

Marketing Mix

The success of a spa relies on appropriate balance and correct marketing mix according to Cohen and Bodecker (2008). This is because the sales depend on the communications among customers and service providers about the benefits of the products and services. Thus, any communication and actions that the spa teamwork undertakes should be aimed at creating a good image for the brand and should be consistent and clear.

Specific Target Market

Spa services and products are usually perceived as secondary needs among some consumers. Thus, the products and services are not a primary need for customers. The specific markets for Synergy business are the middle to top class in the society. These are consumers with a relatively higher disposable income and are mostly working class. The importance of targeting this group is their purchasing power. The demand for the services and products when targeting this type of group is not usually affected by the prices.

Marketing Strategy

Like any other service business, spa business depends heavily on referrals, customer loyalty and word of mouth in the business. Marketing strategy plays a significant role in generating repeat business according to D'Angelo (2010). The marketing strategy will comprise of client promotions and the social media as important aspects of the marketing strategy plan.

The Marketing Mix (Four Ps)

Product

Since the aim of the spa is to provide retail and service in the market, the services and retail are the products of the business. In order to meet different needs and expectations of customers, Synergy will have a variety of products in the retail shop, as well as offer a range of services to the customers. The products will vary accordingly including gift cards, hand and body lotions, hair shampoos, and ornaments among others. The services will include facials, massage, nail services, body treatments, and salon or beauty services. Since the business is new in the industry, the service, and product providers will observe the trend in the market and come up with a clear strategy to better meet the needs of different consumers. Customers purchase services and goods for various reasons thus, understanding the reasons will be crucial to the success of the business.

Promotion

This involves the publicity that Synergy Enterprise will give in the market. The company will utilize promotional offers and discounts to increase sales of products and services. Further, the business will make use of e-marketing in making customers aware of the available goods and services that the business offers. The business will utilize the use of social media to create brand awareness of the enterprises and to get customers feedback on the services and products provided by the business.

Price

Determining the right value to charge customers for services in spa industry is a challenge according to Cohen and Bodecker (2008). The business will conduct an analysis of the competitors' pricing and come up with the best pricing strategy. However, some prices will be fixed at a higher rate than the competitor's prices since the business intends to offer competent

services given the experience of the staff team. The average of the amount of money spent in the spa will depend on both treatment and service that a customer is offered. Another important aspect that the business will consider is cross-selling and up-selling to increase sales during the scheduled appointments.

Distribution

Since the business is new in the market, the distribution aspect of marketing mix will rely on selling the products and services at the business premises. The retail products will be sold our beauty products store and services provided at our salon. In future, the business the growth of the business will necessitate opening various retail stores and services rooms to reach many customers.

References

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