

HARMONY MASSAGE AND WELLNESS

Proposed Location:
21 North Cass Ave
Westmont, IL 60559

Company Overview

- Unique
 - Healthcare Providers
 - Network
 - Energy Services
 - Rare Massage Techniques
 - Meditation
 - Small
 - Get to know the community
 - Get involved

Owner

- Myself, Linda Newland
- Graduate of Universal Spa Training Academy
- Licensed Massage Therapist
 - currently employed at ME of Frankfort, IL
- Nanny of special needs kids



Harmony Massage and Wellness Center

Triangle

- Trinity
 - Power of three
 - Mind, body, Spirit

Circle

- Wholeness
- Center
- Nurturing

Ying Yang

- Balance
- Opposites
 - Wellness
 - Illness

We bring **balance** into our lives when we **nurture** the Mind, Body, and Spirit.

Hours of Operation

- Monday Off
- Tuesday 9-5
- Wednesday 11-8
- Thursday 9-5
- Friday 11-8
- Saturday 9-5
- Sunday 11-6

And by appointment!

Parking

- In front along Cass Avenue
- End of each block
- Along railroad tracks

Massage Services offered:

- Swedish
 - Sugar Foot Scrub
 - Aromatherapy
- Deep Tissue
- Hot Stone
- Prenatal
- Headache Relief
- Vibrational Sound Massage

Energy Services:

- Reiki
- Access Bars

Prices For Most Massage Services

Member rates

30 Minutes = \$30

60 Minutes = \$60
= \$90

90 Minutes

Non-Member rates

30 Minutes = \$40

60 Minutes = \$80

90 Minutes = \$115

Reiki

30 Minutes = \$40

60 Minutes = \$65

Access Bars

90 Minutes = \$120

Future Services to be offered

Massage add-ons: Craniocradle, dry brushing, hydrocollator, cryotherapy

Couples Massage

Cranial Sacral Massage

Raindrop Therapy

Neonatal Massage

Autism Massage

Maya Massage

Cupping Massage

Vibrational Massage

Paraffin Treatments

Pick your own massage oil/lotion

Drum Circle/Meditation classes

Reiki/access Consciousness classes

Life coach

Make your own aromatherapy lotion, roll-on, and bath salts bar

Retail

Essential oils

Organic Punk

Butter Duck Farms

Pillows

Theracane

Foot Rubz Massage Ball

Cranio cradle

Therapeutic Neck Pillow

Breathe aromatherapy inhalers

Marketing

- Westmont Chamber of Commerce
- Healthcare Professionals
- Social Media
- Email only promotions
- Clipper Magazine
- Yoga Journal
- Referral program
- Village employee discount
- CUSD201 Staff discount
- Birthday Specials
- Website Specials
- Groupon

Target

- Special needs kids and adults
 - Eye contact
 - Sensory
- Dislike undressing/touch
 - Vibrational Sound Massage
 - Vibrational
 - Reiki
 - Access Bars
- Spiritual Community
 - Values balance of Mind, Body, and Spirit

COMPETITIVE ANALYSIS

Karma Salon and Spa -15 North Cass, Westmont, IL 60559

-chair, a head/neck/shoulder massage, Eminence organic massage, deep tissue, and Swedish

-\$85 for 60 minute

Audra's Spa -314 Ogden Ave, Westmont, IL 60559

-Swedish, deep tissue, sports, hot stone and pregnancy, lymphatic, reflexology, shiatsu, 4 hands, aromatherapy, scalp and face massage

-\$60 for 70 minute

Beauty Concepts Salon & Spa - 6309 Fairview Avenue, Westmont, IL 60559

-offer massage but no prices or techniques listed

Lavida Massage - 6300 Kingery Highway, Willowbrook, IL 60527

-Swedish, sports, deep tissue, couples, prenatal, aromatherapy, reflexology, cranial sacral, trigger point therapy, corporate and chair massage
-\$59.95 for 60 minute

Massage Envy - 2445 75th Street, Darien, IL

-Swedish, sports, deep tissue, couples, prenatal, aromatherapy, reflexology, cranial sacral, and trigger point therapy
-\$59.99 for 50 minute

Financials

Monthly Income

Massages per month: 40 (10 massages per week at opening) x \$45.99 intro rate =	\$1839.60
Access Consciousness: 5 sessions a month x \$120	= \$600.00
Reiki: 5 sessions a month x \$65	=\$325.00
Product:	<u>=\$275.00</u>
Total:	\$3039.60
Minus taxes (20%)	<u>607.92</u>
Income	\$2431.68

Monthly Expenses

Rent:	\$500.00
Electricity:	40.00
Product (oil, cleaning supplies)	100.00
Scheduling System:	20.00
Liability Insurance:	20.00
Continuing Education:	15.00
Marketing:	25.00
Retail (after start-up):	500.00
Payroll 40%	<u>\$972.61</u>
Total Monthly Expenses:	\$2192.61