

INW Acupuncture
Executive Summary
Spring 2024

Entrepreneur: Megan Matulis

Company Description: Inland Northwest Acupuncture is an acupuncture studio located in Spokane Valley. Its mission is to support women through the cycles of life. Founded by Megan Matulis in May 2023, INW Acupuncture primarily focuses on treatments for women including periods, fertility, pregnancy, postpartum, menopause, and pain management.

Project Manager: Izzy May

Members: Sophie Butterly, El Jones, Elijah Lim, Katie Neale, Matt Simmons

Scope:

Phase I

Objective: Gather market research, analyze competitors and collaborators, and identify retail opportunities to position INWA for success in the women's healthcare sector.

Time Frame: 3 weeks

Phase II

Objective: Establish a profitable line of herbal products with clear pricing models and then optimize INWA's website and social media presence for search engines and target audience reach.

Time Frame: 3 weeks

Phase III:

Objective: Leverage positive client feedback to enhance INWA's online presence through Google Business reviews and social media engagement, while simultaneously researching insurance companies and employer plans to improve client access and streamline billing processes.

Time Frame: 3 weeks

Recommendations:

1. **Strategic Collaborations:** Partner with complementary businesses and local retailers to expand reach, offer integrated care, and increase brand visibility by placing products in stores frequented by your target audience. These partnerships can also provide valuable customer insights.
2. **Target Marketing & Customer Feedback:** Develop targeted marketing campaigns for different customer groups, emphasizing wellness and self-care. Encourage satisfied clients to leave reviews through follow-up emails, incentives,

and easy-to-access links. Respond promptly to all reviews to showcase responsiveness.

3. **Cost Templates for Product Pricing:** Utilize cost templates to ensure competitive pricing while maintaining sustainability through eco-friendly packaging. This approach minimizes production costs and enhances customer experience.
4. **Continuous Website and Google Business Optimization:** Regularly optimize your online presence for user experience and inclusivity. This includes adjusting design, improving navigation, ensuring up-to-date information, and creating dedicated sections like LGBTQIA+ resources.
5. **Further Engage the LGBTQ+ Community:** Demonstrate commitment to inclusivity by highlighting LGBTQ+ friendly services on your website, participating in LGBTQ+ events, and collaborating with LGBTQ+ organizations.

Conclusions:

1. **Key Areas of Focus:** INWA will focus on enhanced outreach and strategic marketing. They'll use targeted campaigns, community partnerships, and social media engagement to connect with existing clients and attract new ones. This includes exploring retail partnerships and pricing for their product line.
2. **Prospects and Considerations:** Adaptability and sustainable growth are key for INWA's future. Staying informed about market trends and managing growth responsibly will ensure they maintain their quality service and community feel. Megan, the owner, will need to balance product development with daily tasks. Careful time management, outsourcing, and dedicated work blocks can help achieve this.
3. **INWA's Strengths:** Personalized care and women's health expertise set INWA apart. Megan tailors treatments to individual needs, offering a comprehensive range of services in a welcoming and comfortable environment. Their holistic approach integrates acupuncture, herbal medicine, and nutritional counseling, particularly for women's health concerns.

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