & how to run one. Fortunately, most spas (operationally speaking) are the same. Treat your staff right, treat your clients amazing, and maintain an impeccable appearance & schedule based on demand. But you must also continue to control costs, meet goals & order products. It can be quite an overwhelming experience for someone who does not understand the industry, let alone their business. synSPA can help & usually implement improvements while a replacement is recruited.

Marketing Services & Support #SS07000

Marketing of the spa is multi-faceted and can include several options. Proper branding and marketing is essential to the success of any business. Consultant may either work with Client's creative department to develop this brand or perform this function independently. Small amounts of work may be subcontracted to Consultant's partner depending on the complexity.

1. Brand Name \$1800 USD #SS07001

Developing a name for the spa is as important as any other part of the organizational development. This can often be tedious due to the complexity of the spa concept. The pricing above is a baseline and will be adjusted upon completion of this section. Sometimes the owners will participate and expedite this process or are unsatisfied with suggestions. This is personal process and is difficult to gauge a time commitment. synSPA does a complete brand name analysis on any selected name to investigate any potential threats or challenges. The purpose of the name is to communicate the concept of the spa so all else can fall into place.

2. Tag Line #SS07002

A tag line is a statement that is often not more than 6 words that will summarize the concept and vision of the spa. This is effective when a name is not enough to communicate the concept.

3. Logo Development #SS07003

A company's logo is one of the most recognizable traits of a company and should be a symbol that is recognizable by colleagues, competitors and clients. Once the brand and/or tagline are created for the company, Consultant will develop a logo. Corporate identity colors will be incorporated into the logo along with specified text outlined in the corporate identity. Consultant will provide logo in .eps, .pdf, and .jpg formats unless otherwise specified and include both color and black and white versions.

Our service Includes Identification of colors, submission of not more than 5 logo concepts, redesign of not more than 1 final concept, final editing of final approved concept, delivery of print ready file in .eps, .pdf and .jpg format in digital form.

4. Marketing Plan #SS07004

A one-year plan that outlines a plan for all marketing efforts. There are several portions to a marketing plan which include:

4.1 Market Profile #SS07004.1

4.2 Customer Analysis (completed in conceptualization) #SS07004.2

4.3 Competitive Intelligence and Early Signal Analysis (completed in conceptualization) – Order Number SS07004.3

4.4 PEST Analysis #SS07004.4

4.5 SWOT Analysis #SS07004.5

4.6 Market Segmentation #SS07004.6

4.7 Marketing Strategies #SS07004.7

4.8 Distribution Channels #SS07004.8

- 4.9 Promotions #SS07004.9
- 4.10 Events #SS07004.10
- 4.11 Distribution Criteria #SS07004.11
- 4.12 Execution #SS7004.12
- 4.13 Short Term and Long Term Projections, Goals and Strategy #SS7004.123

5. Corporate Identity Collateral Design #SS07005

Design of corporate identity documents such as business cards, letterhead, email templates, gift certificates, etc.

5.1 Print Sourcing for Corporate Identity Collaterals #SS7005.1

The Consultant will outsource and negotiate of costs relative to printing and delivering corporate identity collateral.

6. Web Development & Design #SS7006

Web presence is essential in today's marketplace and there are many things to consider. Corporate identity and branding will be incorporated into all aspects. Domain registration, hosting, stock photography and professional photography are billed directly to the client. Client must provide any existing images, photos and stock photography as well as any source codes, relevant login information, passwords, site files and/or documents associated with any pre-existing website. Consultant will also remotely train owner on how to edit certain pages without using proprietary software.

6.1 Website Design #SS7006.1

Web presence is essential in today's marketplace and there are many things to consider. Corporate identity and branding will be incorporated into all aspects. Domain registration, hosting, stock photography and professional photography are billed directly to the client. Client must provide any existing images, photos and stock photography as well as any source codes, relevant login information, passwords, site files and/or documents associated with any pre-existing website. Consultant will also remotely train owner on how to edit certain pages without using proprietary software.

