



BUSINESS PLAN

EXECUTIVE SUMMARY

Executive Summary:

MedKit Health is intended to be established as a Limited Liability Company at 1845 Cordova Rd, Ft Lauderdale, FL 33316. Dr X will be the Medical Director.

Business Description

The company shall be formed a a Limited Liability Company under Florida state laws and headed by Marco Antonio Perera Llorens and Paula Antonella Coloma Tascheret.

Marco Antonio Perera Llorens has been a successful plastic surgeon in Argentina for x years and owns a profitable medical franchise. Paula Antonella Coloma Tasceret is a child psychologist in Argentina with a profitable medical device business in Argentina.

BUSINESS MISSION & CULTURE

In order to stand out from our competition, our main priority will be to focus on providing quality service. Establishing a reputation for excellence with customers will help differentiate the business from others offering similar services. Additionally, staying up-to-date on industry trends and offering new, innovative services will help draw in customers. Finally, effective marketing strategies should also be developed that target the right demographic to ensure maximum return on investment.

We will provide quality service by providing excellent customer service, offering personalized treatments and services, ensuring quality control standards are met, responding quickly to customer inquiries and complaints, staying up-to-date on the latest industry trends and innovations, maintaining a clean and inviting environment, and leveraging technology such as online booking systems.

Our goal is to provide a world-class medspa and wellness center experience, for our customers and employees; a place where beauty, comfort, knowledge, and personalized attention, combine to create a totally memorable and rejuvenating experience. Our main goal will be to exceed the expectations of our individual, group, and corporate clientele with hands-on professional service and attention to detail.

SERVICES AND OFFERINGS

- Aesthetic Skincare
- Nutritional Supplements
- Noninvasive skin treatments
- Injectables
- Platelet Rich Plasma
- Microneedling
- Radio Frequency Microneedling
- Lasers
- PDO Threads
- Facials
- Chemical Peels
- Microdermabrasion
- IV Therapy
- Vitamin Injections
- Medical Weight Loss and Nutrition
- Bioidentical Hormones
- Telemedicine
- Membership services for Injectables, Facials, Lasers, and Wellness Programs.
- Plastic Surgery

NONINVASIVE SERVICES

We will be offering non-invasive treatments (procedures that do not require the use of incisions, or any kind of surgery). These treatments will be designed to treat various skin conditions, improve skin texture, and enhance the overall appearance, with little to no downtime required. There will include :

1. **Laser and light therapies:** Non-invasive laser treatments use light energy to target specific areas of the skin, helping to reduce or eliminate unwanted pigmentation, fine lines, and scars while encouraging collagen production to improve skin texture.
2. **Chemical Peels:** A chemical peel is a procedure that involves applying a solution to the skin that causes it to exfoliate and eventually peel off. The new skin that replaces the old skin is usually smoother and less wrinkled than before the treatment.
3. **Microdermabrasion:** This is a minimally invasive technique that involves spraying microcrystals onto the surface of the skin, which removes dead skin cells from the outermost layer of the skin.
4. **Injectables:** substances like botox, fillers, PRP, Sculptra and other solutions into the skin. These treatments help reduce the appearance of lines and wrinkles, plump up sagging skin and restore lost volume.
5. **Radiofrequency and ultrasound therapy:** These treatments deliver heat energy into the skin, with no downtime necessary. They help to tighten the skin, reduce wrinkles and fine lines, and create a more youthful and radiant appearance.

Non-invasive treatments are increasingly popular among patients who want to achieve a more youthful and refreshed appearance without undergoing surgery. They offer a safer option for patients with minimal downtime, quicker recovery and potentially more affordable

MARKET RESEARCH

Based on research and market trends, some common aesthetics needs and preferences among our target audience will include:

1. Anti-aging treatments to reduce wrinkles, fine lines, and other age-related concerns. This can include treatments like injectables, laser therapy and skin tightening procedures.
2. Skin rejuvenation and correction of skin concerns: Treatments to address concerns such as hyperpigmentation, sun damage, and acne scars. This can include treatments such as chemical peels, microdermabrasion, and microneedling.
3. Body contouring and weight loss treatments: Options such as CoolSculpting, radiofrequency treatments, and weight loss programs, which help to tone and shape the body.
4. Holistic and personalized approach treatments: Integrated treatment options such as traditional spa treatments, accommodation of personal lifestyle and addressing overall wellness needs.
5. Services for men: Services specifically tailored to men's needs such as hair removal, acne treatments, and more that can be offered as part of a unique men's grooming package.

TARGET MARKET

The ideal target demographic for an aesthetic medspa practice in this area includes the following:

1. Women and men between the ages of 25 to 60 years old with disposable income (\$60,000 or more) .
2. Individuals who are looking for non-invasive treatments to enhance their appearance.
3. People with specific skin concerns such as acne scarring, hyperpigmentation, and fine lines.
4. Individuals who prioritize wellness and self-care and seek out holistic treatment approaches.
5. Individuals who are affiliated with lucrative professions or own businesses, such as lawyers or executives working in the downtown area.

DEMOGRAPHICS AND PSYCHOGRAPHICS

- Ft Lauderdale, FL has a population of 182,387.
- The majority of the population is aged between 18-44 years old.
- The population is diverse with Hispanic, African American, and White residents.
- There is high value placed on health and wellness within the community.

