Executive Summary: HamroList.com

HamroList.com is an online marketplace to sell and buy used and new goods. We are currently focusing on unique needs of Nepali community worldwide. We have a team of young and highly enthusiastic individuals who are committed to provide a secured and scalable platform to perform online shopping. Moreover we are committed to revolutionize the

Espa is a new upmarket day spa located in Orange County, California. Primarily a day spa, we offer treatment rooms that are enriched with the best spa linen and equipment available. We have specialists who are well versed and trained in different styles of massages including Hot Stone massage, Swedish massage, Hot Oil massages, and several other therapeutic techniques. We also offer full body packs, facial treatments, skin peeling treatments, anti-aging techniques, and treatments. We also specialize in hair treatments and services such as cutting, styling, and coloring. We offer an overall package with all the essential services for the relaxation of our client.

This business plan will highlight our progress till the day of the launch of the spa and follow up with what we know our projection will look like in the next five years. The purpose of the plan is to secure funding and finance necessary for a great launch for Espa.

Our target clientèle includes women in the age group of 20 - 60 who have the means and the inclination to try out the services we provide and who want to look and feel good about themselves. They know what they want and value good products and services for appropriate expenses.

Our edge lies in the fact that we offer a complete package for all types of treatments from head to toe and are in fact one of the only spas in the area to offer the same. Our location is another advantage as the spa is to be located in the vicinity of several upmarket residential neighborhoods. Also the owner of our spa is a well established name in the industry and has to her credit several successful spas in several cities in the country. A professional organization, we have trained individuals who work with us and have several years of experience in the industry.

Our long term aim is to expand the line of treatments we offer to match up with the changes in the industry and also to transform ourselves from just a day spa to a spa and vacation resort for the mind and the soul.

The management of Espa, includes co-owners, Jeanine Lythgoe and Katy Brand, both of whom have an experience of 15 and 20 years respectively in the industry. Both owners will have a hands-on role in the management of the company. In addition, we also have a board of advisors who all have expertise in the fields of spa and beauty resorts and management.

Based on the size of the market area and the target clientèle, we expect to garner sales of almost USD 45,000 by the first quarter with almost 15 services per day. We expect to double these figures by the end of the second quarter and by the end of the year we expect to be providing up to 52 services per day.

Read more at Buzzle: <http://www.buzzle.com/articles/executive-summary-example.html>