Our Service Includes:

- Corporate philosophies
- Editable staff biographies
- Treatment menu
- Online Booking (if software supports it)
- Online gift certificate ecommerce
- Spa etiquette policies page
- Editable promotions and events pages
- Social media integration
- Press and news page
- Contact details, contact forms and map
- Product manufacturer profiles and links
- Photo gallery

- Site Registration on major search engines
- Copy writing

6.2 Flash Component Development #SS07006.2

A website may be enhanced by utilizing flash elements to create more user interaction, videos and sound. This will be outsourced to Consultant's local partner and will be billed at cost.

6.3 E-Commerce #SS07006.3

For the purpose of selling and shipping merchandise or products to clients via internet transactions. This service will be outsourced to Consultant's local partner and will be billed at cost.

6.4 Web Optimization, Content Management and SEO #SS07006.4

To enhance web design services as an effective marketing device.

6.4.1 Content Management #SS07006.4.1

Website content is optimized it for organic search results. One page is equivalent to standard formatted text (12 pt, Times New Roman, Single Spaced, 1" Margins, Microsoft Word Document). SEO and Keyword Search Optimization must be performed first to perform this section.

6.4.2 Keyword Search Optimization and Management #SS07006.4.2

To improve web traffic and search engine traffic. A great website is only great if people can find it. An important function of a successful website is to generate new business by appealing to the large number of people searching the internet for spas and services and not necessarily your spa. This service works on developing actual keywords and phrases that target consumers are searching to find your services. A competitive analysis for keyword strategies of local competitors will also be performed when information is available. These keywords are then incorporated into the website in the form of content, pictures, titles and text formatting initiatives to increase traffic.

Our Service Includes research of key phrases and words relative to your products and services, integration of findings into website content by rewriting copy that was provided by client, renaming of pages (titles) to incorporate key words, writing keywords into meta tags in header of html code & submission of website to server

6.4.3 SEO Implementation #SS07006.4.3

Includes meta-tag keyword optimization, search engine submission, minor backlink building, content management (priced separately) and listing optimization,

6.4.4 SEM Services #SS07006.4.4

The development and submission of articles and links to a multitude of sites. This service will help create back-links to your site, which will improve your presence on the web and also improve your website's ranking.

Our Service Includes:

- Submission of site and profile building of local search engines (Google places, Manta, Hot Frog, Yelp, Etc.
- Submission of not more than 3 articles (1 each month for 3 months) to 15 article sites
- Posting of articles on website
- Attempt to get website posted on client identified partners
- Submission of site and profile building on any free professional search engines

6.4.5 Social Media Registration and Design #SS07006.4.5

Consultant will register client on major social media sights including Linked In, Twitter, Facebook and You Tube and perform all necessary design, photo submission, confirmations and registrations and copyrighting.

6.4.6 Local Social Media Registration and Design #SS07006.4.6

Includes registration and content management on sites such as Google places, yahoo places, yelp, manta, hotfrog, etc.

Licensing, Permits and Protection #SS02000

As with any business, there are special licensing requirements to operate a spa/salon in your particular state. These services are legislated by various departments. This phase can be either simple or complex depending on legislation and complexity of the concept. It is important to determine that all necessary permits and licensing may be obtained in order to move forward with the original concept. In addition to obtaining such permits and licensing, a booklet with any such restrictions will be compiled for the spa's future use and awareness to ensure that it remains compliant as such. This phase may take place simultaneously with other phases of the project depending on how quickly operating agreements, partners and the spa name is identified. Such licensing and permits may include the following:

- Appropriate Business Beauty/Medical/Cosmetology Licensing
- Articles of Incorporation (depending upon operating agreement)
- EIN Employer Identification Number (depending upon operating agreement)
- Sales and Use Tax Permit
- State Business Registration (depending upon operating agreement)
- Fictitious Business Name (DBA) registered with county or state
- Department of Labor registration to ensure laws are followed for unemployment and worker's compensation
- Health Department License
- Business License
- Building Permits
- Fire Inspection
- Police Permit (if required by city)
- Salon & Spa Malpractice/Liability Insurance

Unforeseen challenges that are variable may include copyrighting documentation, business name duplication, trade-marking logos and/or slogans. Some of this may require the use of a third party copyright or trademark lawyer which is not included in this estimate.

