# Luxe Lounge **Elevate Your Wellness Experience**

Overview

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and Target and Sales Market

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# Introduction

Oasis of relaxation

Internal & external

Relax and unwind

Innovative space

We invite you to visit

destination

Abundant opportunity

Disrupt the industry

Fragmented industry forces clients to

Inability to receive integrated, comple

Visiting multiple establishments is

spend time/energy

inefficient

dissatisfaction

Unwind after work

### Pamper after a wellness stressful day Full-body, immersive Healthy bites to eat experience Stay and enjoy Unique wellness spa Take it on the go New, one-of-a-kind One-stop wellness experience

Welcome to Luxe Lounge

## Give customers something Stand out in the industry

- 02
- The Problem

## The Problem Wellness Needed **Time Consuming**

Individuals seeking respite from daily

Desire for renewed sense of balance

Wellness industry dominated by small,

Competitors cater to specific needs

and wellbeing

private enterprises

### Sarah's Struggle Missed Opportunities Busy professional Lack of comprehensive, one-stop-shop Shuttles between spa, gym, and cafe Disjointed experience adds to stress Prevents clients from achieving holistic Prevents full immersion in holistic wellbeing goals wellness Incomplete Care **Limited Options** Visiting multiple venues leads to

# Requires visiting multiple locations

- The Solution
- The Solution **Unlimited Options** The Luxe Lounge Solution Wide range of services and Comprehensive Offering amenities available, from massages Diverse array of wellness services, beauty to nail treatments treatments, and cafe under one roof Clients can indulge in a full spectrum Addresses clients' holistic self-care needs from of self-care experiences to address spa services to healthy dining their unique needs **Smooth Experience**

Seamless transition between services,

Clients can fully immerse themselves in a

Oasis of tranquility where clients can escape

eliminating the need to visit multiple

transformative wellness journey

Luxurious and inviting environment

**Opportunity and** 

**Target Market** 

the stresses of daily life

establishments

**Relaxing Atmosphere** 

**More Opportunities** 

services

Low Imports

High Competition

 Low Profit vs. Sector Average Low Revenue per Employee

High Capital Requirements

o High Revenue Growth (2018-2023)

o High Revenue Growth (2023-2028)

Low Revenue Growth (2005-2023)

 High Performance Drivers Per capita coffee consumption

Low Outlier Growth

High Volatility

Weaknesses

Opportunities

0 **Threats** 

Low Customer Class Concentration

Low Product/Service Concentration

Low & Increasing Barriers to Entry

None & Steady Level of Assistance

Enables clients to achieve their

wellness journey by providing

access to a comprehensive su

convenient location

holistic wellbeing goals in a single,

Helps clients make the most of their

### **Spa and Wellness Cafe SWOT Analysis SWOT Analysis** Strengths Low Product/Service Concentration Low Capital Requirements Low Imports High Profit vs. Sector Average

Low Customer Class Concentration

Low & Steady Barriers to Entry

Number of adults aged 20 to 64

High Performance Drivers

Low Outlier Growth

Spending Habits

**Attraction** 

Demographic

establishments

The Competition

Competitors

Luxe Lounge

Target market

18-60 years old

oriented

WFH, etc.

**Sales Process** 

bookings Membership and

Key Messages

Sales Strategy

offerings

experience

Gender

Income

Job

**Family Situation** 

client satisfaction

Health and wellness

Middle-class and up

young professionals,

Possibly athletes, SAHM,

Dedicated sales reps

Appointment based

package offerings

**Market Demand** 

High Revenue Growth (2018-2023) High Revenue Growth (2023-2028)

Low Revenue Growth (2005-2023)

Have disposable income

None & Steady Level of Assistance

Weaknesses

Opportunities

0

**Threats** 

Very high Volatility

High Competition

Consumer confidence index Time spent on leisure and sports Target Market

Willing to spend \$150-\$300 per visit

Seek holistic wellbeing solutions

Health-conscious adults aged 18-60 Prioritize wellness and self-care as part of lifestyle

