



VANA
TRANSFORMATIONAL WELLNESS

VANA WELLNESS REPORT MARKET STRATEGY



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INTRODUCTION – DOMAIN

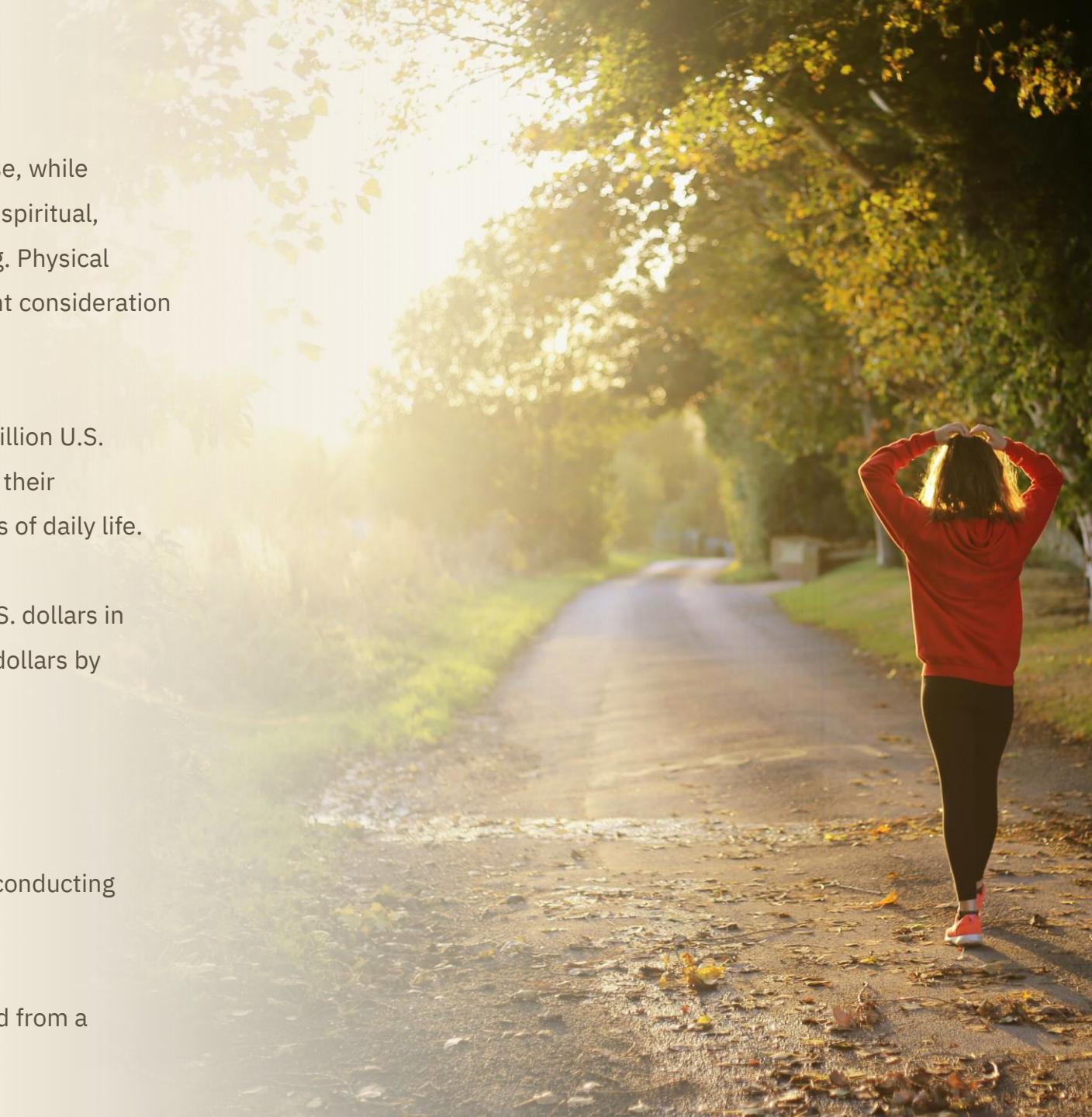
Health refers to a state where the physical body is free from disease, while wellness refers to an overall balance of a person's physical, social, spiritual, emotional, intellectual, environmental and occupational well-being. Physical Health and mental wellbeing has become an increasingly significant consideration in our everyday lives over the past years.

As a result, the wellness & spa sector has developed into a multi-billion U.S. dollar industry. Establishments such as massage salons have seen their businesses grow as consumers find ways to unwind from the stress of daily life.

The size of the wellness market worldwide stood at 4.37 trillion U.S. dollars in 2020. This figure is projected to grow to almost seven trillion U.S. dollars by 2025.

The primary activities of this industry are:

- Providing health assessments and screenings.
- Providing awareness on physical health and mental health by conducting virtual and on-site corporate events.
- Providing fitness classes and nutritional education.
- Providing regular spa sessions and weekend retreats to unwind from a regular life.



INTRODUCTION – VANA/VANA VIDA

- **VANA which denotes Vitality, Energy, Life, Peace and VIDA which denotes Life, Knowledge, Found, Evident is striving to be an integrated guided wellness venture.**
- **VANA which can also be thought of as a sort of Nirvana, meaning a state of perfect happiness; an ideal or idyllic place.**
- **VANA assesses 5 major aspects of wellness to create a comprehensive and integrated lifestyle for clients:**
 - Physical: Fitness, Nutrition, Medical Healthcare, Control of substance abuse
 - Emotional: Care for emotional crises, Stress Management
 - Social: Communities, Families, Friends
 - Intellectual: Education, Achievement, Career Development
 - Spiritual: Love, Hope, Charity, Purpose

EXECUTIVE SUMMARY

VANA will serve as the platform which would offer a comprehensive wellness program.

VANA is planning to launch unique set of wellness services to target both individual and corporate clients.

VANA will serve as the platform which Helps coordinate and promote health related events and initiatives for people around Pittsburgh.

VANA will combine the unique talents and resources of fitness and wellness enthusiasts to offer a comprehensive wellness program.

It will initially target Pittsburgh as its primary demographic location and then eventually plan on expanding to other locations.

VANA is planning to offer both on-site and on-line services.

