

# Machines and Service Line up with Business Simulation & Project Timeline

Korean Aesthetic Clinic

## Contents

1. Brands, Treatment Areas & Treatment
2. Machines & Indications
3. List of Potential Treatment
4. Business Simulation
5. Illustration of Entire Project
6. Services we Render

# 1. Brands, Treatment Areas & Treatment

Develop brand giving special attention to customer segmentation.

1. Economic Brand using cost effective machines to target mass market. Offer max treatments.

2. Premium Brand using premium machines. Wisely select treatment.

- Laser
- L, RF, MF, LF - Combo
- Skincare

- Botox
- Fillers
- Rejuvenation
- Thread Lifting



KOSTHETIK

Status index

Complete

On Schedule

Behind schedule

Issue

Not Started

## 2. Machines & Indications

### Laser & Skincare Devices

Laser												
Name	Category	Indication & Features	Manufacturer	Origin	EA	Selling Price [USD]	Status	Person Incharge	Checked Date	Quantity	FU With	Special Note
T B	MF,LF]	S F Ir (		Korea			Not Started					Option of Cryo
CO		C ti n le F p		Korea			Not Started					Option of Thulium
Ko		L Ir		Korea			Not Started					
Pic		T R		Korea			Not Started					Optional
Th		Ir p ti o		Korea			Not Started					
Did LP		H		Korea			Not Started					Sandro can be a good option
IPL		S S		Korea			Not Started					
Cav [Pr		on F T		Korea			Not Started					
Mi		tic Energy C		Korea			Not Started					Optional
Mi				Korea			Not Started					Optional
Th		l w f c f					Not Started					TO BE Decided

## 2. Machines & Indications

Skincare												
Name	Category	Indication	Manufacturer	Origin	EA	Selling Price (USD)		Person's Name	Checked Date	Quantity	Owner	Note
Omega Light	PDT	S		Korea	2		Not Started					
Aqua Peel		C	ze.	Korea	2		Not Started					choose either Aqua Peel Or LDM
		E	nk									
		E										
Mu		E	no]	Korea	3		Not Started					
lrur	Rubbing]			Korea	1		Not Started					
AH/qua Pee	gs			Korea			Not Started					
LDM Dyr Mic	Drop Lifting	[ h li t ii c a s	is.]	Korea	1		Not Started					choose either Aqua Peel Or LDM
Hea	vel Light Therapy	A v F r C A F E li c li - age		Korea	2		Not Started					
Cer Activator				Korea	1		Not Started					
Autoclave	Sterilization			Korea	1		Not Started					

### 3. List of Potential Treatment

1. PETIT
2. LIFTING
3. HAIR REMOVAL
4. BODY
5. LASER
6. SKINCARE
7. SEMI PERMANENT MAKEUP

#### PETIT

##### Botox

**Botox for Masseter Muscle (50U)**

Korean  
German XEOMIN  
American Allergan Botox

##### Micro-integration Botox

Botox for Jaw Line  
Botox for Full Face Tightening  
Botox for Jaw Line  
Botox for Full Face Tightening  
Correction of Lip Shape/Exposed Tooth Roots

##### Botox for Wrinkles

Frown Lines/Eye corners/Below eyes/Wings of nose/Nose Bridge  
Forehead  
Chin Wrinkles/Corners of the mouth

##### Packages for Anti-Wrinkle Botox

Package for Forehead Wrinkles  
(Whole Forehead Tightening Botox)  
Package for Frown Lines  
(Forehead + Botox for Frown Wrinkles)

Package for Eyes  
(Eye Corners + Below the Eyes + Nose Bridge)

Package for Full Face  
(All wrinkles on the face)

##### Botox for Body

Trapezius/Arms/Calf/Thigh [Premium]  
Trapezius/Arms/Calf/Thigh [Medium Price]

##### Botox for Hyperhidrosis

Armpit (50unit)

Hand/Feet (100unit)

##### Botox for Therapeutic Use

Jaw/Asymmetry of the Jaw/Cyst Salivary Gland/Odontoprisis/ Blepharism

##### Filler

##### Korean Filler (1cc)

Soft Filler  
Medium Filler  
Hard Filler

##### Other Filler (1cc)

Soft Filler  
Medium Filler  
Hard Filler

##### PRP Filler

PRP Filler 1cc

##### Contouring Injection [with Sculptra PLLA]

##### V-Line Facial Contouring

V-Line 1  
[Contouring Injection 1 time + Sq. Jaw Botox 50unit]  
V-Line 2  
[Sculptra Injection 3 time + Sq Jaw Botox 100unit]

##### Super-V Facial Contouring

Super-V 1  
[Sculptra Injection 1 times + Sq Jaw Botox 100unit]  
Super-V 2  
[Sculptra Injection 3 times + Sq Jaw Botox 100unit]

##### Barbie Nose [Nose Job]

Nose Bridge  
Nose Bridge + Filler  
Super/Premium Barbie Nose  
Nose Bridge + Tip of Nose + Filler + Botox for Wings of Nose

#### LIFTING

##### HIFU

[300 /400 /500 Shots]