MARKET OVERVIEW

The demographic profile of the downtown Ft. Lauderdale Florida area is diverse, with a mix of residential and commercial areas. According to the latest available US Census data, the population of Fort Lauderdale was estimated to be approximately 182,437 people.

Here are some of the key demographic characteristics of Fort Lauderdale:

- **Age:** The median age for Fort Lauderdale is around 42 years old
- **Gender and Ethnicity:** Fort Lauderdale is a diverse area, with a mix of ethnic backgrounds. According to the US Census Bureau, the population of Fort Lauderdale is comprised of 56.4% White, 31.4% Black or African American, 2.9% Asian and 11.2% Hispanic or Latino.
- **Income:** The median household income in Fort Lauderdale is around \$60,000, with a significant number of high-income earners residing in the area.
- **Education level:** Approximately 92% of the population in Fort Lauderdale has graduated from high school, and around 45% hold a bachelor's degree or higher.

MARKET DEMAND

According to recent data, there is a strong demand for aesthetic services in Ft Lauderdale, Florida. This is evidenced by the number of medspas and aesthetic clinics that have opened in recent years, as well as the increasing number of people seeking out these services. The demand for aesthetic services has also been bolstered by the influx of tourists visiting the area and its growing popularity as a destination for cosmetic and plastic surgery procedures.

In Ft Lauderdale, some of the most popular aesthetic services are related to skin care and body contouring. Common procedures include laser hair removal, chemical peels, Botox injections, facials, and various types of threading. Many med spas also offer anti-aging treatments such as dermal fillers and microneedling. Additionally, many aesthetic clinics in Ft Lauderdale specialize in surgical procedures such as liposuction and breast augmentation.

In Ft Lauderdale, the regulations and industry standards for aesthetic medspas have seen some changes over the years. For example, the regulations regarding laser treatments are more stringent than before, and medical professionals must be certified to operate laser devices. Additionally, medspas must now adhere to stricter sanitation protocols to reduce the risk of infection and maintain a clean environment. The demand for aesthetic services is also on the rise, meaning that businesses must keep up with trends to ensure they remain competitive.

COMPETITIVE ANALYSIS

According to research, approximately 15 new medspas have opened in the Ft Lauderdale area in the past 5 years. Of these 15 new medspas, most of them offer a variety of treatments and services, including anti-aging treatments, skin rejuvenation and correction services, body contouring and weight loss options, holistic personalized approaches (such as traditional spa treatments and addressing overall wellness needs), and specifically tailored services for men. There are currently over 50 aesthetic or medspa businesses operating in Ft Lauderdale, Florida. Five new medspa have opened in Ft Lauderdale since the start of 2023.

Medspas in Ft Lauderdale which offer holistic approaches to aesthetic medspa services:

1. Advanced Aesthetics & Wellness Center
2. The Red Door Medical Spa and Salon
3. Elysium Aesthetics & Wellness, Luxe Laser & Beauty Studio
4. Remedi Medical Spa and Cosmetic Surgery Center
5. Ritz MedSpa
6. Skin Dynamics MedSpa
7. The Eden Path Aesthetic and Wellness Clinic
8. Refine Clinic Medspa-Laser Skincare
9. Natural Contours Medical Spa.

All of these med spas offer various forms of anti-aging treatments along with holistic services such as nutritional counseling and lifestyle coaching.

KEY COMPETITORS IN FT LAUDERDALE MARKET

1. Strax rejuvenation
2. Nouveau Cosmetic Center
3. Sistine Plastic Surgery
4. Forever Young MedSpa
5. Reinvent Me Plastics & Aesthetics
6. Z Roc Dermatology
7. Shino Bay Cosmetic Dermatology & Laser Institute
8. Inspire Aesthetics & Plastic Surgery Center
9. Las Olas Medspa
10. Amaira Medspa
11. Botox Lady

KEY COMPETITORS IN FT LAUDERDALE MARKET

According to the latest data, there have been 5 new med-spas that have opened up in Ft Lauderdale, Florida since the start of 2023.

1. Health & Beauty Boutique
2. Seaside Wellness Medical Spa
3. Serenity MedSpa
4. DermaHealth Skin & Laser Center
5. Eternal Youth Medispa.

All of these med-spas offer advanced treatments such as body contouring and weight loss services, laser treatments and aesthetic surgery.