Treatment Menu Planning and Design (includes design) #SS14000

*this phase may be dependent upon other phases being started or completed

There are many treatments that a spa can offer. This is the very essence of the spa. A restaurant cannot function without spectacular dishes, just as a spa cannot function without spectacular treatments. Additionally, well developed restaurants always have miraculous presentation, meticulous preparation, quality ingredients and standout dishes. A spa menu is no exception. In the spirit of Consultant, the treatment menu will consist of carefully developed luxurious treatments that will cater to the brand and concept, hotel, land and culture. The treatment menu will cater to both out of town guests and the local market. Treatment development may take less time depending on which product line is chosen as most will have service protocols mostly defined, these are the following objectives included in this phase.

1. Treatment Identification #SS14001

Treatment identification includes developing a skeleton of treatments that the spa will offer that align with the concept. It is important to identify this in the early stages in order to understand what equipment and treatment rooms will be required.

2. Pricing Strategy #SS14002

This section will determine the spa's degree of luxury and help steer future design, branding and treatment menu decisions. Consultant will develop a pricing strategy that is competitive and attractive, aligns with the spa's budget, market and target consumer and yields a profit.

3. Product Vendor Identification #SS14003

*Up to five vendor analyses are included in this phase; additional analyses will be billed on a time and materials basis

One of the most profitable parts of the spa business can be retail sales. If quality products are not selected in the beginning, the services will prove to be ineffective and clients will not wish to make any purchases for at home care. This will lead to an ineffective strategy to retain clients or provide results from spa and skin treatments. Products must fit into the concept and become part of the spa's identity from a consumer and treatment perspective. Lastly, it is important that the product work with the spa's pricing strategy.

4. Vendor Treatment Protocol Selection #SS14004

Once a product manufacturer is selected, the vendor will grant access to the product protocol handbooks. After thorough review of this information, Consultant will determine what treatments contribute and harmonize with the spa's concept and theme. Those that do not will likely be a waste of valuable real estate in the treatment menu. This process will also identify missing gaps in the manufacturer's protocols and allow Consultant to innovative creative signature spa treatment solutions.

5. Signature Treatment Design #SS14005

*Up to five signature treatments are included in this phase, additional treatments billed on a time and materials basis

The signature treatments are what will pull the concept and theme together. If the chosen product vendor offers products that fit within the theme, developing the signature treatments will be fairly easy. Occasionally, a concept is so unique that it makes it difficult to find a manufacturer that aligns with the concept. This requires more thought and resources and may require a few additional product suppliers for specialty ingredients or products.

6. Spa Package Definitions #SS14006

Many clients are often searching for packages within a spa menu. synSPA's approach is slightly different when it comes to this. Some concepts will warrant the creation of packages while others will go unused and take up space on the menu. Depending on the concept, this step may or may not take place.

7. Menu Strategic Concept and Design #SS14007

7.1. Identity #SS14007.1

The treatment menu, along with the company logo, will be the most recognizable article of the spa. It is important to consider the size, shape, colors and language of the spa menu as this is often a client's first impression of a spa and one that he/she will take home.

7.2. Menu Engineering, Layout and Design #SS14007.2

Spa menu engineering is usually something that is done a few years into the business, but it is the process of developing a treatment menu that appeals to how the client wants to experience it and also the desired result for the business. After this is done, the colors, shape, size, text and services all come together to communicate the spa's concept to the target audience and the media in one complete menu.

8. Print Vendor Identification #SS14008

Consultant will assist with the outsourcing of economical and effective print vendors. synSPA works with several of vendors and knows the quality and who is best fit for the particular menu. Consultant will also collect competing bids and negotiate the best rate on our client's behalf.

Equipment Procurement, Planning and Supplies – Order Number SS04000

This phase will involve the identification, research, negotiation and acquisition of various equipment and supplies. Once the spa menu has been outlined, it is determined what equipment will be necessary to perform the services. It is equally important to obtain all M&E specs and data in order to develop room and locker room layout and flow. The architects, mechanical engineers and contractors will all require a set of these specs for their use. synSPA has a working relationship with preferred vendors; however, Consultant selects vendors in the best interest of the client and will negotiate on their behalf. Mostly all large equipment will be purchased as it has a longer turnaround time and it is imperative to get dimensions, plumbing and electrical specs to the design team. Other items will be purchased within a month of the opening.