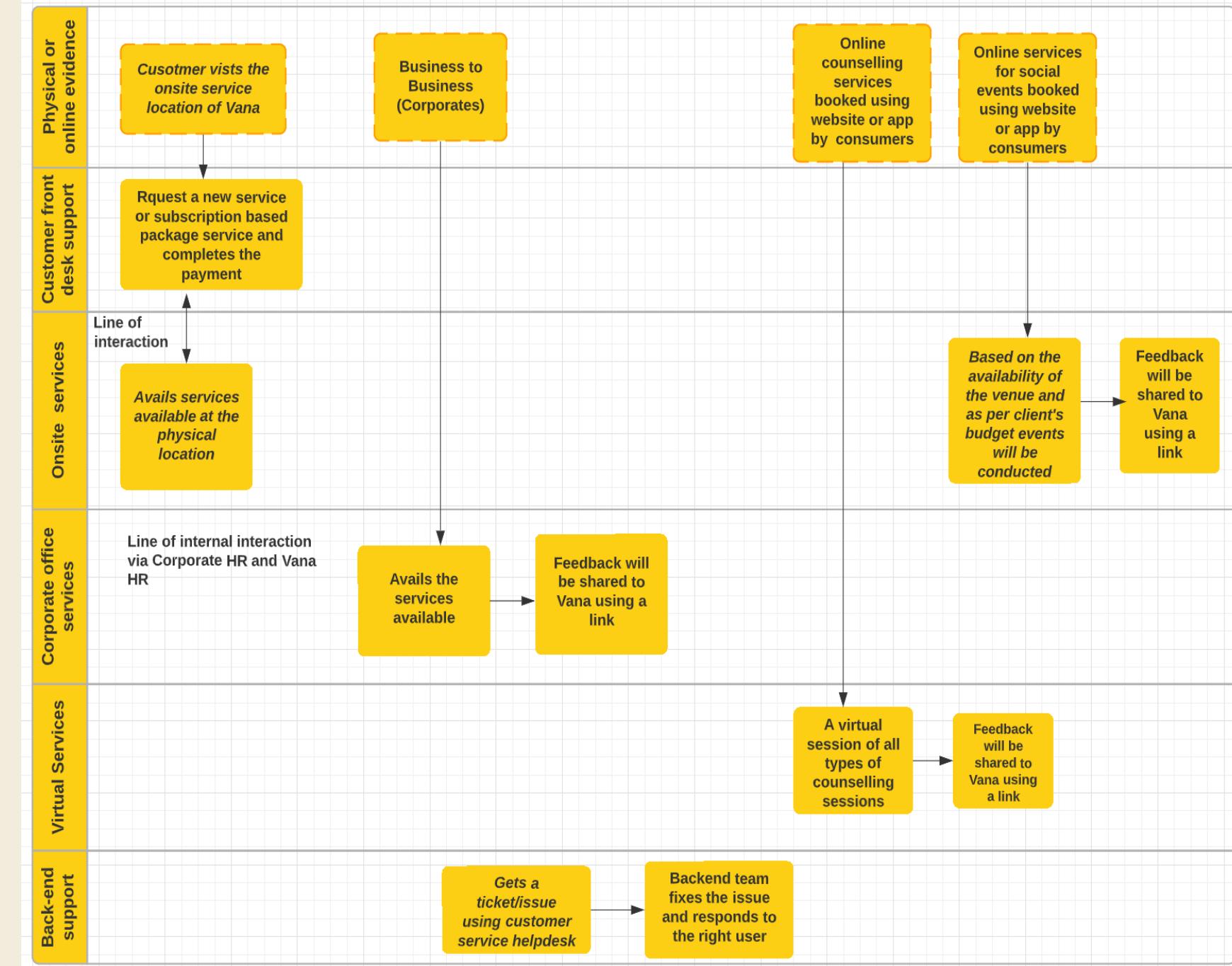


**BUSINESS
MODEL**

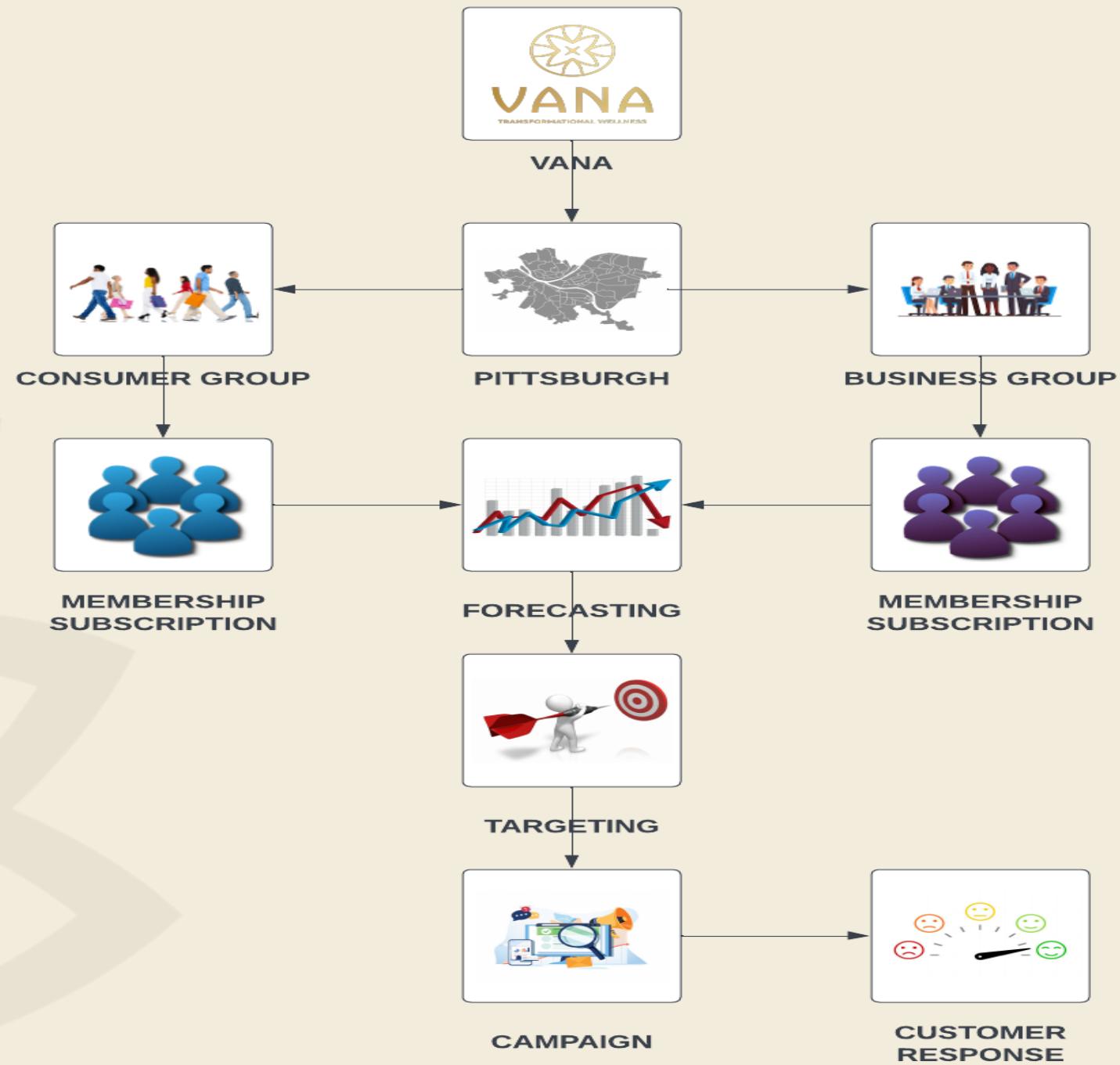
BUSINESS MODEL

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	<ul style="list-style-type: none"> • Management • Investors • Employees • Corporates • External coaches 	<ul style="list-style-type: none"> • Manage facilities development • Products and services plannings and offerings • Expansion of existing services • Improving quality services • Marketing • Financing 	<ul style="list-style-type: none"> • Health and wellness services to every individual • Positive impact on society and people • Promote better lifestyle 	<ul style="list-style-type: none"> • Building an open relationship with consumer and business to promote balanced lifestyle • Dedicated Marketing team to enhance the customer relationship
	KEY RESOURCES		CHANNELS	<ul style="list-style-type: none"> • Joint ventures with businesses • Committee members • Individual investors
	<ul style="list-style-type: none"> • Employees • Vendors and corporates • Management • External contractors 		<ul style="list-style-type: none"> • Website • Phone /mobile • Social websites • Linkedin • Facebook • Instagram • Social Campaigns • You tube • Blogs and vlogs 	
COST STRUCTURE	REVENUE STREAMS			Profits based on services -business to business and Business to consumers
Marketing , administration, operating, advertisement, official expenses, infrastructure and maintenance etc.				

