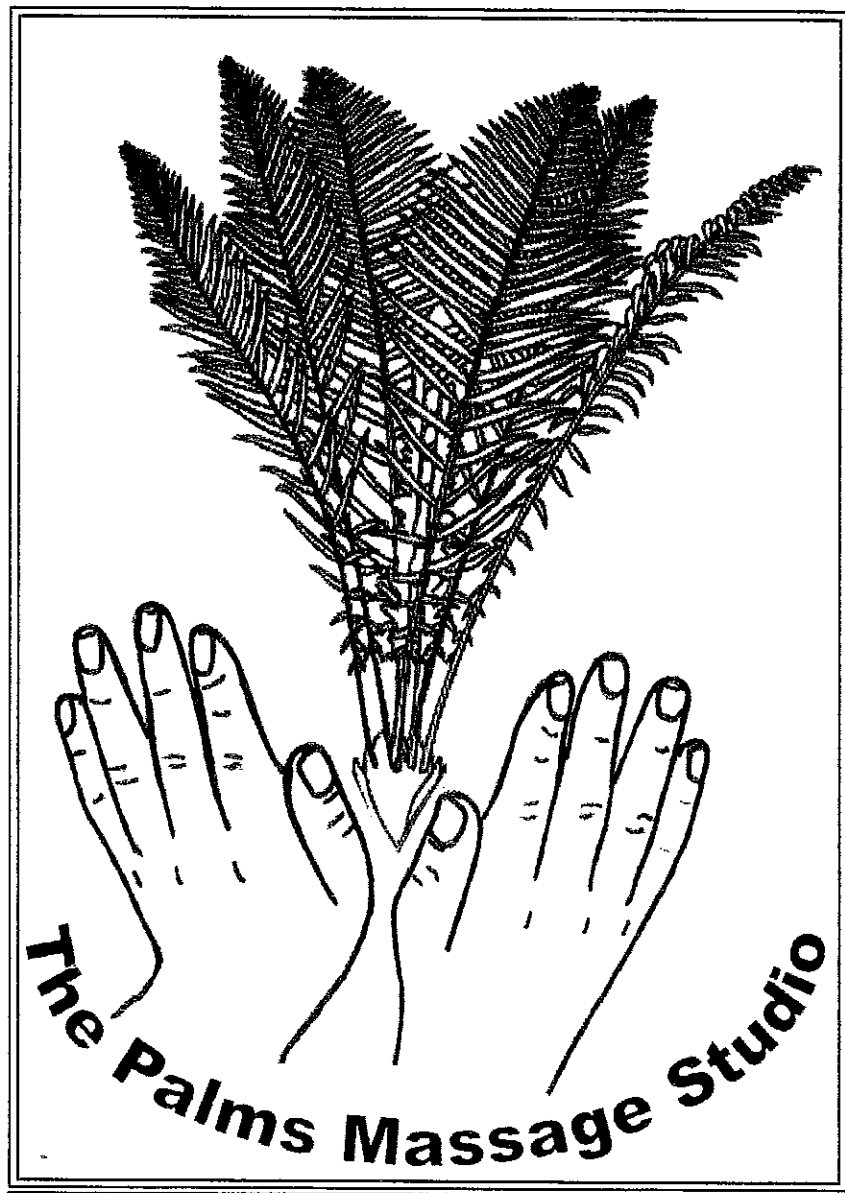


ITEC LEVEL 3 DIPLOMA IN COMPLEMENTARY THERAPIES

UNIT 349



BUSINESS PRACTICE FOR COMPLEMENTARY THERAPIES

*Created by Diana Jane Mills student of Devon Academy of Complementary Therapies*



### Competitor Analysis

There are many massage centres throughout Plymouth most of them linked to health Clubs.

There are some that work from home but these seem difficult to identify which denotes a lack of advertising.

My closest and main competitor is Camomiles, a unit in a business park 2 miles away, employing 4 therapists focussing on varying disciplines.

Other competitors whose price lists I have added include Ambers and Barbican Therapy Centre.

Most therapists seem to offer a full range of therapy and beauty treatments. Hour long massage treatments can range in price from £25 to £55 at the larger corporate health clubs.

I intend to offer treatments at a reasonable price for holistic treatments focussing on the needs of the client as an individual. These will be carried out in a quiet, relaxed and informal atmosphere.