1. Equipment Purchasing and Leasing #SS04001
Selection of treatment tables, specialty equipment, facial equipment, thermal area (steam room, sauna, sensory shower, tub, etc). This typically is developed from the spa equipment planning phases.
2. Cabin & Sanitation Supplies Definition & Purchasing #SS04002
Selection of service implements, files, hot towel cabinets, sanitation equipment, wipes, etc.
3. Soft Goods Definition and Purchasing #SS04003
Selection & purchase of bed linens, towels, robes, sandals, etc.
4. Software/Hardware Definition, Acquisition and Implementation #SS04003
Recommended software for spa application is Millennium, for hotel is Opera, resort is Resort Suite. Additional software that is required to research will be billed on a time and materials basis. Consultant will liaise between either an internal (client) or outsources (third party) IT department and the software manufacturer to ensure a seamless installation. This may also include acquisition of necessary computers, screens, printers & other POS hardware.

Education and Corporate Speaking #SS10000

1. Executive Management Workshop #SS10001

5-day intensive workshop intended to introduce attendees to the world of spa. Consultant will provide an in depth overview of all topics covered. It is developed to provide a progressive education style that will teach different topics in a systematic way. Each day will include mid-day discussions over lunch to review topics that were presented for the morning and each morning will begin with an open discussion about information presented the previous afternoon. All course materials, space reservations and catering included in price.

1.1. Day 1. Introduction #SS10001.1

Define and discuss the origin of the spa concept, describe the different types of philosophies associated with the spa world, an overview of spa treatments, modalities and their uses, discuss the state of the industry analyzing the most recent available data, share various resources and associations within the spa industry, Identify the spa consumers, their needs and their habits, review overview of various spa equipment, legal requirements

1.2. Day 2. Spa Development and Market Analysis #SS10001.2

Day 2 will discuss the methodologies behind spa development and market analysis by dissecting competitive analysis, full dissection of feasibility and market research, market segmentation, spa branding, describe the steps involved in creating a spa from conceptualization to realization, facilities design and work flow, spa layout and design overview, choosing locations with the most strategic advantages, discuss the benefits of a hotel spa model.

1.3. Day 3. Spa Marketing #SS10001.3

In most cases, a spa treatment or facility is considered by most to be a luxury and discretionary service (especially in the US). This creates an enormous challenge for attracting consumers. Day 3 will look at various marketing strategies and initiatives such as early marketing strategies, annual marketing strategies, client retention strategies, ad development, corporate identity, website design and search engine optimization, social media, events, in house marketing initiatives to improve revenues and retention, marketing within a hotel, developing strategic partnerships and community outreach, merchandising and menu design.

1.4. Day 4 – Management and Operations #SS10001.4

This is one of the most challenging aspects of the spa industry. Spa is a very people oriented business and identifying the correct team, protocols and potential issues is crucial to the success of any spa operation. It does not matter how gorgeous and innovative the spa concept is; operations is the most important factor for longevity. This education sessions will focus on identification of independent contractor vs. employee and associated regulations, describe the different roles and key players of staff in a spa organization, dissect daily operations, overview of compensation models and choosing the most appropriate, engaging key personnel, operation and protocol manuals, staff training and education for front of house and service providers,

recruiting, employee retention, quality assurance measurement devices, developing sales goals and motivating staff.

1.5. Day 5 – Financial Strategy and Implementation of Operations #SS10001.5

The spa business is perhaps one of the most challenging industries when it comes to profitability and budgeting. In most cases, there are far too many unknowns. Day five will take a look at the numbers and how to use the data to develop a management strategy. identify costs of operating a spa, break-even analysis dissection of profit loss statements, crafting an operating budget, risk management and analysis of unavoidable costs, profitability analysis, yield management and discount strategies, treatment menu engineering to create higher profitability, retail contributions to revenues cost control, customer service implementation for mobilization, and service recovery devices to retain clients.