SERVICE VISUALIZATION BLUEPRINT



PROJECT MODEL



MARKET ANALYSIS ON WELLNESS



HEALTH & WELLNESS

INDUSTRY STATISTICS

- According to Vision Research Report, the [health and wellness market](#) valued at US\$ 4 trillion in 2020 and it is expected to reach US\$ 6.75 trillion by 2030, expanding at a CAGR of 5.2% from 2021 to 2030.
- The physical activity economy is estimated to exceed \$1.1 trillion by 2023
- 63% of American consumers try to make healthier food choices over past couple of years
- Over 50% of all wellness-related products purchased in the US promote better health
- Experts predict that the global wellness industry will see an annual growth rate of 9.9% as it recovers from the COVID-19 pandemic.
- 69% of companies invest in wellness programs
- The wellness tourism industry market is projected to reach \$1,200 billion by 2027
- The global corporate wellness market is predicted to reach \$87.3 billion by 2026

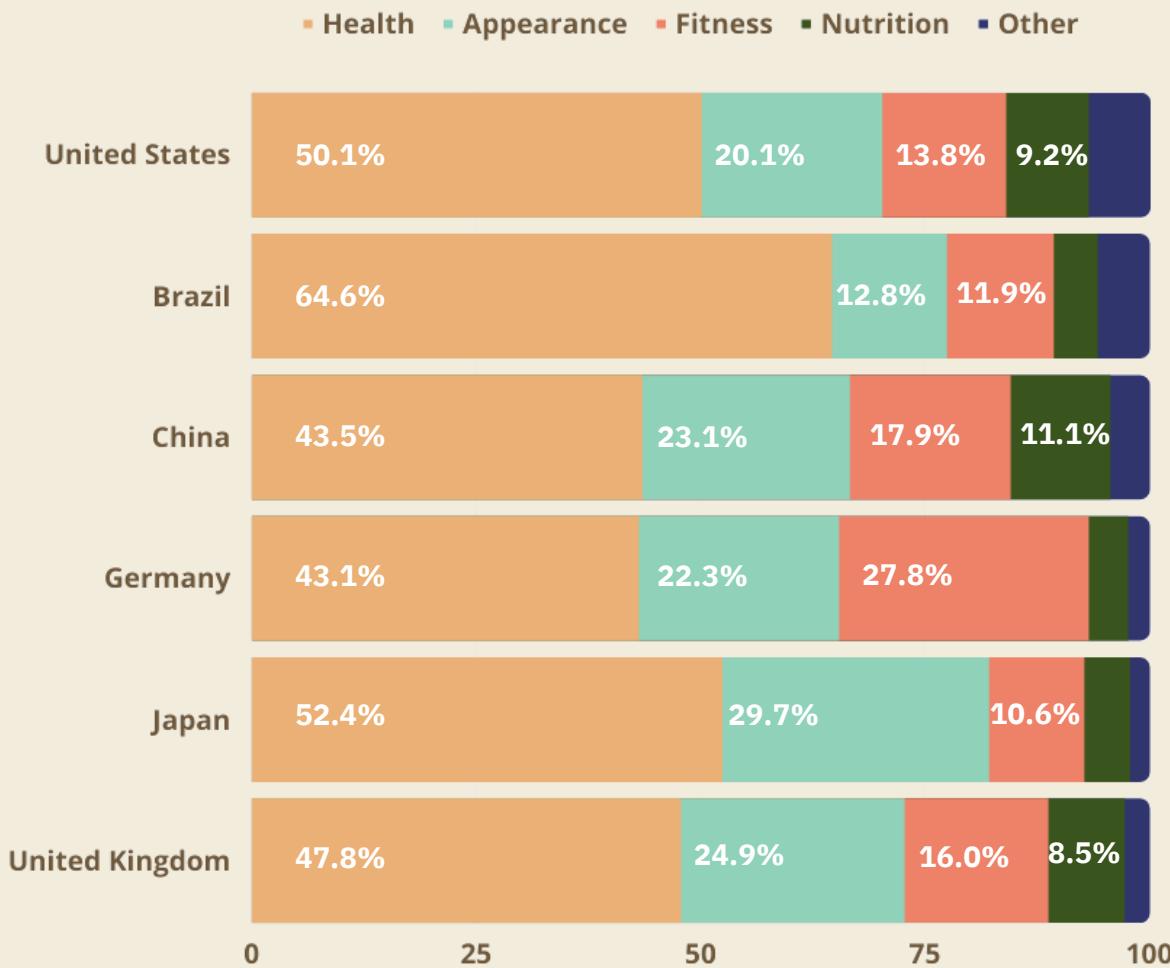


HEALTH & WELLNESS INDUSTRY BY SECTOR

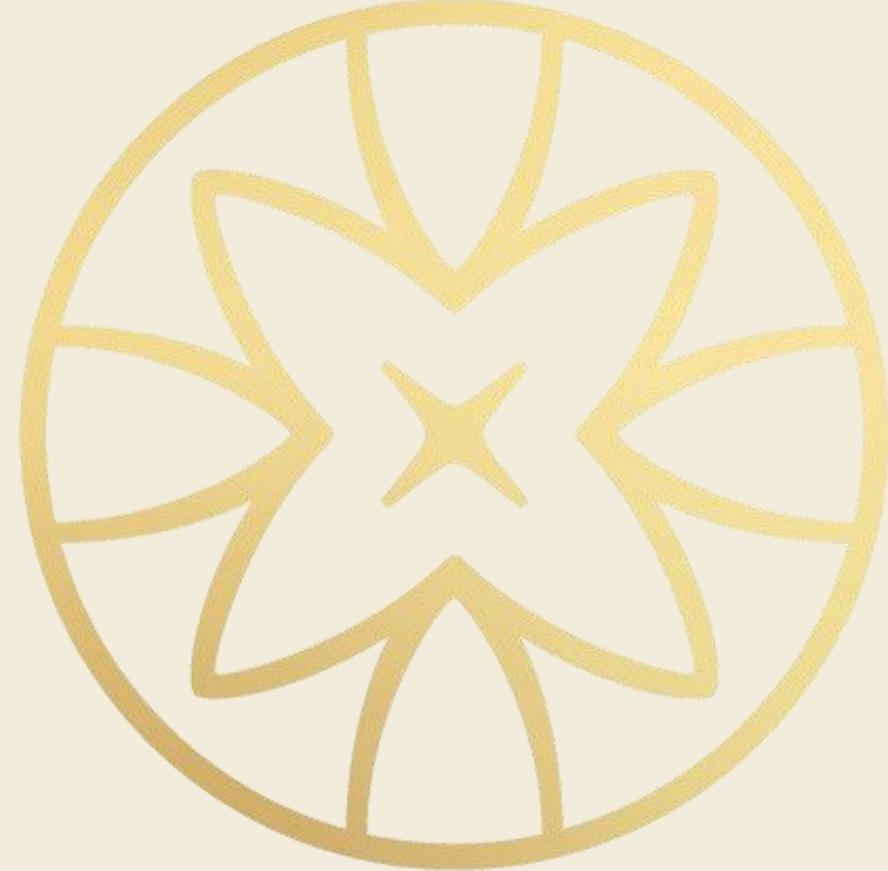




CONSUMER WELLNESS SPENDING BY COUNTRY



PRODUCTS & PRICING





Emotional well being

- Emotional Crisis management
- Stress Management

Physical well being

- Fitness
- Nutrition
- Medical self-care
- Control of substance abuse

Spiritual Well being

- Love
- Hope
- Charity
- Purpose

Intellectual

- Educational
- Achievement
- Career
- Development

Social

- Communication
- Families
- Friends

PRODUCTS

PRICING

- Membership subscription (monthly membership pricing and a discount when paid annually)
- Market penetration subscription pricing that can cover operating cost and stakeholders return on investment
- Corporate package pricing (offered to corporations with a few hundred or a few thousand employees with the possibility to expand as business grows and new locations are opened in other cities and states.