## **Kinesiology**

Each Kinesiology session lasts approximately 1 ½ hours and is: **£30 for the first session and £25 for each following session.**

## **Reflexology**

1 hour treatment: £25

## **Reiki**

1 hour treatment: £25

## **Sports Massage**

30 minute treatment £15

60 minute treatment £28

## **Swedish Body Massage**

1 hour massage £25

## **Eye Treatments**

(A 24 hour patch test is required prior to eyelash tinting and eyelash perming).

Eyebrow tinting £6.00

Eyelash tinting £8.00

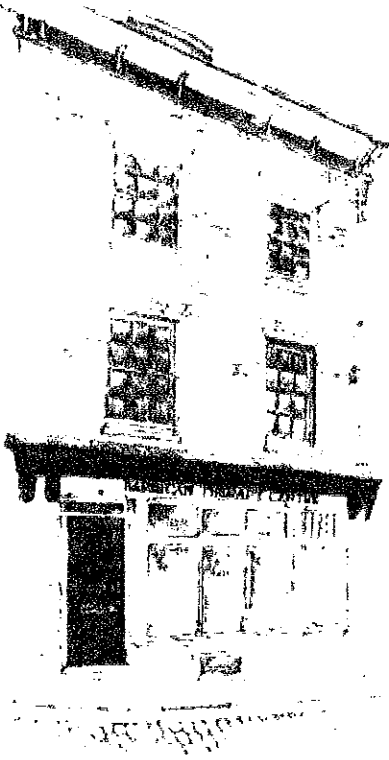
Eyebrow and Eyelash tinting £13.00

Eyebrow shaping £5.00

Eyelash perming £16.00

## **Facials**

**Deep cleansing Facial**



## Barbican Therapy Centre

[info@btcplymouth.com](mailto:info@btcplymouth.com)

[BTC: Who are we?](#) • [Our Workshops](#) • [Where are we?](#) • [Our Therapists](#) • [Our Therapies](#) • [Our Prices](#) • [Events](#)

At the Barbican Therapy Centre we offer a range of complementary therapies provided by a team of therapists who are all highly qualified and experienced

### Acupuncture

Your first Acupuncture session will last an hour and a half and costs £60. Treatments thereafter are £40. Acupuncturists use fine needles to stimulate invisible lines of energy running beneath the surface of the skin. This effects a change in the energy balance of the body and works to restore health.

### Alexander Technique

Alexander Technique is a safe and effective method of using our bodies in the way they were designed to move, learning to move with minimum effort means we have more energy to do the things we enjoy. Sarah Mugan offers lessons in Alexander Technique at £35 per session.

### Aromatherapy

Allison Trott is a qualified Aromatherapist and Nutritionist. Aromatherapy is a gentle and reassuring treatment which uses refreshing aromatic essences combined with massage to create a feeling of wellbeing. Aromatherapy is particularly helpful for stress related conditions. Your initial session will last for an hour and a quarter and thereafter will last one hour. The cost of an Aromatherapy treatment is £35.

### Counselling/Psychotherapy

At the Barbican Therapy Centre we have Person Centred, Integrative and Cognitive Behavioural Therapy counsellors. The cost for a one hour session is £45 and for couples counselling it is £60. Counselling is a supported process for people who wish to bring areas of their life into focus and enables them to make choices in how to live their life in a conscious way.

### Homeopathy

Phil Wright our Homeopath offers a free 15 minute consultation. Your first appointment will last two hours and will cost £55. Usually follow up sessions are at three week intervals and will cost £35. Any medicines that the homeopath prescribes are included in the cost of the treatment. Concessions are available for children.

### Hopi-Ear Candles

Hopi Ear Candling is a pleasant and non-invasive treatment of the ears, used to treat a variety of conditions. An hour session with Valerie will cost £35.

### Hypnotherapy

Gregory Hart is a Hypnotherapist. Your first session with Greg will last for up to two hours and will cost £60 and £45 an hour for follow up sessions. Greg uses Hypnotherapy to treat a wide range of conditions.

### Indian Head Massage

for one hour, and costs £35. Andrea also works with small or large groups, which will usually be an hour and a half. Yoga works on all body systems and aims to balance the total person, through movement, held postures, breathing, relaxation and meditation.

## Reiki

Reiki is a hands on therapy that promotes self healing and brings balance to the mind, body and spirit. Valerie Goss is a Reiki Master and charges £35 for an hour session.

Hopi-Ear Candles and the Metamorphic Technique, which are both very relaxing and pleasant therapies. An hour session will cost £35.

## Thai Massage

Thai Massage is invigorating yet relaxing for both the mind and body. The massage lasts for 1 hour and costs £35.