KEY COMPETITORS IN FT LAUDERDALE

Medispa	Pricing	Positioning	Branding	Messaging
Inspire Aesthetics & Plastic Surgery	offer more expensive treatments that are specialized for male audiences and mommy makeover	is positioning itself as a premier destination for advanced beauty services.	focuses on providing personalized treatments that are tailored to each individual's needs and desires. They also emphasize their team of experts who provide the highest level of care.	In terms of messaging, they focus on conveying the safety, trustworthiness, and professionalism they offer.
Renewal by Anderson Medical Spa & Wellness Center	Equal value for money considering quality & quantity offered. Deals available throughout the year. Accepts credit/debit cards and PayPal payments.	High end services catering to mature clients who seek sophisticated spa services. Extensive range including medical treatments such as skin rejuvenation, laser hair removal etc. Modern approach focusing on health & wellness along with convenience.	Simple yet elegant logo design giving off a cosmopolitan feel. Mixture between modern & vintage look reflecting the contemporary nature of aesthetics. Focus on creating beautiful experiences for clients free from stress or worries .	Creative messaging capturing both professional solutions & holistic wellbeing. Focuses on pampering luxury whilst creating trusting relationships with customers . Customer service is at center stage within messaging framework.
4Ever Young Anti Aging Solutions	offers more affordable services that are specifically catered towards women's needs	focuses on offering comprehensive treatments and products to fight the signs of aging.	emphasizes their commitment to providing safe, effective, noninvasive, and affordable solutions for anti-aging.	Their messaging focuses on the importance of preventive measures in maintaining a youthful appearance and high quality of life. They also emphasize their expertise in the latest technologies for anti-aging treatments.
Las Olas Medspa	Offer more expensive treatments catering to high end clientele	is positioning itself as a leader in aesthetic medspa treatments and beauty services. The spa is known for its high-end treatments that are tailored to meet the needs of each individual client.	Their branding focuses on providing a luxurious and relaxing experience, with the tagline "Achieve Your Best You". They also promote their services through social media campaigns and influencer partnerships.	focuses on emphasizing their commitment to helping clients achieve their best self. They emphasize the importance of providing personalized treatments and services that are tailored to each person's needs. Their messaging also focuses on conveying the luxurious and relaxing experience they provide, as well as highlighting their expert team's credentials. They emphasize the importance of safety in all of their treatments and services

SUMMARY OF COMPARATIVE ANALYSIS

Pricing Analysis

The range in average pricing across all medspas is from \$50 - \$600 per treatment or service depending on the procedure being offered. There is a significant variance when comparing services offered between each brand as well as which type of clientele they are targeting. For example Inspire Aesthetics offer more expensive treatments that are specialized for male audiences while 4Ever Young Anti Aging Solutions offers more affordable services that are specifically catered towards women's needs.

Market Positioning Analysis

Each medspa has taken different approaches to targeting different types of customers based on their needs and preferences. For example Shino Bay Cosmetic Dermatology & Laser Institute positions itself as a luxury wellness center while Botox Lady focuses specifically on offering specialized botox treatments, while Amaira Medspa caters to clients looking for anti-aging solutions. Las Olas Medspa offers a wide range of services including skincare and body sculpting treatments.

Branding & Messaging Analysis

All brands employ branding strategies that reflect their values and mission statements in order to create a recognizable image for their customers that reflects the type of services they offer and the message they aim to convey about them. Most brands also use marketing techniques such as advertising, SEO techniques and content marketing to reach potential clients with their message about their offerings. The tone used by each brand often differs significantly from one another ranging from humorous/lighthearted messages to serious/professional messaging according to what best fits their target audience's needs.

Conclusion & Recommendations

Overall there is significant variety amongst all med-spas in Ft Lauderdale FL with regards to pricing options offered, market position appeals made and branding/messaging tactics utilized. To improve upon existing competitors in this area it's important MedKit Health to clearly understand not only who we are competing with but also who exactly our target audience is so we can position ourselves correctly in the marketplace along with offering unique services at competitive rates while leveraging creative yet effective advertising tactics that resonates well within the current trends/climate within this region.

DIFFERENTIATING FACTORS

The following are some of the latest trends and innovations in the aesthetic medspa industry in the last 5 years, which we will use to differentiate ourselves from our competition :

1. **Non-invasive treatments:** The demand for non-invasive treatments, such as laser treatments, injectables, and skin resurfacing, continues to grow. These treatments offer less downtime and fewer risks than traditional surgical procedures.
2. **Personalized treatments:** Patients are increasingly seeking personalized treatment plans to meet their individual needs and desires. We will be responding to this demand by offering customized services and treatment plans tailored to each patient.
3. **Social media marketing:** The rise of social media has led to increased visibility and popularity of aesthetic medspas. We will be leveraging social media platforms such as Instagram to showcase our work and attract new customers.
4. **Combination treatments:** Combination treatments that offer multiple benefits in a single session are gaining popularity. For example, combining laser and radio frequency treatments can offer skin tightening and rejuvenation in a single session. Our approach will be to create custom combination treatments for each patient using our different technologies.
5. **Integrative medicine:** Integrating alternative therapies such as acupuncture, herbal medicine, and mindfulness practices with conventional aesthetic treatments is also gaining popularity. This can offer patients a holistic experience and a more comprehensive approach to wellness. Our approach in the medspa will be to incorporate holistic medicine with aesthetic medicine.
6. **Advanced technology:** Advancements in technology, such as 3D imaging, AI-driven procedures, and virtual consultations, are also shaping the aesthetic medspa industry. We will embrace technology to help us offer a more efficient, precise, and convenient experience for our clients.

MARKET CHALLENGES

One of the biggest market challenges for an aesthetic medspa in downtown Ft Lauderdale, FL is competition. The area is saturated with med-spas and other places offering similar services, making it difficult to stand out from the crowd. Additionally, cost can be a challenge as there is only so much disposable income in the local market. It is also important to stay ahead of trends and offer innovative services that will attract new customers. Finally, marketing strategies should be tailored to target the right demographic in order to maximize return on investment.