	Corporate package (99+ more employees)	Corporate package (1-99 employees)	Individual package pricing
Monthly Subscription	\$110	\$120	\$125
Annual Subscription	\$1260	\$1380	\$1440
A la carte consumer only (physical and emotional package)	-	-	\$110
A la carte consumer only (Social, Intellectual, and spiritual)	-	-	\$50
A la carte consumer only social and spiritual	-	-	\$30
A la carte consumer only emotional and spiritual	-	-	\$40
A la carte consumer only emotional	-	-	\$20
A la carte consumer only spiritual	-	-	\$20
A la carte consumer only physical	-	-	\$100

PRICING FOR INDIVIDUAL SERVICES

	Monthly Membership	Annual Membership	Per Visit
Massage	\$120	\$1,380	\$50
Chiropractics	\$500	\$5,940	\$65
Health Coaching	\$100	\$1,140	\$30
Myofascial	\$90	\$1,020	\$120
Psychotherapy	\$80	\$900	\$90
Sound Massage	\$45	\$480	\$50
Energy Work	\$35	\$360	\$45

FORECASTING



DEMAND FORECASTING

CONSUMER

Simple Linear Regression - Consumer demand forecasting
for the monthly subscription package based on assumptions.

VANA Wellness

Forecasting
Consumer demand for monthly subscription based on assumptions

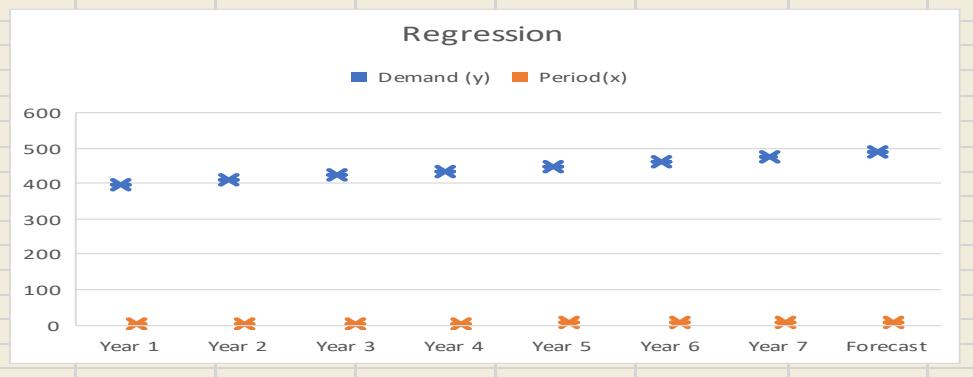
Year	Demand (y)	Period(x)
Year 1	396	1
Year 2	410	2
Year 3	422.4	3
Year 4	436	4
Year 5	449	5
Year 6	462	6
Year 7	475	7
Forecast	488.2857143	8

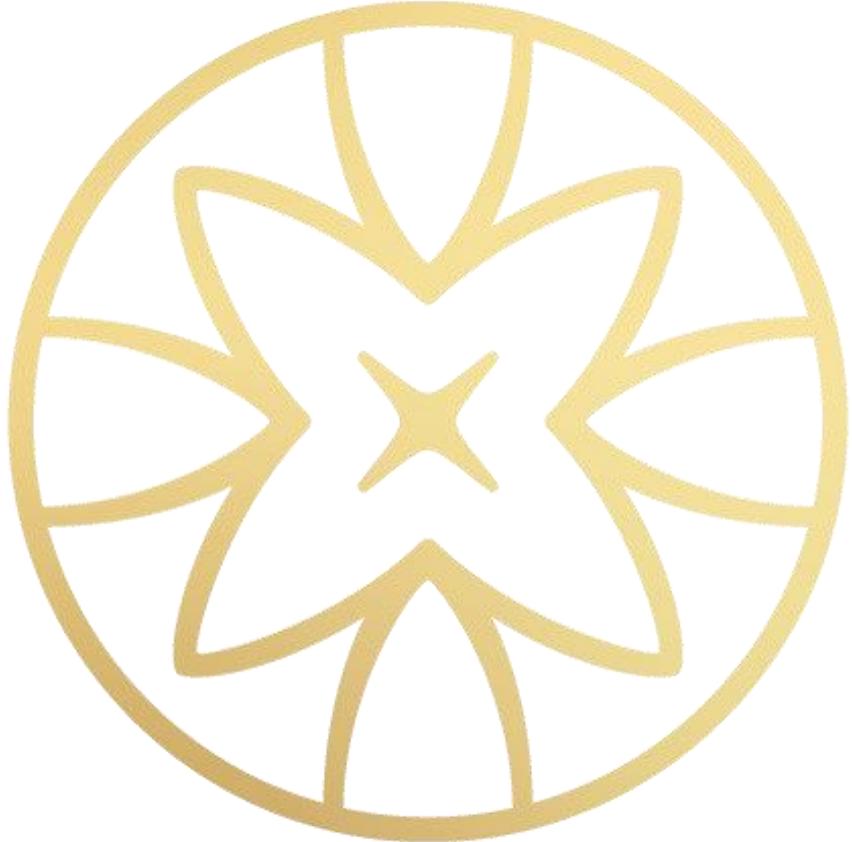
Intercept	383.2571429
Slope	13.12857143

Simple linear regression

Forecasts and Error Analysis

Forecast	Error	Absolute	Squared	Abs Pct Err
396.3857	-0.38571	0.385714	0.148776	00.10%
409.5143	0.485714	0.485714	0.235918	00.12%
422.6429	-0.24286	0.242857	0.05898	00.06%
435.7714	0.228571	0.228571	0.052245	00.05%
448.9	0.1	0.1	0.01	00.02%
462.0286	-0.02857	0.028571	0.000816	00.01%
475.1571	-0.15714	0.157143	0.024694	00.03%
Total	-1.7E-13	1.628571	0.531429	00.39%
Average	-2.4E-14	0.232653	0.075918	00.06%
	Bias	MAD	MSE	MAPE
		SE	0.326015	
			Correlation	0.999945
			Coefficient of determination	0.99989





OPERATING PLAN

OPERATING MODEL

PATH TO SUCCESS

One stop shop health for locals

- Workout Charts, Nutrition Counselling
- For individuals plus family
 - Annual payment discount
 - Geared towards couples/families
- Investigate other service charges (massage, mental health counseling, physical health counseling)

Investigate/survey businesses for partnership

- Identify needs - survey, face-to-face meetings
- Provide solution
- Partnering agreements
- Can be On-Site or Off-site

Expand more locations as more businesses have agreements / Profit threshold has reached / Demand is there