##### Thermage

[900/ 1200 Shots] [If available]

##### Super Lifting

[HIFU 300Shots + Thermage 900Shots + LDM Lifting]

##### Thread Lifting

Tread Lifting Packages

##### Packages for Facial & Neck Wrinkles

Filler for Wrinkles + Botox  
Filler for Wrinkles + Botox + HIFU  
Filler for Wrinkles + Botox + BB Laser  
Filler for Wrinkles + Botox + Rejuran  
Filler for Wrinkles + Botox + HIFU + Rejuran  
Filler for Wrinkles + Botox + BB Laser + Rejuran  
(Contouring Injection 3 times + Botox for Masseter Muscle 50unit)

#### HAIR REMOVAL [Male & Female]

##### Facial Hair

Removal  
Philtrum  
Lip hair/ Beard  
Glabella  
Chin  
M-shape Forehead  
Forehead  
Eyebrow  
Upper Eyelid  
Sideburns  
Cheek  
Jaw Line  
Neck  
Back of Neck  
Whole Face  
Hairline of Back of  
Neck  
Hairline Correction

##### Upper Body

Armpit  
Back of Hand  
Finger  
Back of Head + Finger  
Around Belly  
Mammary Areola  
Shoulder  
Around Belly Button  
Upper Arm  
Lower Arm  
Waist  
The Whole Arm  
Chest  
Belly/Back  
Back of Hand

##### Lower Body

Big Toe  
Instep  
Toe  
Instep + Toe  
Knee  
Small Bikini Line/  
Penis  
Big Bikini Line/  
Bikini Line  
Anus  
Perineum  
Calf  
Buttock  
Thigh  
Groin  
Brazilian  
Brazilian + Anus  
The Whole Leg

#### BODY

Sculptra Injection for Calf  
Sleeveless Sculptra Injection

##### HIFU Treatments

Different Packages in combination of different treatment

##### T Body [Obesity]

Abdomen



### 3. List of Potential Treatment

Love Handle, Upper & Lower Back  
Arms, Hip, Thigh, Calf  
[In Combined with rejuvenating skincare]  
**Hyperhidrosis**  
[Two machines in consideration]

#### LASER

**CO2 F Laser**  
CO2 Laser 1Time + Regeneration Care 1Time  
CO2 Laser 3Times + Regeneration Care 3Times  
**Mole Removal/Milium/Wart/Mantis**  
Mole Removal (2mm )  
Mole Removal (The Whole Face)  
Milium/Wart/Mantis (One)  
Milium/Wart/Mantis (The Whole Face)

#### IPL

Pure IPL Treatment  
Packages with IPL Treatment

**Pigment/Pore/Blush/Spider Vein**  
[Need further time to select Machine]  
Laser 1Time + Whitening Care 1 Time  
Laser 3Times + Whitening Care 3 Times  
Laser 5 Times + Whitening Care 5 Times

#### Pico Laser

[Need further time to select Machine]  
Pico Laser + Regeneration Care  
Pico Laser + Regeneration Care [5 Times Each]  
Pico Laser + Regeneration Care [10 Times Each]

#### Tattoo Removal

[Need further time to select Machine]  
Mono-color (Size of a 500-won Coin)  
Mono-color (Size of a Business Card)  
Mono-color (Size of Two Business Cards)  
Color (Size of a 500-won Coin)  
Color (Size of a Business Card)  
Color (Size of Two Business Cards)

**Toning Laser**  
Armpit

Knee  
Elbow or Heel  
Nipple  
Ankle Bone  
Bikini Line

#### SKINCARE

MDA  
AHA/BHA/PHA  
Milk Peel  
New Aladdin Peel + Regeneration Care (Face/Body)  
PDT  
PDT (MILD/ALA)  
Aqua Peel + Regeneration Care  
17 min Moisturizing Care for Men  
17 min Sebum Care for Men

#### Intravenous Nutritional Injection

Skin Whitening Injection  
Cinderella Injection  
Three in one Nutritional Injection  
Antioxidant Injection

#### SEMI PERMANENT MAKEUP

Semi-permanent Eyebrow Makeup  
Semi-permanent Eyeliner Makeup  
Eye Appearance  
Semi-permanent Lip Makeup  
Semi-permanent Hairline Correction