*** Other market challenges unknowns until physical location is finalized: (lots of competition, difficult parking, location challenges, market demographics such as highly transient, etc.)?*

SWOT ANALYSIS

Strengths:

- A variety of treatments offered.
- Access to innovative technology.
- An experienced team of professionals.

Weaknesses:

- A new business with limited brand recognition.
- Limited budget for advertising and marketing.

Opportunities:

- High demand for aesthetic services in the local area.
- A growing population with a focus on health and wellness.

Threats:

- High competition from existing businesses.
- Economic downturns affecting spending on non-essential services.

STAFFING GOALS

We will strive to maintain staffing goals that ensure our clients receive the highest quality of service and care. We will hire qualified and experienced aestheticians, ensuring each staff member is knowledgeable about the products they carry and services they offer, providing ongoing training to keep team members up-to-date on current trends in the industry, offering a variety of services with high customer satisfaction ratings, as well as developing an effective customer service program. We will provide a comfortable environment for both our staff and clients. We will conduct Sales and Product training every 3 months for our staff to stay up to date on all treatments and services. We will create front desk and Sales staff talk tracks to respond to all customer inquiries in the same manner.

We will ensure all our estheticians have a FL recognized license to practice cosmetology, a electrolysis license, as well as an established portfolio demonstrating their experience and expertise. To ensure the aesthetician meets the qualifications and standards of our medspa, they will undergo a thorough background check and be asked to provide references. Additionally, we will ensure that they possess a strong knowledge base in skin care products, services and procedures. Lastly, they should possess exceptional customer service skills. We will also verify all our injectors credentials.

All our staff will have a rigorous background check to verify each candidate's past experiences and qualifications. We will conduct a thorough criminal history search, which will include obtaining national and state arrest records, sex offender registry checks, DMV checks and education verification. We will also ask for at least three professional references from the candidate's previous employers to confirm their qualifications and experience.

STAFFING GOALS CONT...

We have 2 qualified injectors (Dianelis ARNP and Raina ARNP) , both qualified practicing medspa owners and injectors and trained by C&A Aesthetics Training. In addition, they have demonstrated expertise in facial anatomy and an understanding of different types of injectables. Lastly, they have a clean background check and lots of experience with all the services we are offering at the medspa.

We have an Aesthetic Consultant, Alexandra, to guide us and give us continued direction to manage all our offerings, sales, and promotions. She will be responsible for overseeing the staff and ensuring that the services provided meet industry standards. She will help us in creating protocols, manage treatments and procedures, train staff on product knowledge and medical terminology, develop product marketing plans, troubleshoot customer complaints, evaluate customer feedback and provide leadership within the organization.

We will hire an operations manager of a medspa who will be responsible for managing the daily operations of the business. This role requires ensuring efficient and cost-effective processes are in place, coordinating with vendors and suppliers, developing financial strategies and budgets, implementing safety protocols, creating reports and analyzing data, monitoring patient services, providing customer service support and much more.

STAFFING GOALS CONT...

We will hire a Office Manager for the medspa whose duties will include but not limited to:

- handle the staff management responsibilities to include overseeing hiring and training, developing staff schedules, conducting performance reviews, managing employee payroll and benefits, handling disciplinary issues and resolving conflicts.
- managing office supplies and equipment: This includes ordering new supplies when needed, organizing and tracking inventory, and ensuring that all equipment is functioning properly. They will also be responsible for setting up new equipment and maintaining its upkeep on a regular basis.
- overseeing the bookkeeping and accounting processes
- handling customer service inquiries, verifying insurance claims, scheduling appointments
- organizing records and filing documents, and providing administrative support to other staff members.

STAFFING SALARIES BUDGET

- ARNP injectors (2): \$600/day 2 days a week alternating; 10% commission on services upsold and products
- Medical assistants (1): \$15/hour based on experience; Full-time hours
- Medical Estheticians/Laser Technician(also handle Front Desk duties to start) (2): \$17-20/hour based on experience; 10% commission on services upsold and products; full time hours
- Operations Manager: \$22/hour; 20 hours a week
- Office Manager: \$17/hour; 20 hours a week
- Housekeeper: \$400-500/week
- CEO Salary: ?
- Benefits will be offered to Full time employees only after 3 solid months of employment: Health insurance, Discounts on services and products offered by the medspa, paid paid time off (sick days/vacation), and professional development opportunities.

OPERATIONAL BUDGET

Here is an example of an operational budget for a new 2,500 square foot medspa and plastic surgery center in downtown Ft Lauderdale, FL making an average of \$80,000 per month and paying a lease of \$10,000 per month.

Monthly Operating Budget:

Revenue (\$):

Treatments: \$80,000

Retail & Consumables: \$12,000

Total Revenue: \$92,000

Expenses (\$):

Lease & Utilities: \$15,000

Payroll & Benefits: \$30,000

Marketing & Advertising: \$9,000

Merchant Fees & Credit Card Processing Fees: \$3,500

Office Supplies & Equipment: \$2,500

Miscellaneous Expenses (Insurance): \$4,200 Total Expenses: \$64,200 Net Profit/Loss before Taxes (\$27,800)

***These figures are a very general estimate and can't be calculated until a physical location is confirmed and accurate numbers can be input, medical equipment has to be chosen, and medical supplies.*

SOFTWARE

There are many medspa management software setup programs available that offer different features. Some of the best include Athena, The Atlas Suite, Point of Success Medspa, DaySmart Software, and Spa Software Plus, PatientNow. These programs provide users with features like appointment scheduling, client management and tracking, financial analysis, inventory and product management, marketing automation, and customer relationship management (CRM).