TARGET AUDIENCE

Focus on Pittsburgh county residents and businesses

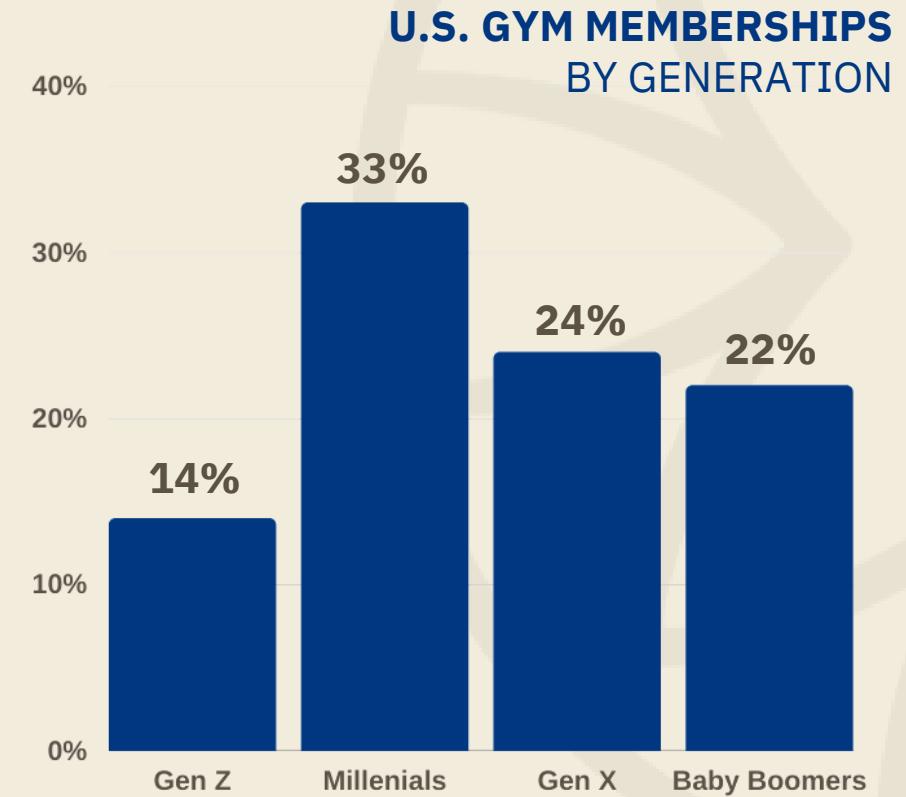
- 70% of residents between 25-64 years of age
- 60% of residents over age of 25 have college experience
- Bachelor's and Master's degree average salary range \$49K to \$63K
- Roughly 40% of all adults in US have a gym membership
- Boutique studios accounted for 42% of all gym memberships

Not focusing on out-of-town workers in the target during inception

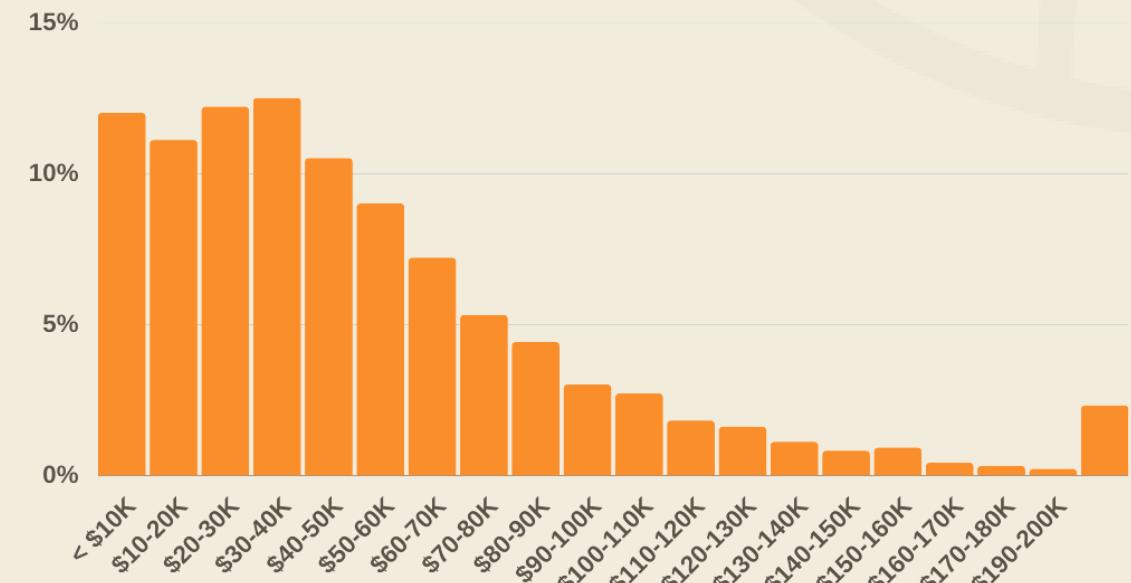
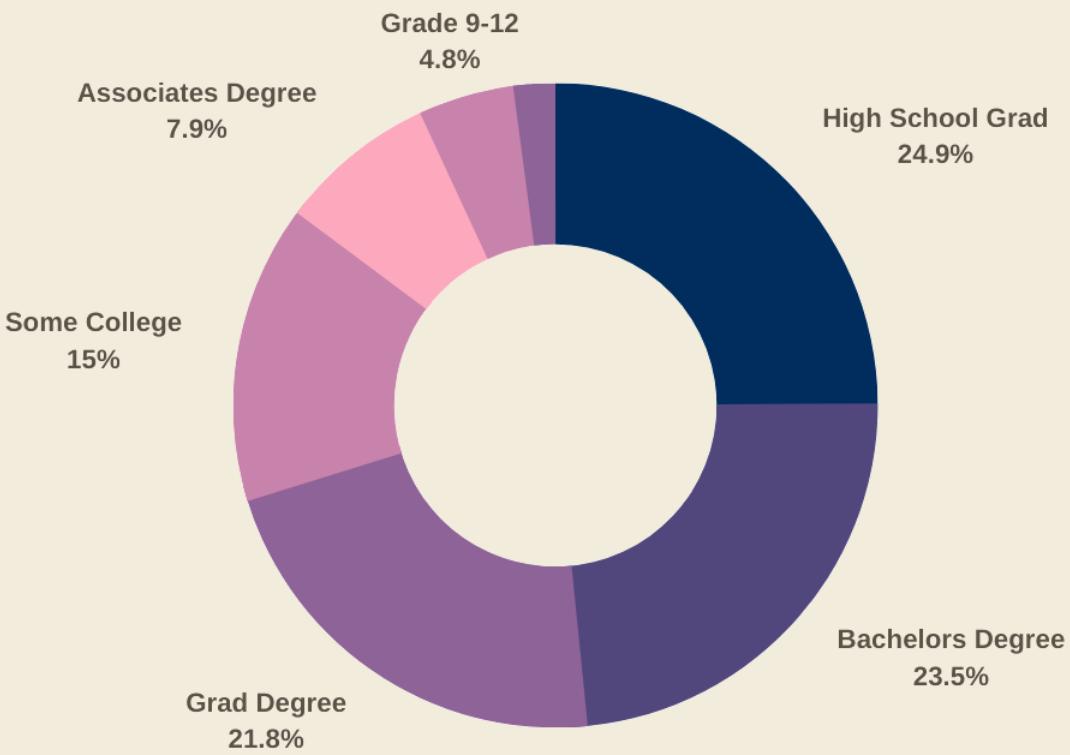
- Will be focused on during Corporate targeting

Pricing model based on L.A. Fitness

- \$35/person, \$55 for group
- Most profitable gym



AVERAGE SALARY / DEGREE TYPE



MAJOR STEPS FROM LAUNCH TO SCALE

Step 1: Business Registration / Setup

- Licensing, Tax documents, legal agreements/insurance, business plan

Stage 2: Funding / Setup

- Location, equipment, secure funding, staff

Stage 3: Company Logistics

- Logo, Website, Content, Advertisements (website, brochures, social media, etc.)