2. Customer Service Training #SS10002

2.1. CUSTOMer Service (Topic) #SS10002.1

2.2. 5-Star Customer Service Training (On-Site)#SS10002.2

3. Business Planning/Start Up Speaking Topics #SS10003

3.1. A-Z Spa Start Up – Everything you need to do #SS10003.1

3.2. Adding a Spa to Medical Practice/Hospital #SS10003.2

3.3. Adding a Spa to a Salon #SS10003.3

3.4. Adding a Spa to a Gym #SS10003.4

3.5. Expanding your Spa #SS10003.5

3.6. Adding a Spa to a Hotel #SS10003.6

4. Sales & Marketing #SS10004

4.1. Social Media #SS10004.1

4.2. Search Engine Optimization (SEO) and Marketing (SEM) #SS10004.2

4.3. Client Retention #SS10004.3

4.4. Get your Old Clients to Come Back #SS10004.4

Recruiting, Staffing and Training #SS08000

The amount of recruiting necessary will largely depend upon the services offered and the operating agreement. Pricing for recruiting and staffing is calculated by a percentage of the forecasted annual salaries and wages for the various positions for which such services are requested. This percentage will be 9%. Consultant will recruit staff using various methods and conduct a rigorous screening and interview process. The final applicants will be presented to the owners for a final interview and if chosen, Consultant will present an offer. If the offer is accepted, Client can choose to have Consultant train employee(s) for additional daily fee of \$1000/day (not to exceed nine (9) hours) plus the cost of travel and boarding. A recent study suggests that the average time to fill an executive/professional position is 46 days with an average time to fill and start being 59 days (staffing.org). While local market conditions may differ, Consultant will use these averages to benchmark performance unless other parameters are defined and in writing.

1. Executive Team #SS08001

Provides leadership, support direction and supervision of all staff including spa, gym, café, pool, wet areas and more. He/she will oversee all daily operations, guest coordination, training, marketing initiatives, financial objectives, staff selection and recruiting and ensure that all spa standards are being properly executed. The executive team may consist of executive spa director and fitness director.

1.1. Executive Team Training #SS08001.1

Train on job functions, sale strategies, company policies and initiatives, disciplinary procedures company specific activities with a focus on core competencies and responsibilities.

2. Management Team #SS08002

Primary job functions of the management team are to assist and support the executive team in the supervision and administration of various departments. These positions may include spa operations manager, spa manager, assistant spa manager, lead therapist, spa treatments manager, retail manager, front desk manager, pool manager, fitness supervisor, sales managers, event managers, salon manager, and similar.

2.1. Management Team Training #SS08002.1

Train on job functions, sale strategies, company policies and initiatives, disciplinary procedures company specific activities with a focus on core competencies and responsibilities.

3. Front Desk Team #SS08003

An ambassador for the spa, the front desk staff is responsible for possessing a full working knowledge of treatment menus and pricing, spa etiquette and policies and spa standards. They are the first and last impression of the spa and continuously on the front line. This is perhaps the most fundamentally important profession within the spa. Positions include front desk representatives/coordinators and concierge.

3.1. Front Desk Team Training #SS08003.1

Train on job function and company specific activities with a focus on exemplary customer service standards, sales, retention, opportunity, spa policies, treatment menu descriptions, phone conversations, group sales and booking protocols, scheduling protocols, check in/out protocols and similar activities.

4. Service Providers #SS08004

Therapists must be talented and seasoned and willing to work under the spa's discretion while having a vast working knowledge of all products, treatments and techniques associated within the spa's offerings and the industry. Positions include aesthetician, massage therapist, nail technician, hair stylist, group aerobics instructor, yoga instructor and personal trainers.

4.1. Service Provider General Training #SS08004.1

Training on client retention, sales, client interaction, customer service standards, room and sanitation standards, financial performance and similar.

4.2. Service Provider Treatment Training #SS08004.2

Training on client defined specific service protocols using a properly licensed therapist from Consultant's offices and/or affiliates.

5. Support Staff Team #SS08005

Responsible for ensuring guest satisfaction and interaction, maintaining spa cleanliness, housekeeping, stocking of laundry rooms, escorting guests, assisting initiatives of service providers and laundry rotation. Positions include spa attendant, locker room attendant, fitness attendant, housekeeper, floater and others.