- **Athena** is a leading software platform for medspa management. It offers a range of features to help streamline and automate processes in your medspa, including appointment scheduling, client management, customer relationship management (CRM), inventory and product management, marketing automation, and financial analysis. Athena also integrates with many other systems such as QuickBooks, Microsoft Excel, and Google Sheets. Additionally, it has an intuitive dashboard that gives you an overview of your business. Additionally, Athena also provides reporting and analytics to help you make informed decisions.
- **Atlas Suite** has all the same as above as well as mobile access
- **PatientNow** is a comprehensive medical office software designed to help streamline operations and maximize profitability. It includes features such as patient registration, insurance verification, charting, ordering & tracking of lab and radiology orders, e-prescribing of medications, automated billing, appointment scheduling and more. With its powerful analytics tools, it can provide insights into the performance of your practice to help you make informed decisions. Additionally, it is integrated with other popular programs like QuickBooks and Microsoft Excel for easy data synchronization.
- **Point of Success Medspa Software** is a comprehensive solution designed to boost the efficiency of a medspa. It includes features such as patient account management, appointment scheduling and tracking, automated billing and collections, inventory management & reporting, employee time-tracking, and more. Additionally, it integrates with other popular programs like QuickBooks Pro and Microsoft Excel for easy data synchronization and secure access. With its reporting capabilities, you can track financial performance across multiple locations or vendors and analyze trends in treatments offered or sales to help you make better decisions.

SOFTWARE OPTIMIZATION

We will install a Customer Relationship Management (CRM) a tool used to manage customer relationships and the interactions between customers and businesses. This will include data tracking, automated workflows, customer segmentation, customer support, email campaigns, and analytics. All of these features will help our businesses understand customer preferences and behavior which enables us to better tailor marketing strategies and create more meaningful connections with our clients.

We will be conducting virtual and in person trainings for all personnel on the software to ensure we are using all the features to our maximum benefit and maintaining HIPAA compliance prior to opening of the medspa. We will conduct these refresher trainings quarterly for existing and new staff members.

BOOKINGS

We will use a software like Point of Success Medspa Software to book appointments. It includes features such as patient account management, appointment scheduling and tracking, automated billing and collections, inventory management & reporting, employee time-tracking, and more. Furthermore, it allows patients to securely book appointments online at their convenience.

We will use softwares such as Point of Success Medspa Software to automate billing and collections allowing us to set up recurring payment plans, automatically invoicing customers, tracking payments from multiple sources, and creating customized reports on patient balances. It also integrates with accounting programs such as QuickBooks Pro for streamlined reconciliation and more efficient debt collection. Furthermore, we will use the software features which includes automated reminders with customizable messages to ensure timely payment from clients.

MEMBERSHIP SERVICES

We will have several different membership services that offer customers a variety of benefits. These may include discounts on treatments, priority bookings, access to exclusive products and services, invitations to special events and more. Our membership services will include flexibility in selecting the treatments or products the patient wants to use, as well as the ability to customize their package according to their individual needs and wants. Additionally, our members will get exclusive perks such as discounts on retail products, free skin care consultations, loyalty rewards and other value-added features.

MEMBERSHIP SERVICES

Membership Program	Price	Discounts	Loyalty Rewards	Services Offered	Additional Perks
Basic	\$XXX	5% off certain services each month, free consultations, free skin care products on sign up	N/A	Consultations, aesthetic medical treatments (Botox, fillers) & surgeries and skincare services	Access to exclusive events
Essential	\$XXX	10% off all services each month, special promotions and discounts on products & treatments	Points accumulation for every dollar spent that can be redeemed for future savings	All of the above + more advanced treatments (laser hair removal, CoolSculpting etc.)	Priority scheduling
Platinum	\$XXX	15% off all services each month, free product or treatment with each visit	Double points in loyalty program	All of the above + spa treatments (facials, massage etc.)	
VIP	\$XXX	20% off all services each month plus additional complimentary extras such as facials and massages	Triple points in loyalty program	All of the above + Exclusive access to private members-only space	

MEMBERSHIP SERVICES EXAMPLES

After conducting research of the medspa industry in Ft. Lauderdale, Florida and compiled a list of pricing examples for membership services in the area. The following information has been gathered from online sources, customer reviews, and competitor websites.

- Bella Medspa - Offers various membership packages that include visits per month, a length of commitment (6 or 12 months), discounts for upfront payments and additional perks such as free or discounted products and treatments. Services available with their memberships range from Botox injections to facial rejuvenation treatments to laser hair removal. Prices range from \$50/month for 1 visit plus discounts to \$308/month for unlimited visits with an annual commitment.
- Ideal Esthetics - Provides 3 different tiers of membership packages that offer monthly visits at discounted rates (with no contracts required). The services included in their memberships cover laser hair removal, body contouring, facial rejuvenation treatments, Botox injections and more. Prices range from \$109/month up to \$699/month depending on the tier chosen by the customer.
- Fountain of Youth - Offers a loyalty rewards program which earns points per dollar spent with the center or through referrals, which can be redeemed towards discounts on future treatments or exclusive experiences. They also provide monthly memberships which come with exclusive offers and discounts ranging from \$119/month to \$299/month depending on the type of service chosen by the customer.

