Marketing for Health and Wellness Retreats Business and Creating a Budget

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06/15/2020

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**Business Summary**

There is an opportunity in assisting people and businesses that seek to improve the health of their employees through wellness retreats (Cohen et al., 2017). Health and wellness retreats business main activity involves sourcing hotels and grounds that suit different and wellness needs and negotiating a discount and commission for bringing the clients to their premises.

**Target market**

Target markets includes all potential customers that a business seeks to reach-out to, especially those that the business has identified as needing the product the business offers (Talukder et al., 2016, October). The target market includes private groups, corporate groups, and individual clients as they provide a high number of clients to serve at a go. I estimate a total market segment of five hundred private residence and a fifty corporate groups in my locality. The business will focus on this segment and avoid other clientele for now to maximize on the available resources.

The private residences sale is projected to attract a commission of $ 140 per client and $ 500 per each corporate group during the first three months of inception and projected to increase at a rate of 10%.

**Sales Plan**

The organization will have a goal to sell to both private residents and corporates. The organization has a goal of selling about $40,000 in the first quarter. This will lead to a profit that is slightly above $13,000. 80% of the revenue will be expected to be sourced from corporate customers. Corporates will also be a priority because they will fetch a substantial amount of revenue at a go which can assist the business grows with only few starting customers (Cohen et al., 2017).

**Marketing Strategy**

The main objective of our marketing strategy is to create confidence to our clients and build a brand identity that emphasizes on the general healthiness and wellness of our customer.

This will be achieved through the following customer needs that are not well served by our competitor

1. Competitive pricing
2. Consistence and dependability
3. Effective communication to our customer

**Websites**

This is our first marketing incentives that involve the construction of a website that is user friendly. We also intend to make the website look more professional by adding small images and other non-complex features. The website will be used to communicate the offers we have to current and new customers.

The website development is estimated to cost $ 1910.

**Email marketing**

We intend to capture the emails on our websites so that we can email the current customer on a monthly period. This will create improve our relation and communicate the improved services and other offers available.

**News paper**

We intend to publish a small service directory ad on the local newspaper after every two weeks. This will help us minimize on the cost as well reach the old generation who we believe use the newspaper compared to the younger generation. The cost associated with placing ads on the newspaper is $80 per month

**Door to Door Flyers**

We will also print small flyers and distribute to the private residence who we feel are likely to be our customers. We estimate the cost of printing 500 flyers to be $25 every month.

**Social media**

We desire to maximize fully on the use of social media and thus we will set a Facebook account and Twitter account. This will help reach more new customer that are desirable for the expansion of our business.

**Customer Service Plan**

**Trained Personnel**

We have a pool of well trained personnel in our business. The staffs are trained on treating the clients with high level of courtesy and friendless that makes the client appreciated and welcomed. This approach to customer attracts more referrals to the business.

**Efficient Services**

Our training program is designed on timeliness and efficient that eliminates delays with our training staff at their station on time. The clients’ record are well stored a well-organized manner which make it easy to retrieve when required.

**Clean Environment**

We are committed to keep our equipment and the environment we operate clean at all time as expected by the clients. After every session our team must clean the all the equipment before another session happens.

**SWOT Analysis**

Strength

* Wide range of preventative wellness retreats and active lifestyle retreats
* Well trained staffs that includes fitness personnel and tour guides
* Competitive pricing

Weakness

* We are new entrants to the market

Opportunities

* Increasing customer demand for healthy holidaying
* Large market

Threats

* Existing of strong competitors
* Potential increase of new entrants

**Managing Urgency**

Creating urgency to increase sale is desirable for any business however, it should be managed to avoid exerting pressure to the client. In our business we desire to adopt the following ways manage urgency to desirable levels;

1. Set desirable deadlines for offers to our customer
2. Use of warm colors in our websites and other communication
3. Offering bonus to new and existing customers

**Annual Marketing Budget**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | XYZ Ltd |  |  |  |
|  | Annual Marketing Plan | | |  |  |
|  |  |  |  | $ |  |
| Brand development |  |  |  | 12,500 |  |
|  |  |  |  |  |  |
| Website |  |  | Website development | 300 |  |
|  |  |  | Website traffic | 700 |  |
|  |  |  | Direct/Email marketing | 250 |  |
|  |  |  | Webinars | 660 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Advertising |  |  | Print Media | 960 |  |
|  |  |  | Social Media | 209 |  |
|  |  |  | Door to Door adverting | 250 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Market Research |  |  |  | 980 |  |
| Marketing travelling cost |  |  |  | 263 |  |
|  |  |  |  |  |  |
| Total |  |  |  | 17,072 |  |
|  |  |  |  |  |  |

PRO-FORMA INCOME STATEMENT

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | XYZ Ltd |  |  |  |
|  | PRO-FORMA INCOME STATEMENT | | |  |  |
| Private resident Segment |  | 14000 |  |  |  |
| Corporate Group Segment | | 25000 |  | 39000 |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| cost of sale |  |  |  | 14237 |  |
|  |  |  |  |  |  |
| Gross profit |  |  |  | 24763 |  |
|  |  |  |  |  |  |
| operation cost |  |  |  |  |  |
| Salary |  | 1280 |  |  |  |
| Adverting |  | 1419.00 |  |  |  |
| Public relations |  | 8730.00 |  |  |  |
| Marketing Research |  | 912 |  |  |  |
|  |  |  |  | 12341 |  |
|  |  |  |  | 12422 |  |
| Tax |  |  |  | 155 |  |
| Net profit |  |  |  | 12267 |  |
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