Stage 4: Launch/Monitor

- Adjust prices/packages as necessary, seasonal packages to attract new customers, generate income/revenue/funding

Stage 4: Expand

- Based on business plan thresholds, expand with new location/partnership with local businesses in the area
- Survey iterates a medium sized gym profit is roughly \$100-\$150K every year
- Expected to be in loss for first 3 years due to customer volatility





BUNDLES

- **Single Monthly Membership** – free seasonal apparel with signup
- **Group Classes - X amount of monthly class pass**
 - Yoga/Pilates/aquatic sports/spin
 - Most profitable per survey data
- **Annually Membership** - Offered at discounted price
- **Family Membership** - family bundles are starting to be popular
- **Mental Health Coaching** - would need to be investigated if demand/benefit
- **Massage Sessions** - would need to be investigated if demand/benefit
- **Trainer** - individual cost or can bundle for cheaper package during seasonal promotions
- **Businesses partnerships** would require additional tailoring based on need of the business - requirements need to be known

BUNDLES

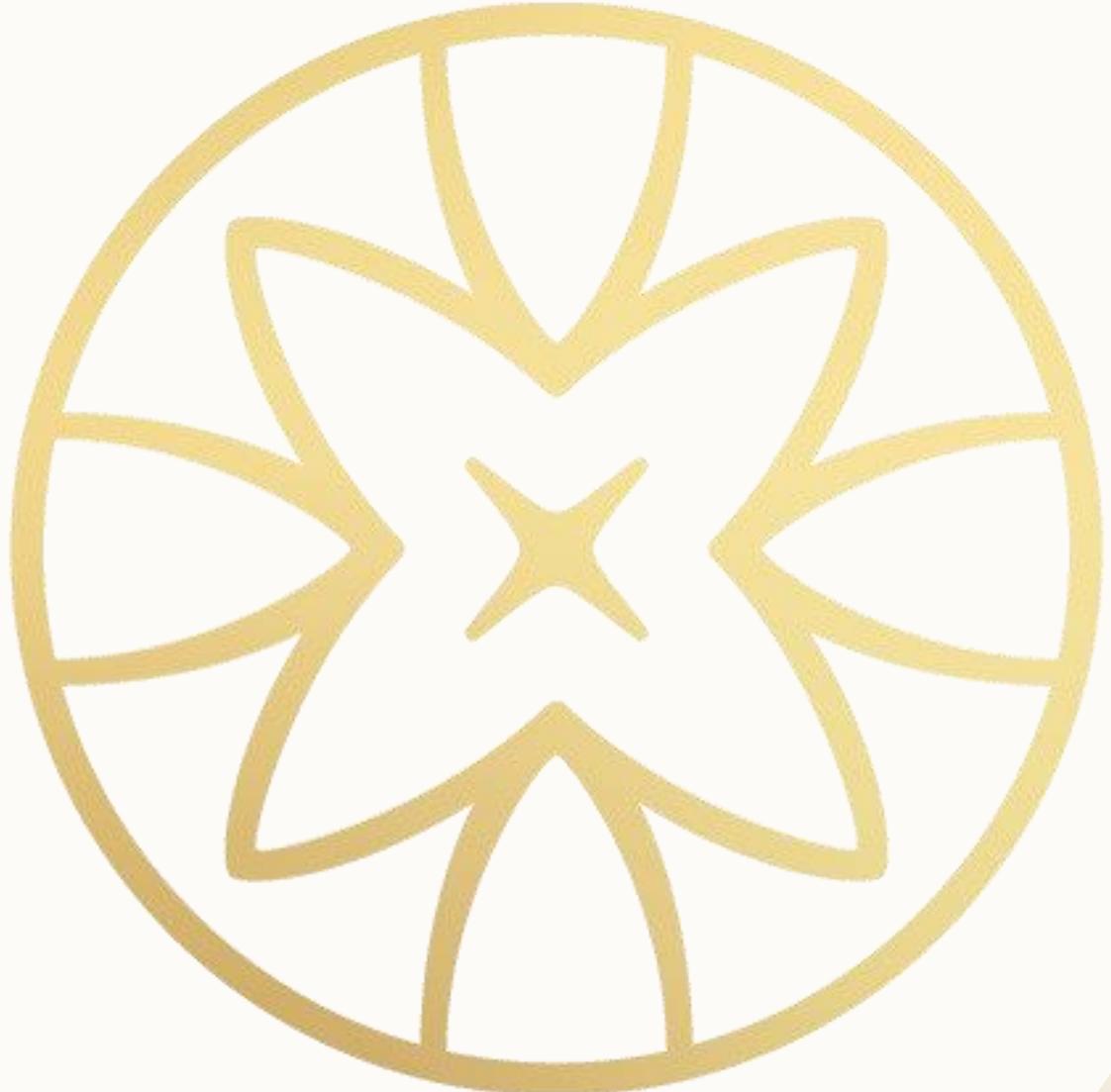
Single Basic	Family Package (4 people max)	Trainer Package (Per Person)	Massage Package (Investigate)	Mental Health Package (Investigate)	Group Classes – Single Upgraded	Corporate Plan – Flat Charge Per Month
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- Offer 12 month pay ahead for a 10% discount – has worked well for Planet Fitness
- Family packages have become more popular in dense areas in pandemic; offers discounted price
- Corporate plans cost would be tailored per size of business / frequency
 - Packages would need to be tailored based on a business' needs and proposed solution
- Group classes have proven to be most effective / generate most revenue
- Offer seasonal discounts during spring (most signups)
- Offer lower fee than competitor (standard is \$100 and can range to \$150)