Drawn to comprehensive, high-end offerings

Likely to splurge on luxury products/services

Fragmented wellness industry forces visits to multiple

- Competition
- Flora, Viva, Aestique, Restore, Spa Jema, Levity o Specialized expertise, established reputation, services Fragmented services, lack of integration **Industry Forces**

Growing need for holistic wellness

Buyer/supplier power, barriers, substitutes, competition

One-stop-shop, holistic approach, differentiation

**Marketing and Sales** 

Marketing & Sales Overview

Value Proposition

One stop destination for all

exceptional service and

Individualized experiences

high quality offerings

Competitive

Comparable pricing

Most competitors are

salons or spas that

**Marketing Strategy Deeper Dive** 

offer one kind of

service at a time

**Analysis** 

wellness needs

Commitment to

Channels

Social media:

incentives

audience

Track key performance metrics, such as

Continuously gather client feedback to

refine marketing strategies and service

Adapt and optimize the marketing plan based on market trends and customer

**Total Cost of** 

**Goods Sold** 

\$ (2,205,000)

**Net Profit** 

\$904,050

**Total Cost of** 

**Goods Sold** 

\$ (2,520,000)

**Net Profit** 

\$1,033,200

**Total Cost of** 

**Goods Sold** 

\$ (2,772,000)

**Net Profit** 

\$1,136,520

Flexible

Management

Easier to Set Up

website traffic, social media engagement, and sales

Competitive Advantage

preferences

Instagram, Facebook,

Influencer marketing

Seasonal promotions

Referral programs and

**Metric and Goals** 

Reach a certain amount of

day to have an established

Reach \$X in sales in the first

followers before opening

### Differentiate from competitors through Elevate wellness through luxury and community integrated, holistic approach Provide the most luxurious wellness experience Leverage the luxurious and relaxing Cultivate a culture of wellness, acceptance, and inspiration atmosphere to create a unique brand Marketing Activities Leverage social media platforms to amplify brand Capitalize on the growing demand for comprehensive wellness solutions in the Utilize influencer marketing to reach target audience market Implement strategic promotional campaigns and events Measurement and Optimization Develop a strong online and offline marketing presence

Highlight the convenience and transformative nature of the

Offer package deals and loyalty programs to incentivize

Maintain a focus on exceptional customer service and

Young professionals,

athletes, WFH, SAHM

Single and

above

married people

\$40,000/year and

**Target Infographic Demographics Behavior** Locations Pittsburgh: Shadyside 18-60 years old Interested in personal and Age development, as they are health and wellness Male and female

focused

They may be

knowledgeable in the

wellness industry and seek

care for internal wellbeing, as well as physical wellness

**Management Team** 

The Management Team

CEO, Marketing Head, Visionary

Head of Wellness and Cafe Services

Head of Spa Services

CFO, Financial Expertise

**Head of Holistic Services** 

**Customer Service Team** 

Marketing and Sales Team

Year 1

Year 2

**Total Sales** 

\$7,350,000

**Expenses** 

\$ (4,042,500)

**Total Sales** 

\$8,400,000

**Expenses** 

**Total Sales** 

\$9,240,000

**Expenses** 

09

LLC

10

Summary

**Summary** 

**Closing Statement** 

path to wellbeing

**Q/A Session** 

and impact within the wellness industry

**Future Outlook** 

\$ (5,082,000)

**Total Operating** 

**Total Operating** 

**Total Operating** 

Operations and Facilities Team

Finance and Administration Team

# 08

**Financial Projections** 

- \$ (4,620,000) Year 3
- **Current Status**

Avoids Double

**Taxation** 

**Limited Liability** 

- community, one luxurious and transformative visit at a time By providing a comprehensive suite of services under one roof, we aim to redefine the way individuals prioritize and achieve their holistic self-care goals Call to Action We invite you to experience the difference that Luxe Lounge can make in your life. Whether you're seeking a moment of relaxation, a rejuvenating treatment, or a nourishing culinary experience, our doors are open, and we're ready to elevate your

Contact us today to schedule your appointment and embark on a transformative

As we look to the future, Luxe Lounge is excited to continue expanding our reach

Luxe Lounge is committed to elevating the wellness experience for our

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Any Questions?

hank You For Your Time!