MEMBERSHIP SERVICES EXAMPLES

- Inspire Aesthetics and Plastic Surgery Center in Ft. Lauderdale, FL offers a variety of membership services tailored to meet the needs of each customer. Services include consultations, customized treatments like injectables, laser treatments or skin rejuvenation, and discounts on select procedures. Unique features such as free product trials, exclusive events, rewards program points for each visit or referral are also included with each service.
- The Premier Membership is their most comprehensive offering with visits per year, unlimited access to their Registered Nurse Injector and monthly specials at a low annual fee of \$1,400. Members have access to discounts on all other procedures including surgical options like face lifts or breast augmentation.
- The Prominence Membership is another excellent choice for those who want to experience all of the benefits available at Inspire Aesthetics but do not need an unlimited number of treatments throughout the year. This membership costs only \$999 annually and offers six visits per year with additional savings from monthly specials and complimentary products. It also includes invitations to exclusive events hosted by Inspire Aesthetics.
- Lastly, the Radiance Membership is perfect for those looking for minimal investment towards plastic surgery without sacrificing quality care and service – this membership includes three visits per year at \$699 annually plus access to Inspire Aesthetics' Rewards Program as well as special event invitations.
- For those interested in any one of these memberships offered by Inspire Aesthetics should note that there are still requirements set out by the company – they must maintain their appointments regularly and stay within their chosen tier's limits in order to continue receiving benefits; if they fail to adhere to this policy then their membership may be terminated without warning or reimbursement.

PAYMENT OPTIONS ACCEPTED

- All major credit cards
 - Cash
 - Square
 - Cherry
 - Care Credit
- A Merchant Service company has to be chosen: The top 5 merchant service companies for aesthetic medical spas are Authorize.net, Braintree Payments, First Data, Stripe and Square. Each of these companies have proven track records when providing reliable payment solutions for different business types around the world including aesthetic medical spas.

PRICING

FORMS OF ACCEPTED PAYMENT

- All major credit cards
- Cash
- Square
- Cherry
- Care Credit

CANCELLATION FEES

- A cancellation fee will be assessed for any patient that cancels same day or is a no show of \$50 -\$100 depending on the time of the service allotted.
- A 1 time waiver will be given to new patients

SUMMARY OF PATIENT ACQUISITION TACTICS

Key Points

- Local SEO brings in the most organic traffic and leads to a high conversion rate.
- Referral marketing has a high lifetime value of a patient and is cost-effective.
- Email marketing is one of the most effective ways to communicate with potential patients and keep existing ones engaged.
- Paid advertising, such as Google Ads and Facebook Ads, is effective when targeting specific audiences.
- We will start our Social Media Platforms (FB, IG, website) and Creating new content minimum of 90 days prior to launching to start building brand recognition, patient awareness, and gain interest.

CALL TO ACTION PLAN

To maximize patient acquisition, the following budget allocation is recommended:

- Local SEO: 35%
- Referral Marketing: 20%
- Paid Advertising: 30%
- Email Marketing: 15%

For the website, focus on optimizing for local SEO to increase visibility and bring in organic traffic. Implement referral marketing programs to incentivize and encourage existing patients to refer friends and family. Invest in paid advertising campaigns targeting specific demographics to generate leads and grow brand recognition. Utilize email marketing to keep existing patients engaged and informed about new services and promotions.

Actively monitor and update the marketing strategy to adapt to changes in trends and competition. Offer exceptional customer service and patient experiences to build a loyal patient base.

REFERRAL MARKETING

- Referral marketing is more effective than any other method due to its high efficiency, low cost, and strong reach to the intended audience.
- To increase the effectiveness of referral marketing efforts, we will implement targeted advertising campaigns to encourage existing patients to refer friends and family. This can include special offers or perks for both the referring patient and the patient being referred. Additionally, digital marketing efforts such as email marketing and social media could be used to keep the practice top of mind for current patients and to educate them on the benefits of referring friends and family.
- To measure the success of referral marketing efforts, we will track metrics such as referral rate, cost per acquisition, and lifetime value of a patient. Referral rate can be calculated by dividing the number of referred new patients by the total number of existing patients. Cost per acquisition can be calculated by dividing the total cost of referral marketing efforts by the number of new patients acquired through referrals. Finally, lifetime value of a patient can be calculated by estimating the total revenue a patient will bring over their lifetime.
- Overall, referral marketing is the most effective patient acquisition tactic for an Aesthetic Medspa and Plastic Surgery Center due to its low cost, high efficiency, and strong reach to the intended audience. Implementing targeted advertising campaigns and digital marketing efforts, while tracking key metrics, will help us optimize patient acquisition and grow the practice.

BRAND BUILDING STRATEGY

Identifying Target Audience and Brand Pillars

The target audience for our new aesthetic medspa and plastic surgery center which specializes in aesthetic and holistic services in downtown Ft Lauderdale, FL, is affluent, health-conscious males and females aged between 25-65. The brand pillars must prioritize quality, innovation, and exceptional service to meet the target audience's expectations.