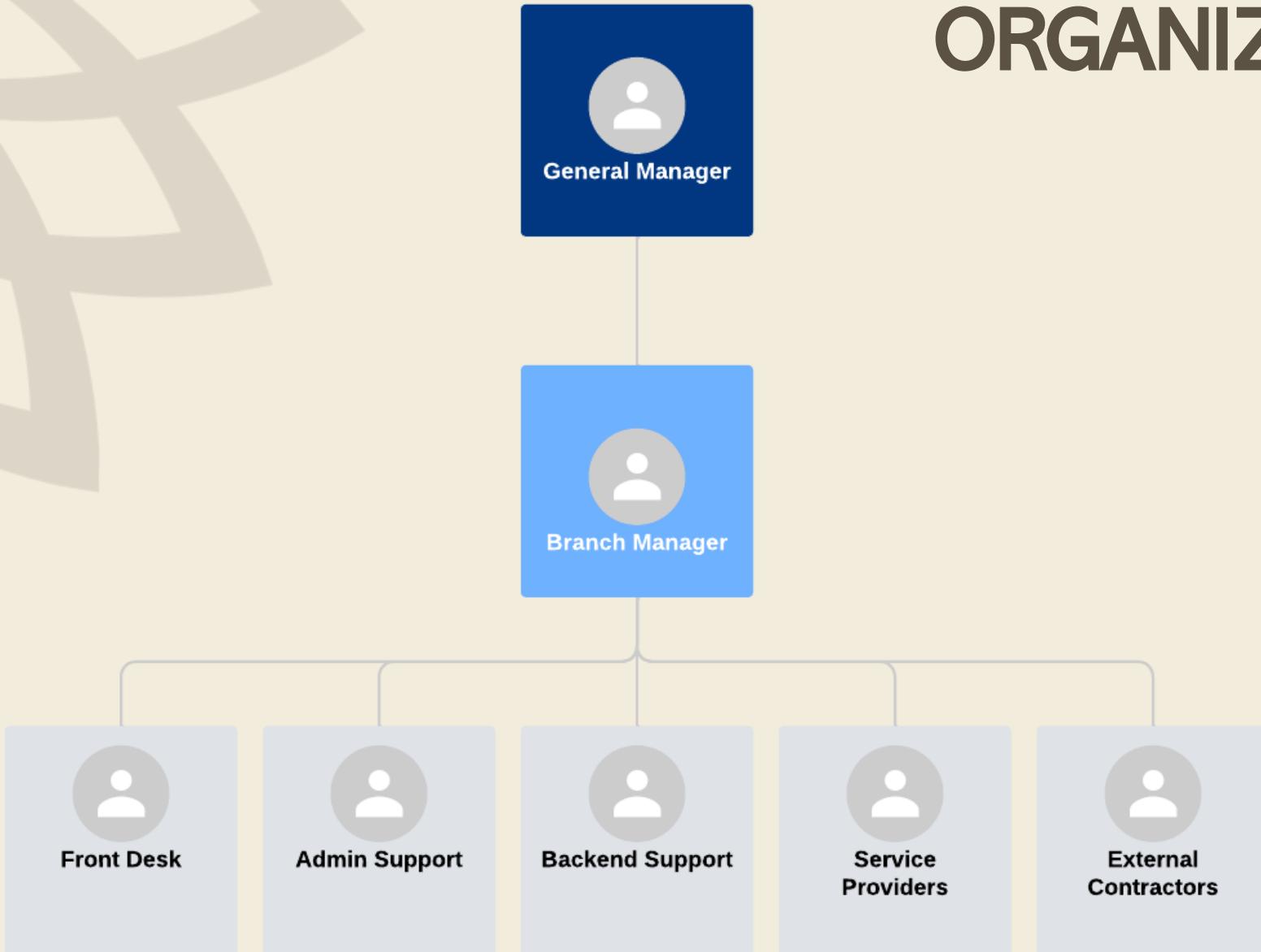
ADVERTISEMENTS

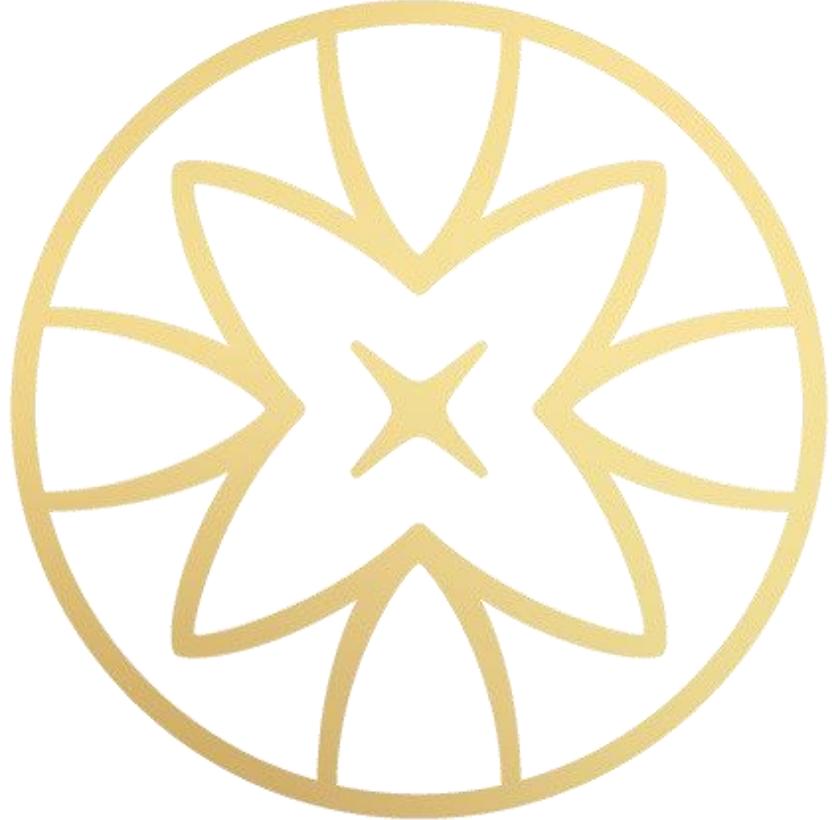
Promotion Type	Description	Frequency	Comments	Cost/Year ~ First 2 years
Mass Mail Postcards / Ad	Send mass mail to closest vicinities areas of physical location	Opening promotion – once Can send out again to target new audience every month / targeted months	Awareness will be high, includes promo, cost, signup fee waivers potentially	Cost = \$.2 / postcard via MailShark = .2 * 1000 = \$200 / month 1000 postcards can be sent per month
Website	Vana website with offerings and information regarding location	Monitored daily for functionality and customer service, updated bi-weekly with social news and releases	Contains contact info, location, links to social media, related news/blog posts	\$6.99 ³ *12 = \$83.88 to maintain domain on GoDaddy
Google Adwords/SEO	Online advertising for placement on google search results and on non-search websites	Service is run by Google on monthly basis - run throughout first two years	Keywords and Pay-per-click (PPC) pricing model- Avg 200 clicks a month	\$1-2 CPC (cost per click) (avg = \$1.50) *200*12= \$3600
Social Media Marketing	Advertise on Instagram and Facebook --- Paid Promotional Ads (30 second vid, 3 sec insta) Have social media accounts on Instagram, Facebook, and Twitter that redirect to our webpage	Avg 200 clicks a month	Keywords and Pay-per-click (PPC) pricing model	Instagram \$0.20~\$2.0 CPC ,\$6.70 CPM Facebook \$0.97 CPC,\$7.19 CPM Avg = 2.5*200*12 = \$6000



ORGANIZATION CHART

ORGANIZATION CHART





PEOPLE RESOURCES

FINDING A GM JOB SEARCH SITES



Best for Employers

- Resume database available
- Wide pool of applicants
- Integration with popular ATS
- Standard sub: \$16/post (daily)
- Premium sub: \$24/post (daily)



Best Overall

- Job alerts
- Filter listings by location, job, benefits, etc.
- Skill assessment analysis
- Standard sub: Free
- Premium sub: Pay-per-click (25 cents to \$5)



Best for Networking

- Social networking site with job board
- Widely used by recruiters and hiring managers
- Free trial account
- LinkedIn Premium for Career starts at \$29.99/month after a free trial

FINDING A GM JOB SEARCH SITES

glassdoor®

Best for Salary Information and Employee Reviews

- Extensive salary information and company reviews provided by employees themselves
- Extensive database of salaries and benefits
- Partnership with Indeed
- Free tier available; custom-priced paid plans (based on budget)

wellfound:

Best for Startup Jobs

- Formerly AngelList
- Specializes in tech and startup jobs
- One-click apply
- Skill assessment feature still in beta
- Free plan available; paid plan starts at \$250/mo.

