Kait Bailey - Business Plan: Overview

The mission of Kait Bailey is to provide a therapeutic approach to clients in need of health-based massage therapy by using a wide spectrum of modalities.

Services offered:
- Cranial Sacral
- Deep Tissue
- Lymphatics
- Swedish
- Neuro-Muscular
- Reflexology
- Sports Therapy

Target Demographic:
Young adult to active retired elder adults in need of specialized massage therapy for health and wellness-based reasons. These are individuals who are seeking healing, require ongoing support, engage in repetitive pattern based activities, deal with chronic pain, and are motivated to sustain self-driven care. Due to the up-front costs of maintaining proper health support, the demographic needs to have financial means to sustain care over the long term by incorporating additional methods to establishing positive results, such as a nutrition based diet, supplemental workout and flexibility regimes, alternative supports to the body such as chiropractic care, and a forthright intention of improvement.

Business Goals:
Working to establish a client basis comprising 50% of time of private clients. While starting from zero independent clients, growing to a point of 10 clients/wk or 40 1-hr massages/mo. Upon a successful and profitable establishment of 50% allotted time, growing that 50% to 100% as a self-supporting independent business model.
Establish inroads with the medical community to provide attentive therapeutic support to active medical professionals for the purpose of an avocational give-back.

Marketing Strategy:
1. Establish Marketing Plan – Brand Standards, Audience Targeting, Aesthetic guidelines and a distinctive voice speaking directly to key demographic.
2. Create visual content and copy that serves future platforms, primarily through the usage of a web page, google listings, and a Facebook page.
3. Develop a series of companion training modules which will help Kait institute a practical wellness regiment for her clientele.
4. Re-assess and modify strategy to grow beyond 50% threshold.
5. Institute a marketing strategy / campaign to maximize client evangelization to promote loyalty and referral.

Target Markets:
The intended target market for Kait are individuals in the Sacramento region who are looking for advanced massage therapy with a wide spectrum of approach so as to bring a variety of modalities of treatment in an effort to match to the correct method for the individual.
Key markets are men and women of all demographic types in the working and active retired age group.

Operations:
As startups manager, Kait oversees day-to-day operations as well as long term planning for her personal practice growth. For purposes of startup, she will practice out of her home in a specifically designed space, building upon personal relationships to taking anonymous clients once she is able to secure an established off-site space.

Her business operations will remain minimal, but for key support, until she is able to determine growth beyond a 50% time-margin is desirable for her.

Finances
Current value of company assets:
Cash flow projection:
Profit Margin:
Physical Equipment:
Intangible Assets:
Capitalization and Financing:

1-year Growth Strategy
Established physical space
Clear Market messaging to express service offering
Sustained Client Pool to fund operations
Creation of legal business structurals
Customer service management protocol

Accomplishments To-Date
Attained licensing, certifications, and continuing education in field.
Successful Client Care delivered via sub-contract market.
Attained minimal assets to deliver in-home care.
Expanded intelligence toolkit beyond basic offering to meet individual care needs.
10 year industrial experience through employment and sub-contracting.

Organization Plan
An independent self-based business which sustains talent availability to the owner of the sole proprietorship.

Patient Life Cycle/Experience
Suffering > Improving > Recovering > Stabilizing > Strengthening > Healing > Correcting > Enhancing > Optimizing > Sustaining