Defining Unique Brand Positioning

The unique brand positioning of our center should set it apart from its competitors by promoting its holistic approach to beauty and wellness, its state-of-the-art technology, and personalized services backed by the expertise of the experienced team of professionals.

Solidifying Brand Identity

Developing a visual identity is crucial to establishing a recognizable brand. This includes creating a logo, selecting a color palette, and designing marketing materials consistently across all relevant channels. Establishing brand guidelines helps ensure that all visual and written communication aligns with the brand's voice and values. The messaging strategy should emphasize the medspa and plastic surgery center's unique selling point, reinforce its brand pillars, and build trust with the target audience.

OUR BRAND

- **Researching the Target Audience**

- Our target audience is affluent men and women aged between 25-65 with a keen interest in personal grooming and wellness. Research shows that the target audience values feeling confident, maintaining physical health, and aging gracefully.

- **Identifying Key Benefits**

- Aesthetic services such as plastic surgery or non-invasive treatments are beneficial in enhancing an individual's appearance, boosting self-confidence and contributing to a sense of wellness/well-being. They can also assist individuals with regaining their natural beauty, chasing away the stigma of aging, and improving their overall physique.

- **Brand Personality**

- Our centers brand personality will be aligned with the target audience's values, which are well-educated, and appreciate high-end procedures as well as technology-oriented aesthetics. Medkit's brand will be sophisticated, trustworthy, and innovative. We will focus on creating an environment that satisfies customers' needs for luxury and comfort while delivering innovative and technologically-advanced services.

- **Unique Brand Promise and Tagline**

- The unique brand promise for our center is ***Discover your beautiful self, inside and out.*** We promise to help our clients discover their beautiful selves by providing comprehensive choices that distinguish them from the crowd. The tagline ***Giving You the Best Treatment*** promises our clients an exceptional experience with personalized attention and care throughout the process.

- **Feasibility and Realistic Expectations**

- The positioning strategy will be feasible and realistic, we will set specific and achievable goals, and have a practical implementation plan. It is necessary to create a strong positioning strategy, build brand awareness and credibility, ensure all marketing material is consistent and high quality, establish a good reputation in the community, and build long-lasting relationships with clients.
- A strong brand positioning strategy will enable us to resonate with our target audience, stand out among competitors and ensure long-term success for the business.

MARKETING PLAN

Our comprehensive marketing plan will include digital marketing, print advertising, and event marketing.

Digital Marketing: Utilize a variety of online platforms to reach the target audience with targeted ads that align with the medspa and plastic surgery center's unique brand positioning. This can include Google AdWords, Facebook and Instagram ads targeted towards demographics aged between 25-65 in Ft Lauderdale. A new website built with SEO best practices to rank for relevant search terms to bring traffic to the site. Email marketing that builds on the messaging strategy and encourages referrals.

Print Advertising: Place high-quality print ads in targeted publications such as local lifestyle magazines, medical publications, and newspapers. This will ensure that the medspa and plastic surgery center reaches high-quality leads with interests in beauty and wellness.

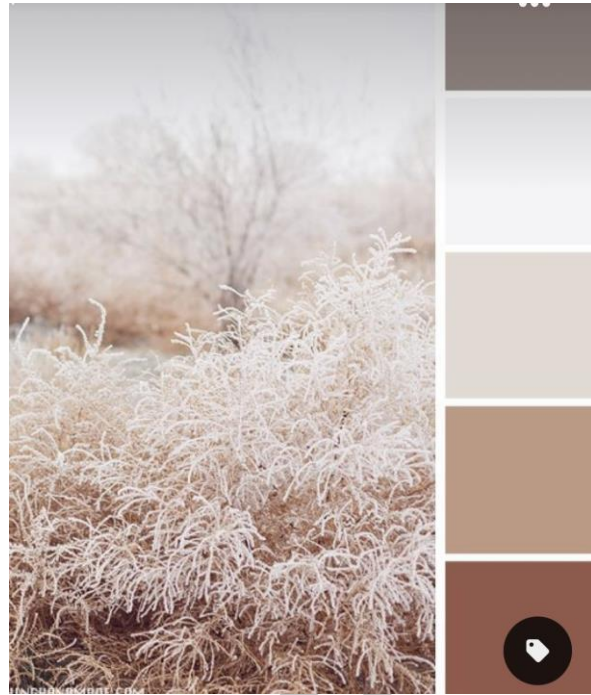
Event Marketing: We will be hosting launch events with engaging activities to attract potential customers, attract interest and establish direct communication with the community. Partnerships with medical influencers or wellness organizations can increase awareness and bring in new leads.

TIPS FOR SUSTAINING AND STRENGTHENING BRAND IDENTITY AND MESSAGING

Strengthening the brand identity and messaging over time requires:

1. continued engagement with the target audience
2. continued analysis of the competition
3. keeping up with the latest industry trends
4. Content strategy that focuses more on the relationship between the audience and the brand beyond just products is also an effective way to stay engaged with the audience.

BRAND THEME AND COLORS



OUR ROADMAP FOR SUCCESS

Objectives

The main objective is to develop a unique brand identity and cultivate a strong reputation for providing exceptional services to clients while maintaining high standards of quality and safety.

