**Health and wellness retreats**

Wellness tourism has become popularly common these days. Health and wellness retreat not only gives the clients the chance to be healthy, but it also will promote tourism. The days where individuals would lay next to a pool with a cocktail are being replaced with healthy holidaying. With this niche market growing rapidly, hotels and holiday service providers are recognizing the demand for wellness bandwagon and are taking up the necessary measures to set up their environment to include physical activities.

The business would involve creating a retreat that is focused on the various needs of the clients. The types of wellness retreats may involve preventative wellness retreats and active lifestyle, divorce, and even sleep retreats. The business will target a wide range of clients seeking health and wellness retreats. Some of the clientele may include private groups, corporate groups, and individual clients.

As the leader, my main activity would be to source for mainstream hotels and grounds that will suit different health and wellness needs and negotiating a discount and commission for bringing the clients to their premises. Marketing will also be a key feature of the business to attract as many people as possible. The business will mostly target private groups and corporate members, as they will provide a high number of clients to serve at a go. Also, the company will have two fitness who will be accompanying the client to the specific tourist site and guide them on the activities and exercises to undertake.

The organization design of the business will involve a divisional structure, where each division will be tasked with a particular set of duties. Below is an example of the organization's design of the business. The marketing team will be paid a commission if they manage to bring a corporate group on board to act as a motivation tool for them. Customer service will be responsible for answering questions from customers and online platforms, as well as helping clients in the booking process.

GENERAL MANAGER/ CEO

Customer service

Fitness trainers

Marketing