

executive summary

Venus is a women only resort and spa. Named after the goddess of love and beauty, the spa is meant to be a place of stress relief and relaxation for women. The resort and spa is a safe space where women will feel comfortable and be able to focus only on their experience and themselves during their stay. A luxury pool connects all of the rooms for socializing. Our guests have two options: a regular room which is a newly decorated and furnished hotel-like room, or a bungalow which is also newly decorated and furnished but is their own two-room space during their stay.

The main goal of Venus is to provide a safe and comfortable space for women to relax and unwind. This is their opportunity to put their very busy lives on hold and enjoy some well deserved "me time." Venus puts its best foot forward when it comes to making our guests feel powerful, beautiful, healthy, unplugged, appreciated and relaxed during their stay with us.

The spa is located in Santa Fe, New Mexico, the oldest United States capitol, which has over 300 sunny days each year. Full of history and culture, the city has one of the largest art markets in the country. The serene atmosphere and beautiful scenery makes Santa Fe the best place for a new spa.

With many different treatments to choose from, anything from hair, skin, nails and full body, our guests will always have something to do. There is also a studio room for our guests to use for yoga and other exercise. When guests leave our spa, they will feel like a new woman, ready to conquer the world.



business description

Venus will be a women only resort and spa located at 242 Los Pintos Road in Santa Fe, New Mexico. The 70 acre lot will provide peace and relaxation to our guests while never leaving them with nothing to do. The spa is open from 10 am to 6 pm, allowing our guests to get an adequate amount of sleep and have a chance to eat a gourmet breakfast before starting off their day. The spa closing at 6 pm gives our guests the chance to relax and have down time at night to make sure they are refreshed for the next day. Throughout the year Venus will have specials and promotions, such as a couples weekend in February.

location

242 Los Pintos Road Santa Fe, New Mexico 87507

Venus is located in the heart of Santa Fe, New Mexico. The 70 acre property is an 11 minute travel time from the airport and is surrounded by the culture of the oldest capitol in the United States. Upon arrival, there is a set of gates the guests will enter through to create a feeling of entering a new world where it all about them and their relaxation.

in spa experience

The experience at Venus is like no other. Guests will be treated like royalty from the moment they arrive. Our staff is dedicated and focused on making sure our guests have the most relaxing and enjoyable experience they can have. After being checked-in, guests will be escorted to their luxury rooms where they will stay, with a kitchenette, premium linens and cleaning service offered daily. Treatment rooms are also fully stocked with top-of-the-line products and are cleaned after every session. Guests can then purchase the products used during their treatments at the gift shop if they really enjoyed it. Guests have the option to schedule their treatments when they book their reservation or each day they can choose from the available times and treatments. They will also have the option to attend a gourmet breakfast, lunch, and dinner where our chefs have created a custom menu, with supplements for dietary restrictions, that is both healthy and delicious. The 70 acre property is equip with relaxation areas and pools for the guests to enjoy and socialize with the other guests.

industry description

Self care is beginning to become a new and very popular trend. Everyone is starting to realize the importance of time off and their overall health. There are 22,054 spa in the United States and the growing need and want for this market is only going to do just that, grow. When people think of relaxation and luxury, they immediately think of spas. Spas are a time to unwind and be able to focus on yourself for the time being and leaves the customer feeling ready to go out and conquer the world again.

target market

Primary Market

Market: Women

Age: 30-49

Income: \$80,000+

Status: single, engaged, married (with or without kids)

Occupation: white collar

Description

These are women who want to relax and unwind in a safe and inviting environment. They need and deserve a relaxing get away, away from their busy and stressful lives.

Secondary Market

Market: Business-to-business

Size: small business to corporation

Location: more populated areas

Description

These businesses care about the well being of their employees and push the idea of work-life balance. They make efforts to make sure their employees are taken care of and are open to the idea of employee retreats to reward them for their hard work.

competitive analysis

Hotel Santa Fe: Hacienda & Spa

Strengths

They are located in the prime area of Santa Fe, allowing for a lot of exposure. They also offer a wide variety of treatments, so there is something for everyone.

Weaknesses

They only offers a small selection of dining options and dietary restrictions are not accounted for.

Opportunities

They have a heavy focus on the native culture of the city so guests could learn about the history and culture of the city they are staying in.

Threats

The main threat facing this spa is COVID-19.

B O D Y

Strengths

They offer an environmentally conscious space for their guests. This creates a warm and welcoming atmosphere.

Weaknesses

They are a very small company with only 9 employees and do not offer an overnight stay.

Opportunities

They would be able to entice tourists to go there for a day trip.

Threats

The main threat facing this spa is COVID-19.

ten thousand waves

Strengths

They are located 10 minutes from the heart of the city, which allows for easy access to their facility. They also offer a takeout and delivery service.

Weaknesses

They are a very expensive spa and are very niche to the Japanese culture. They only offer Japanese food and their amenities are very spread out.