Target Audience

Specific segments such as retirees or mothers can benefit from personalized packages; hence targeting these groups can be advantageous from a customer acquisition standpoint.

Unique Selling Proposition

We will offer a holistic approach towards beauty, blending the latest medical technology alongside natural and organic treatments tailored to individual needs. This approach offers exclusive, personalized, and transformational experiences to clients and focuses on the importance of inner and outer beauty.

Marketing Strategy

- Create a user-friendly website and an updated social media presence that encourages customer feedback through posts.
- Engage in sponsored posts on social media advertising new services or special promotions to entice the audience and target segments.
- Create engaging blog content and video advertisements to increase engagement and promote the brand.
- Host and sponsor local events to raise brand awareness in the community.

Promotions

To increase customer engagement, we will offer various promotions such as:

- Offering loyalty programs and incentives for referrals
- Collaborate with fitness studios or medical influencers for special packages that focus on health and wellness
- Seasonal discounts or promotions regarding gift cards for sessions or packages

OUR ROADMAP FOR SUCCESS

Relaxation Activities

To enhance customer experience and create a soothing ambiance, we can offer many relaxation activities such as:

- Meditation sessions
- Relaxation aromatherapy with IV treatments
- Massages or facials coupled with light therapy

New Treatments and Advanced Technology

To keep the aesthetic Medspa and Plastic Surgery Center always cutting-edge, some of the latest treatments that can be offered include advanced skin-rejuvenating methods such as:

- LED light therapy
- Cryotherapy
- CoolSculpting
- And new techniques in fillers and Botox.

FINANCIAL PROJECTIONS

Assumptions:

- The medspa and plastic surgery center will open on August 15, 2023, with an initial investment of \$250,000.
- The 5-year projection period will run from August 2023 to July 2028.
- Overhead costs (rent, utilities, salaries, marketing, and supplies) are based on market rates and are expected to increase by 5% annually.
- Revenue streams will come from the medspa services and the plastic surgery center.
- Expansion plans include adding new services and hiring additional staff to meet demand.

EXPENSE PROJECTIONS

Expense Category	Year 1	Year 2	Year 3	Year 4	Year 5
Rent	\$75,000	\$78,750	\$82,688	\$86,823	\$91,164
Salaries	\$300,000	\$315,000	\$330,750	\$347,288	\$364,653
Marketing	\$30,000	\$31,500	\$33,075	\$34,729	\$36,465
Supplies	\$25,000	\$26,250	\$27,563	\$28,941	\$30,388
Other Expenses	\$20,000	\$21,000	\$22,050	\$23,153	\$24,310
Total Expenses	\$450,000	\$472,500	\$495,126	\$520,934	\$548,980

PROFIT AND LOSS FORECAST

Year	Revenue	Expenses	Net Profit
1	\$900,000	\$450,000	\$450,000
2	\$1,115,000	\$472,500	\$642,500
3	\$1,377,650	\$495,126	\$882,524
4	\$1,699,233	\$520,934	\$1,178,299
5	\$2,093,341	\$548,980	\$1,544,361

MONTHLY NET PROFITS

Year 1	Year 2	Year 3	Year 4	Year 5
\$37,500	\$53,542	\$73,544	\$98,191	\$128,697

- Assuming an average spend per client of \$200 and the annual expenses growing at 5%, it is possible to attain revenue growth of 20%-25% in year 2 and year 3, and eventually up to 50% in year 5. This growth projection can be achieved by implementing an effective referral program and increasing the number of services offered.
- **Conclusion:**
- The financial projection indicates that the center will be profitable from year one, with an expected net profit of \$450,000. The business will continue to grow year over year, with an estimated net profit of \$1,544,361 in year 5. These projections, however, may be constrained by any changes in the competitive landscape, economic fluctuations, or unexpected expenses that may occur in the future. It's recommended to regularly update the projection to accurately reflect the business's performance and adjust accordingly if necessary.

REVENUE PROJECTIONS

Revenue Category	Year 1	Year 2	Year 3	Year 4	Year 5
Medspa Services	\$300,000	\$365,000	\$440,150	\$527,358	\$628,497
Plastic Surgery Center	\$600,000	\$750,000	\$937,500	\$1,171,875	\$1,464,844
Total Revenue	\$900,000	\$1,115,000	\$1,377,650	\$1,699,233	\$2,093,341

PROFIT AND LOSS FORECAST

Year	Revenue	Expenses	Net Profit
1	\$900,000	\$450,000	\$450,000
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4	\$1,699,233	\$520,934	\$1,178,299

ACTION PLAN

The formation of a senior management team to oversee procedures and ensure that standards remain high is vital to long-term success. It is essential to establish a quality control system to track customer satisfaction, revenue growth, and long term customer engagement. Also, establishing partnerships with local businesses, fitness studios, and lifestyle influencers in the local community can increase the spa's visibility, clientele and revenue.

In conclusion, the long-term vision for us should prioritize building a unique brand identity that offers a holistic approach to beauty and wellness. Utilize targeted marketing strategies to increase brand awareness and customer engagement, offer promotions, relaxation activities, new treatments, and advanced technology to add value. Finally, establish quality control, partnerships with local businesses, and long-term customer engagement in the community. These efforts will enable us to become a trusted and respected brand in the industry and achieve sustainable growth, revenue, and customer satisfaction.