5.2. Support Staff Team Training #SS08005.1

Training on customer service, ethical standards, sanitation, client interaction and essential job functions.

6. Physicians and Specialty Service Providers #SS08006

Occasionally, a spa concept requires the employment or contracting of specialty service providers in order to offer more advanced treatments. These individuals may include Ayurvedic practitioners, physicians, certified health planners, traditional Chinese medicine (TCM) practitioners, reflexologists, Reiki practitioners, herbalogists, acupuncture specialists, nurses, physical therapists and others.

6.1. Physician and Specialty Service Provider Training #SS08006.1

Training of spa concept implementation, interaction, standards, customer service, sales strategy and corporate initiatives. Treatments are not trained on, only concepts of the treatments and any spa specific service criteria.



Event Planning and Management #SS12000

May include elaborate events such as soft launch, grand opening, marketing events, open houses, cocktail receptions etc. Consultant will source all vendors, develop concept/theme of event, communicate initiatives, goals and sales strategies to staff and manage all vendors. Site visit and attendance three days prior to the event and one day following the event is mandatory to ensure success. All pertinent spa and event staff training meetings must be secured by client two weeks prior to Consultant's required date.

1. Grand Opening #SS12001

The grand opening will kick off the new spa with an event full of complimentary services, tours, cocktails and hors d'oeuvres. All staff should attend. synSpa Consulting will work with local and national press to gain media support for pre and post opening. Consultant will personally invite key attendees and general invitations will be sent using client's mail list. If client does not have mail list, Consultant will purchase from mail house and bill client at cost. Pricing includes three (3) days of Consultant on site and is exclusive of travel and/or accommodations.

2. Soft Launch/Dry Run #SS12002

Involves opening the doors to the general public or specially invited clientele without advertising the opening. This will give the staff a chance to ensure full engagement of services in a live work environment to ensure full understanding and proper implementation prior the grand opening. Invitees will include influential community leaders, business owners and professionals, family and friends of staff. Includes five (5) days of onsite consulting during soft launch to monitor and analyze conceptualization and protocols and rework if necessary and is exclusive of travel and/or accommodations.

Spa Franchising #SS36000

If you are looking for a turn-key spa solution, we have the perfect option for you. We have a successful business model that has been operating for nearly eight years & can be developed as a standalone day spa, destination day spa, hotel spa, boutique spa, or a synergistic spa.

You can simply go with one of our existing models & manage it yourself, utilize our management services, or synSPA Consulting can work with you to develop your own spa brand for a series of hotels.

If synergistic spa caught your attention, this is our preferred franchising model. synSPA Consulting is the pioneer of a concept called synergistic spa. This concept was established in 2005 when we assisted on a project with a physician, Ross Marchetta MD, who had a vision of offering his patients dedicated supportive and preventative care. We took that concept and ran with it to develop a fully integrated women's health center with Marchetta and his group of eight OB/GYN physicians.

The Spa at Yellow Creek was born out of a new dynamics in spa and wellness services. synSPA loved the concept of the project and became determined to develop a turn-key concept of a synergistic spa. It takes the medi-spa to a whole new level utilizing spa services, fitness services, nutrition, alternative therapies such as TCM (Traditional Chinese Medicine), Transcendental Meditation and Ayurvedic Medicine and blended them with physician care. The objective was to establish a fully integrated medical center that offered everything a patient would need to be well.

This concept has proven to be significantly successful in terms of patient care, prevention, wellness and profitability. The goal was to establish a prototype for a turn-key wellness spa solution which we have done very well. A synergistic spa can be integrated into any physician's current practice on a large scale or a very simple scale. We have developed a multitude of concepts for this type of spa including resorts, wellness hotel spas, standalone, hospital spa, day spa and medi-spa.

At synSPA, we feel that taking care of our clients should be more than just providing an amazing spa service. We believe that we should be assisting individuals in adopting a healthier lifestyle by integrating and customizing treatment menus with physicians in an effort to combine western with eastern medicine. The end result for the client is living better longer and for the physician - a core competency, amenities that are unmatched by some of the best resorts, additional attraction to medical practice, support for medical tourism and of course, an additional revenue stream for the operator.