Opportunities

They would be able to offer a new outlook and learning experience on the Japanese culture

Threats

The main threat facing this spa is COVID-19.

products and services

Venus will offer a wide variety of products and services. The profits will be from the room stays, treatments, dining and the gift shop. Dining will be available from 8am to 8pm and treatments will be available from 10 am to 6pm. The gift shop will be fully stocked with anything our guests may forget to bring, souvenirs and the products used during the treatments will be available for purchase.

promotions & marketing

Social Media

Venus will have an established social media presence. Our website will be focused on the luxury and personalized experience our guests experience. Reservations can also be made on the website. Instagram, twitter and facebook will be used to promote deals and special events that will be taking place at the spa.

Print

Venus will have print ads in magazines. These magazines will be targeted towards women: fashion, health and beauty, weddings. These ads will display the location and emphasize the experience to be had.

Events

Guests can sign up for an email subscription which will be sent only when a special deal is happening. For our February event, there will be a couples weekend, so our guests would receive an email reminding them and encouraging them to book a stay.

pricing

The cost for the experience at Venus will vary depending on what the guest books. Regular room stays will be *\$165 per night* and the bungalows will be *\$325 per night*.

Breakfast will range from *\$10-\$13*, lunch will range from *\$14-\$22*, dinner will range from *\$22-\$40*, dessert will range from *\$6-\$14*, and drinks will range from *\$3-\$10*.

Massages will be *\$150 per hour* and the gift shop items will range from *\$5-\$100*.

positions & roles

Esthetician

Venus' esthetician will be give skin treatments

Employees: 4

Salary: \$40,000 per year

Charwoman

Venus' charwoman will be cleaning the property

Employees: 8

Salary: \$33,000 per year

Chef

Venus' chef will cook all of the gourmet meals offered

Employees: 8

Salary: \$37,000 per year

Electrologist

Venus' electrologist will be give hair removal treatments

Employees: 4

Salary: \$40,000 per year

Manager

Venus' manager will make sure our guests are receiving the best care

Employees: 8

Salary: \$62,000 per year

Manicurist

Venus' manicurist will give nail treatments

Employees: 4

Salary: \$36,000 per year

Massage Therapist

Venus' massage therapist will give the massage treatments

Employees: 8

Salary: \$70,000 per year

Receptionist

Venus' receptionist will ensure a smooth check-in and out process

Employees: 8

Salary: \$47,000 per year

Waitress

Venus' waitress will ensure a proper dining experience

Employees: 8

Salary: \$40,000 per year

first year and start up costs

Advertising	\$ 6,216
Equipment	\$ 188,155
Internet hosting	\$ 6,000
Legal fees	\$ 36,900
Licenses and permits	\$ 470,000
Uniforms	\$ 11,700
Room furniture	\$ 275,067
Office furniture	\$ 70,049
Office supplies	\$ 7,193
Printing	\$ 18,456
Professional fees	\$ 102,996
Rent, office	\$ 556,187
Sales tax	\$ 71,898
Software	\$ 2,996
Subscriptions	\$ 564
Supplies or raw materials	\$ 750,008
Utilities	\$ 131,760
Massage Therapist (x8)	\$ 560,000
Manager (x8)	\$ 496,000
Aesthetician (x4)	\$ 160,000
Receptionist (x8)	\$ 376,000
Charwoman (x8)	\$ 257,520
Electrologist (x3)	\$ 180,000
Chef (x8)	\$ 296,000
Waitresses (x8)	\$ 280,000
Manicurist (x4)	\$ 144,000
My salary	\$ 50,000
Unexpected costs	\$ 35,000
Total expenses	\$ 5,521,224
Total income	\$ 6,448,983

second year costs

Advertising	\$ 6,216
Internet hosting	\$ 6,000
Legal fees	\$ 36,900
Office supplies	\$ 7,193
Printing	\$ 18,456
Professional fees	\$ 102,996
Rent, office	\$ 556,187
Sales tax	\$ 71,898
Software	\$ 2,996
Subscriptions	\$ 564
Supplies or raw materials	\$ 750,008
Utilities	\$ 131,760
Massage Therapist (x8)	\$ 560,000
Manager (x8)	\$ 496,000
Aesthetician (x4)	\$ 160,000
Receptionist (x8)	\$ 376,000
Charwoman (x8)	\$ 257,520
Electrologist (x3)	\$ 180,000
Chef (x8)	\$ 296,000
Waitresses (x8)	\$ 280,000
Manicurist (x4)	\$ 144,000
My salary	\$ 50,000
Total expenses	\$ 5,521,224
Total income	\$ 6,448,983
Total profit	\$ 519,978

cost overview

start up costs	\$ 979,971
first year costs	\$ 4,541,253
total startup and first year	\$ 5,521,224
total income	\$ 6,448,983
total loss	\$ 494,993
second year costs	\$ 4,506,253
total income	\$ 6,448,983
total profit	\$ 519,978

funding

The final ask for this spa is \$5,600,000 which covers our one-time start up and first year costs. We believe we can pay this back within the time span of 6 years.