# 4. Business Simulation [Embedded Excel]

Business PL & Simulation of Clinic in India										
Revenue					Operation					
1-3 Month	No of Dr.	3	Working Days	26	P/L(1-3 Month)					
	Unit Cost	Session /Day/Dr	Procedure / M	Monthly Revenue	Revenue					
Botox	150	3	234	35,100	Expenses					
Filler	100	3	234	23,400	Personnl					
Obesity	150	5	390	58,500	Total Personnel Expenses					
Laser Procedure	120	5	390	46,800	Cont. Training & Edu					
Hair /Tattoo Removal	100	3	234	23,400	Expenses					
HIFU/IPL Procedure	100	3	234	23,400	Real Estate Managment Cost					
PRP/Meso	40	3	234	9,360	Marketing Cost					
Thread Lifting	80	3	234	18,720	Total Marketing Cost					
Other Skin Care	70	3	234	16,380	Medical Supplies					
Sale of Cosmetics	30	3	234	7,020	Electronic Supplies					
Total				262,080	Skin Care Supplies					
					Cosmetics Purchase					
					Machine Maintenece Cost					
					Operation Cost					
					Total Expenses					
					Profit Before Tax					
					TAX					
					20%					
					After tax Profit					
					88,581					
Revenue					Operation					
After 7th Month	No of Dr	3	Working Days	26	P/L (After 7th Month)					
	Unit Cost	Session /Day/Dr	Procedure /M	Monthly Revenue	Revenue					
Botox	150	7	546	81,900	Expenses					
Filler	100	7	546	54,600	Personnel					
Obesity	150	10	780	117,000	Total Personnel Expenses					
Laser Procedure	120	12	936	112,320	Cont. Training & Edu					
Hair /Tattoo Removal	100	12	936	93,600	Expenses					
HIFU/IPL Procedure	100	12	936	93,600	Real Estate Managment Cost					
PRP/Meso	40	10	780	31,200	Marketing Cost					
Thread Lifting	80	10	780	62,400	Total Marketing Cost					
Other Skin Care	70	12	936	65,520	Medical Supplies					
Sale of Cosmetics	30	10	780	23,400	Electronic Supplies					
Total				735,540	Skin Care Supplies					
					Cosmetic Purchase					
					Machine Maintenance					
					Operation Cost					
					Total Expenses					
					Profit Before Tax					
					TAX					
					20%					
					Profit After Tax					
					295,624					
		1 M	2 M	3 M	4 M	5 M	6 M	7 M	8 M	9 M
No. Of Branch	No. of Branch	1	1	1	1	1	1	1	1	1
1st Branch	Revenue (Clinic)	262,080	262,080	262,080	551,655	551,655	551,655	735,540	735,540	735,540
	Expenses	151,354	151,354	151,354	274,508	274,508	274,508	366,010	366,010	366,010
	Profit	110,726	110,726	110,726	277,148	277,148	277,148	369,530	369,530	369,530

\* Revenue during 4-6 month is set as 75 % of the expected revenue

[illegible]

Total Estimated Days

1-Jan-20	Project End Date
----------	------------------

Un assigned

December

100

[illegible]



**Project Manager:**

Total Estimated Days

20-Oct-19	Project Start Date	
0	Scrolling INC	
1-Jan-20	Project End Date	

Legend:

On Track

**Low Risk**

Med Risk

**High Risk**

Unassigned

October

November

December

20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13
----	----	----	----	----	----	----	----	----	----	----	----	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	---	---	---	---	---	---	---	---	---	----	----	----	----

[illegible]

## 6. Services we Render

### Available/ Expected Services from [Korea]

[In association with .....]

SN.	Particulars	Remarks
	<b>Main Clinic Business</b>	
1	Project Mapping, Draw Timeline	Approval from .....t.
2	Initial Market Research	With Indian team [If needed]
3	Selection of Treatment & Service	With Indian team
4	Select Medical Equipment	With Indian team
5	Develop Product & Price	With Indian team
6	Develop Product & Service Manual [Commonly called Menu]	With Indian team
7	Design Marketing & Promotional Material	With Indian team
8	Develop pre and post opening marketing plan	With Indian team
9	Develop standard treatment forms, consents, cautions	With Indian team
10	Interior plan, design, construction follow up	With Indian team
11	Machines, equipment, medical and other supplies follow up	With Indian team
12	Human Resource planning and recruiting, est. codes	With Indian team
13	Plan and prepare for Grand Opening	With Indian team
14	Arrange HR training in Korea and in India	With Indian team
15	Develop daily operation codes & guidelines	With Indian team
16	Clinic set up, installation and inspection, Opening preparation	With Indian team
17	Grand open	With Indian team
18	Deliver special training to all staff	Marketing Training

### Available/ Expected Services from [Korea]

[In association with .....]

Franchise Business	
1	Franchise Operation Manual
2	Franchise Treatment Manual & Protocols
3	Franchise Skincare Manual
4	Pre and post Treatment Cautions
5	Reflection of Business and Corporate Identity
6	Basic Marketing Materials
7	Interior Manual
8	Application and use of Korean Government Free Fund. Unlimited use of fund/ Can be benefitted in millions of dollars. [Ts & Cs Applies]
9	Other Necessary Franchise Documents
10	Establish Supply Network
11	Others
	Complaint Management Manual
	Photo shoot manual
	Telephone Attire Manual
	Patient Referral Manual
	Purchase & Inventory Turnover Manual
	Set up office policy and procedures manual
	Set up bank deposit procedures
	Prepare daily/monthly financial reporting
	Prepare appointment scheduling procedures
	Prepare billing and accounts receivable follow-up guidelines
	Prepare upfront collection guidelines
	Prepare adjustment guidelines
	Prepare periodic audit and office assessment schedule
	Prepare accounts payable procedures
	Prepare daily financial close-out procedures

Page 1