

## **Maui Thai LLC**

Members: Chonlada and David Campbell

Business Plan for: Maui Health Spa

Located at 8845 David Blvd. Suite 150 Keller TX 76248

### **Mission statement**

Provide a Spa experience in a very professional environment for staff and customers. With very high standards in massage technics, facility upkeep and amenities, as well as a staff that has the best training and professionalism.

### **Company description**

We will provide many massages techniques, cupping, hot stone treatments. We are a service only company and will not sell any products at this time.

- Customer base is our neighbors, many are current customers of the employees
- Growing our staff is our number one priority today and going forward
- There is no money or time spent on advertising currently in our area, that is going to change going forward
- Advertising and social media will bring new customers and establish us as the leader in the area.
- Chonlada Campbell will the face of the company
- Employees are currently working at nearby locations
- David Campbell will the in charge for the accounting, business activities like get the "SUP" specific use permit, website development, advertising, plus will be the maintenance man.
- Our staff will receive reference bonus for each person they recruit to work for us. This has already been working well, we have a full staff plus ready to go to work today!

Our biggest competitive advantage is our Staff! They are well trained and licensed, plus have customers that will follow them to our new Spa!

## **Market analysis**

Location is perfect, main reason we are opening the Spa. The area has a great demographic and median income. The Spa is close to Keller Town Center, Keller Town Hall, The Parks of Town Center Nature Park, Keller Smithfield Activity Node, Sky Creek Ranch Golf Club and many more great activity and important places.

In addition, South Lake (another rich demographic) is only 5 minutes away, so our marketing will include Keller, South Lake, and anyone less than 10 minutes from the shop, to start with. The plan is to do local mailers, Facebook, Yelp and Google to start with.

## **Organization and management**

Maui Thai LLC has been created with an IRS EIN number and registered with the Texas Secretary of State.

Maui Thai LLC has two members, Chonlada and David Campbell

Chonlada Campbell will be the face of the company. She will be doing all the interaction with the customers and employees including hiring and firing. She will also be responsible for Spa cleanliness; she is a clean freak too.

David Campbell will be in charge for the accounting, website development, painting, advertising, and filing all legal forms/applications, plus will be the maintenance man.

## **Employees**

To be fully staffed we need 6 employees, we plan on hiring more after we officially open, currently we have 2 licensed employees, 2 taking their exams over the next month or two. Plus, we have a great relationship with a massage therapy school in the area, we plan on working with them to hire new talented individuals to join our team.

## **Hours of operation**

Monday to Saturday: 10 am to 8 pm

Sunday: 12 pm to 6 pm

## **Services product line**

Maui Health Spa – we want to out class our competition with our facilities, personal care and the quality of our personal services delivered to each customer.

- Our first service will be when you enter Maui Health Spa – it should be a very tranquil experience
- Aromatherapy – it will be a free part of each service
- Hot Stone – available by itself or as add on to any massage
- Cupping – available by itself or as add on to any massage
- Relaxation Massages De-stress and unwind during this full-body massage (Singles and Couples)
  - Swedish Massage
  - Thai Massage
  - Combo Swedish and Thai Massage
  - Deep dish Massage
  - Craniosacral (Head) Massage
  - Pregnancy Massage
  - Sport/Injury Massage – massage with the focus on issue/concern areas and will include cupping
- Walking can be part of each of the above depending on the client's needs
- All relaxation massages above can have hot stone or cupping added on

## **Funding available**

Maui Thai LLC has account with Chase bank, currently it has just under \$100,000 in cash.

In addition, we have a home equity loan with an available credit line of \$22,000.

Last, if needed we have an inherited IRA with available funds of \$25,000.