

They will be contracted independently and paid on a commission basis since with low level of sales, there will be little overhead.

### **Market Analysis**

Denver has several spas that offer excellent treatments services. Currently, the spa industry revenue in U.S amounts to \$12 billion per year. The revenue figure is seen to grow by 25% annually. Denver has several day spas and individual licensed massage therapists, but none is offering our service that is near our location. For customers to find good services they have to travel all the way to the city. The rate of offering massage services is also slightly higher than our offer such that no many residents are able to afford.

### **Target Market**

Our target clients include residents of Denver, and visitors that stay in nearby hotels. Approximately 14% of U.S population has never had a massage. Synergy expects that 70% of these people have undergone a massage, and will want to do it again, if they are offered excellent services at affordable prices. In this group, the potential clients that will use our services include clients that are recovering, clients that want to pamper themselves, and clients that prefer alternative health care and serious athletes. The company will offer differences style of massage and body treatments depending on the preferences of each kind of client.

### **Competition**

Synergy is expected to face a number of competition in the area it plans to locate. But by offering unique environment that includes massage and other treatment services, the company expects to dominate the spa market. The closest competitor is Brown Palace Hotel, which has one of the most luxurious spa in the city. The hotel services are mostly offered to visitors and not

a lot of local residents as it is difficult to be able to book a reservation. The rates of massage in the hotel are also high for most residents to afford.

### **Strategy and Implementation Summary**

The company will offer competitive prices in the area. In addition, the company will employ skilled and experienced aestheticians and therapists, which will give the company a financial advantage. The marketing strategy will include advertising through newspapers, regular promotions and local networking.