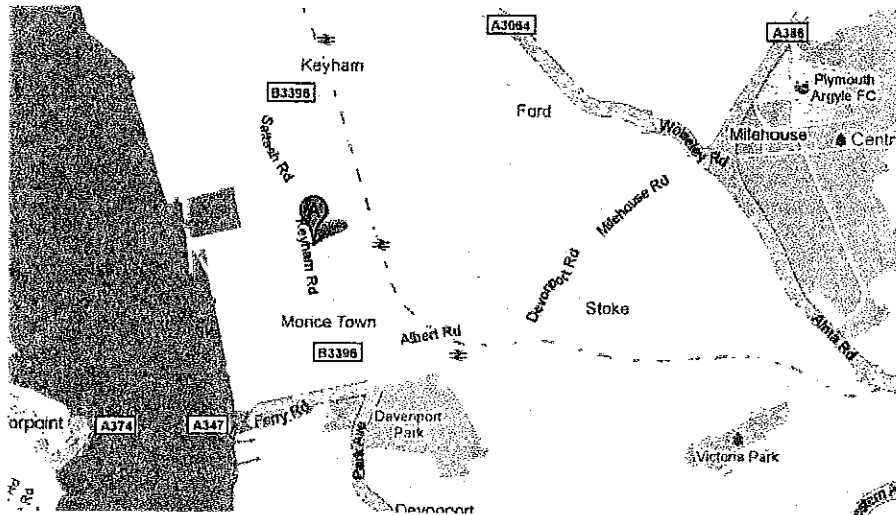
Also available at the Barbican Therapy Centre: Crystal therapy and Tarot Readings and clairvoyancy

All our therapists are qualified and insured  
At the Barbican Therapy Centre You're in safe hands

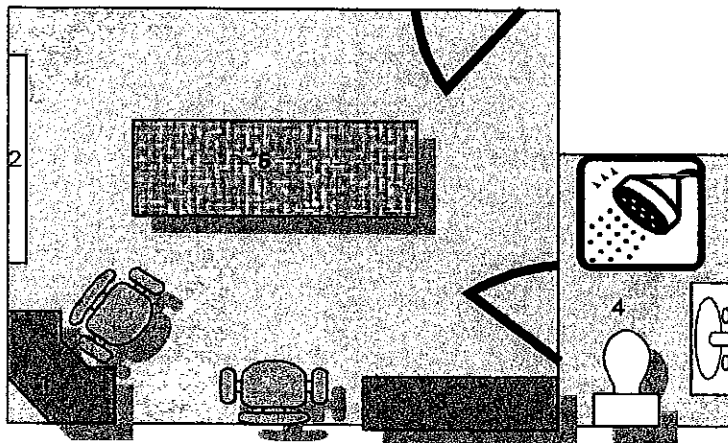
Negotiable fees - we do our best to accommodate everyone

## Premises

The premises are located on the first floor of my home. There is free parking in the area and the south facing therapy room lends itself to views across the river.



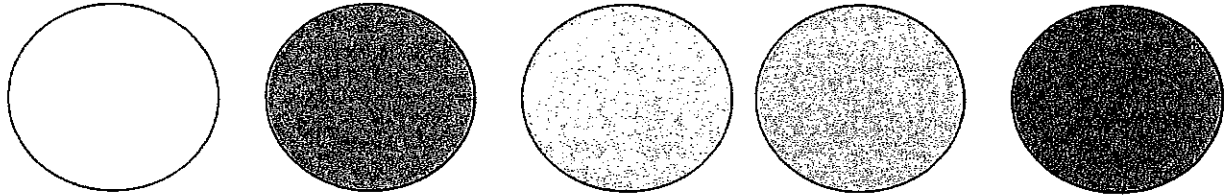
The premises require a small amount of refurbishment to make it suitable for use as a treatment room, but most of the outlay will be due to redecoration to promote relaxation. The diagram below shows the intended layout of the room.



1. Consultation area
2. Window
3. Equipment cupboard
4. En suite shower room
5. Therapy Couch



The colours in the salon, on the marketing and publicity material and on the business stationery will be calming blues and greens, always with the intention of conjuring up an image of calm Caribbean seas and beaches.



To complement these colours the studio will be decorated with photographs/ prints similar to that above. Plants will be used to finish the effect in the salon. I will try to use palms to further promote the corporate image.

Business stationery will be printed on a paper with a green hue, with text in black.

