

Operational Issues

Synergy spa business will generate revenues in many ways. The revenue sources will include offering spa services such as facials, massage, nail services, body treatments, gift cards and salon or beauty. Besides, the business will generate income from the sale of spa products to customers and daily usage fee. The business will also earn revenue from membership fee from willing customers who would like to be associated with the business. The members will be registered for a fee and the services and products they obtain from the business will be subsidized.

To get access to many customers, the business will be operating from early in the morning to late hours in the night seven days a week. The target customers are mainly the working class. Therefore, for convenience purposes, the business will remain opened for extra hours in a day. A three days' notice will be issued to customers in the event of closure of the business to carry out activities such as renovations.

Supply Side Characteristics

The business intends to purchase equipment from reliable suppliers that offer optimal price and quality mix. Synergy Spa will acquire equipment from the market including: pedicure and manicure stations, massage tables, magnifying lamp, rotary brush machine, reception desk, retail products shelves, hot towel cabinet and reclining facial chairs among others. Hydrotherapy equipment will include; sauna, Swiss shower, hydrotherapy tub, a Vichy shower, a steam cabinet, and Jacuzzi tub.

Human Resources

Getting and retaining staff is crucial in the spa business according to Cohen and Bodecker (2008). Synergy will advertise job vacancies in various specialization including nail technicians, therapists, and estheticians. The business will employ experienced workers in the spa industry with over three years. Upon getting the required member of staff, the incumbents will undergo training to position them appropriately in the business in serving the clients in the best and friendly manner. Further, the workers will be scheduled properly to allow employees to further their training to be conversant with the developments in the spa industry.

Apart from employing workers on the basis of education and experiences, other important aspects will be considered including; communication and leadership skills, enthusiasm, acumen, work ethics and business skills will be evaluated during the probationary period. Those who do not qualify will not be considered for permanent terms of employment.

Efficient scheduling of staff and grouping workers to work in a short time frame is important to respond better to customers demand in time according to D'Angelo (2010). Long working hours will create boredom among workers and affect their service delivery to customers negatively.