### **Products Services and Prices**

A wide range of services will be provided at the following prices:-

Holistic massage	-	£25 per hour
Deep tissue Massage	-	£28 per hour
Sports Massage	-	£30 per hour
Aromatherapy	-	£28 per hour
Stone Therapy Massage	-	£30 per hour
Reflexology	-	£25 per hour
Facials	-	£15
Waxing	-	from £4

Also I will make the following various products available for sale:-

Relaxation CDs	-	from £10
Body and Facial products	-	Various prices with a 20% mark up

Depending on popularity, I will make further products available as my client base increases.

*Created by Diana Jane Mills student of Devon Academy of Complementary Therapies*

## **Staffing Requirements, training and employment**

I intend to be a sole trader so will be responsible for paying my own National Insurance and will be taxed as an individual.

I do not intend to employ anyone but I may investigate renting the therapy room out at a daily rate if the need arises at times when it is not in use by me.

I need to earn enough money to continue my personal development and cover my costs of living.

## **SWOT analysis**

### **Strengths**

- Client focussed
- Wide range of treatments
- Contacts with various industries
- On main road, with good access
- Affordable

### **Weaknesses**

- Only one therapist
- No advertising allowed at front of house.
- Not in city Centre
- Running business from home
- Possible traffic noise
- First floor therapy room

### **Opportunities**

- Networking with local hairdressers
- Networking with local and reputable Osteopath.
- To provide remedial treatments which require follow up
- Profitable

### **Threats**

- Competition
- Limited clientele
- Court action
- 'Gentleman's club' in close proximity
- Planning permission to work from home declined



**Marketing and Publicity**

*The Palms* will initially be marketed by word of mouth.

I have spoken with two popular local hairdressers who do not offer any massage therapies. These hairdressers will promote *The Palms* and hand out a discount voucher for treatment.

I intend to offer the first treatment at 50% discount. Any onward referrals which result in a treatment will earn the referee a further treatment with a 33% discount. This will hinder income in the early stages but will build up a client base and promote the name.

I will advertise on the internet, in local shops and GP surgeries. I have already initiated talks with a local Natural Health Centre who will refer clients on to me. I have contacts in the dockyard opposite the studio, so leaflets will be posted on notice boards with the intention of promoting 'quick lunchtime stressbuster' sessions.

Example of gift voucher



This Voucher entitles \_\_\_\_\_ to one

**Holistic Full Body Massage (70 minutes)**

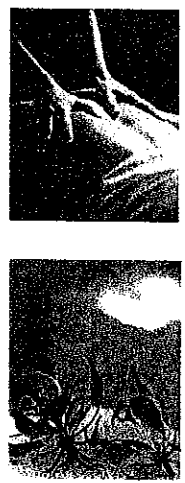
**at The Palms Massage Studio**

168 Keyham Road  
Plymouth PL2 1RB

Telephone for appointment: 01752 310772 or 07833551210

**Diana Mills (ITEC) - Massage Therapist**

(Only valid with therapist's signature: Non transferable: Valid for 3 months)



✓

## Legal Requirements

The Palms will need to comply with all relevant legislation some of which are shown below:

The Supply of Goods  
and Services Act

Disability  
Discriminations Act

Control of Substances  
Hazardous to Health

Data Protection Act

Reporting of Injuries,  
Disease and Dangerous  
Occurrences

Fire Precautions

Consumer protection  
Act

Trades Descriptions  
Act

Environmental  
Protection Act

I will need to take out insurance:

Professional  
indemnity

Public liability

Therapy Room  
Contents

I will need to comply with client confidentiality and will raise awareness of this issue in my brochures.

I will need to contact the Inland revenue and register myself as self employed and I will be responsible for completing self assessment forms.

I will need to arrange regular payments for my national Insurance contributions.

I will develop a code of conduct for my practice and look into the membership of professional bodies.



## **Security and Data Protection**

The Palms will have a safe integrated into the equipment cupboard and all client information will be kept locked away when not in use. As client information is not kept on a computer I would not be affected by the Data Protection Act.

The premises is covered by a burglar alarm and there is also a personal attack security alarm outside the therapy room.

## **Customer Service and Communication**

All clients will receive an initial consultation which will have their contact details and hopefully an email address. I will carry out a follow up call 1 month following the initial treatment.

Incentives and gift vouchers will be made available and communicated to clients through their preferred method of contact.

Full explanation of the treatments will be given to the clients before treatments take place and leaflets detailing possible reactions to treatment will be given to the client to take away as well as talked through following the treatment.

The treatment room will be kept welcoming and clean. Mineral water and soft drinks will be made available.

I will provide details of other services that clients may require or find interesting.