FINDING A GM STAFFING AGENCIES

- + Fast hiring
- + Reduced team workload
- + Flexibility
- + Specialized hiring

- Additional hiring costs
- Wide culture gap
- Reduced team bonding

Insight Global

of PITTSBURGH, PA

CLIENT RATING



4.5 from 2 ratings

TALENT RATING



4.4 from 305 ratings



1 PPG Place, Suite 3030
Pittsburgh, PA 15222

COMPANY RATING AND AWARDS

66 locations

4.7 ★ 388 overall client ratings

4.4 ★ 27,636 overall talent ratings



Aston Carter

of PITTSBURGH, PA

CLIENT RATING



4.7 from 14 ratings

TALENT RATING



4.4 from 392 ratings



4 Penn Center West, Suite 200
Pittsburgh, PA 15276

COMPANY RATING AND AWARDS

140 locations

4.6 ★ 3,880 overall client ratings

4.5 ★ 33,483 overall talent ratings



clearlyrated.com (2022)

businessnewsdaily.com (2022)

FINDING A GM | COMPENSATION

Role	Company	Location	Annual salary	Salary Midpoint
General Manager	Restore	Overland Park, KS 66209	\$52,000 - \$56,000	\$54,000
General Manager	Restore	Exton, PA 19341	\$60,000 - \$99,000	\$79,500
General Manager	Restore	Portsmouth, NH 03801	\$50,000 - \$70,000	\$60,000
General Manager	Restore	Strongsville, OH 44136	\$45,000	\$45,000
General Manager	Restore	Southlake, TX 76092	\$50,000	\$50,000
General Manager	Hand & Stone	Columbia, MD 21045	\$40,000 - \$55,000	\$47,500
Area Manager	Hand & Stone	Camp Hill, PA 17011	\$50,000 - \$65,000	\$57,500
General Manager	Hand & Stone	Gaithersburg, MD 20878	\$40,000 - \$55,000	\$47,500
General Manager	Hand & Stone	Medford, NJ 08055	\$40,000 - \$55,000	\$47,500
General Manager	Hand & Stone	Wyomissing, PA 19610	\$40,000 - \$55,000	\$47,500
Operations Manager	UPMC	Pittsburgh PA 15237	\$41,567 - \$72,076	\$56,821
General Manager	Planet Fitness	Pittsburgh, PA	\$35,690 - \$40,263	\$37,977
General Manager	LA Fitness	Pittsburgh, PA	\$56,000 - \$139,000	\$56,000

Average Salary
\$53,138



FINDING A GM COMPENSATION



Private Industry Workers	Wages and Salaries	Total Benefits
10 th wage percentile	\$12.48	\$3.12
50 th wage percentile (median)	\$21.11	\$10.28
Average	\$28.16	\$12.74
90 th wage percentile	\$52.18	\$26.39

Employer costs for wages and salaries and total benefits by wage percentile, private industry workers ([bls.gov](https://www.bls.gov), 2022)

Private Industry Workers						
	Average	% of Total	Budget	Base Wage Avg. Suggested Wage	Total Comp. Avg. Suggested Wage	Suggested Increase of Benefits
Total Compensation	\$40.90	100%	\$69,000	\$75,012	\$75,012	
Wages and salaries	\$28.16	69%	\$60,000	\$51,646	\$60,000	
Benefits	\$12.74	31%	\$9,000	\$23,366	\$15,012	\$6,012

THE PROVIDERS

FIXED & VARIABLE COSTS / RISKS

Fixed Costs

- Payroll – salaried
- Rent/Leasehold improvement/Spa configuration
- Software (accounting, billing, scheduling)
- Advertising
- Insurance
- Depreciation (capitalized equipment/furnishings)

Risks

- Laws, regulations, standards, corporate compliance
- Privacy, confidentiality (data breach)
- Human resources, credentialing, staffing
- Client rights
- Abuse reporting
- Environmental safety

Variable Costs

- Commissions
- Payroll - hourly
- Materials/Supplies/Products for resell
- Training/Continuous education

THE PROVIDERS

COSTS AND IMPACTS ON PROFITS

Fixed Costs

- **Payroll (both salaried and hourly)**: minimize overstaffing and maximize staff productivity
- **Rent/Leasehold Improvement/Spa Configuration**: Square footage allocation to revenue-generating spaces
- **Software**: leverage the use of technology to improve scheduling efficiency, provider utilization, customer satisfaction and performance review
- **Advertising**: in addition to traditional services, create event-based promotions and packages

Variable Costs

- **Commission**: provider incentive leads to customer satisfaction and retention
- **Materials/Supplies/Products for resell**: Boost retail sales
- **Training/Continues Education**: provider competency leads to customer satisfaction and recurring revenue stream

THE PROVIDERS

RETENTION

Incentives & Benefits

- Sign-on bonuses
- Flexible scheduling
- Self-scheduling
- Commission
- Healthcare
- Retirement

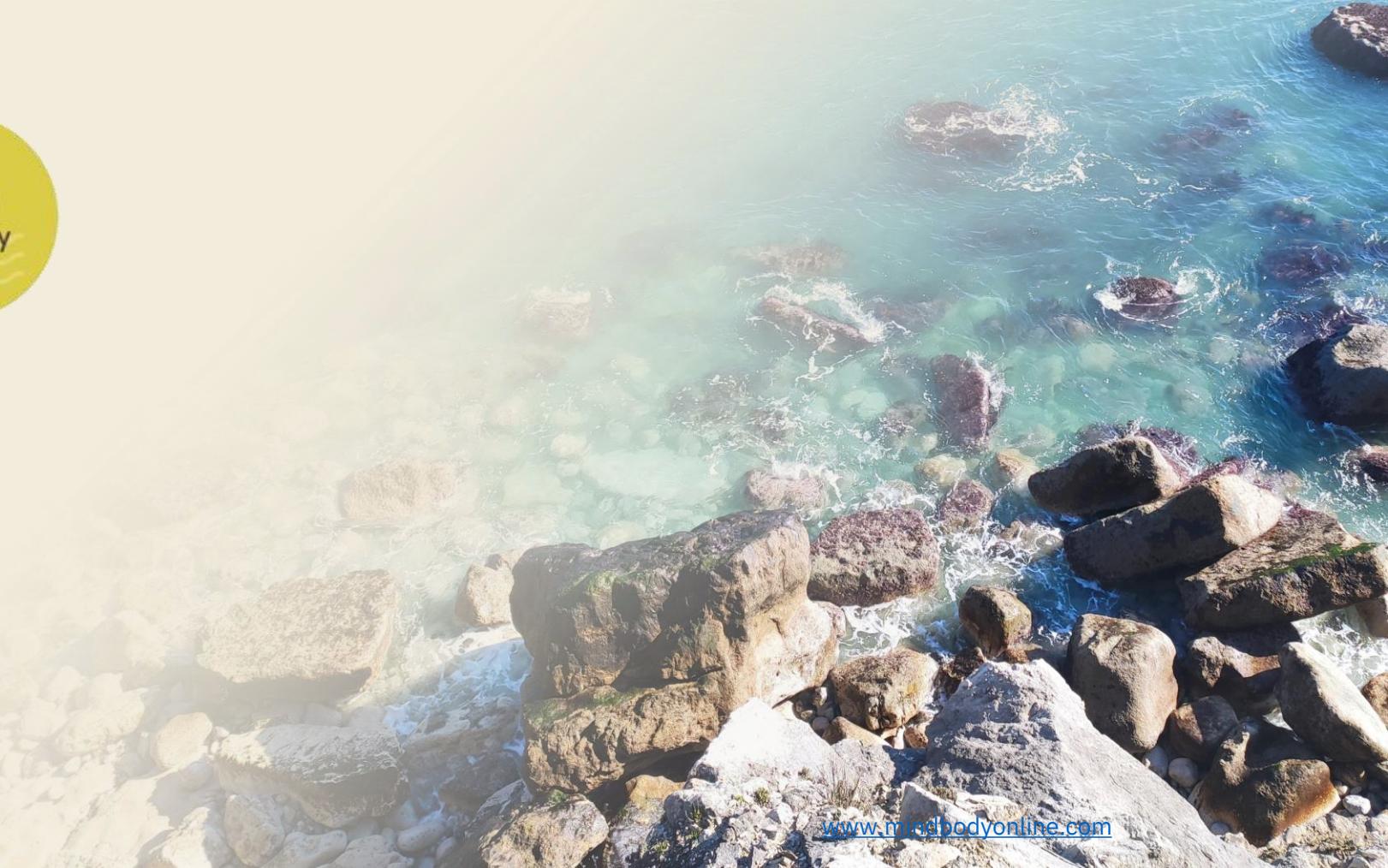
Workplace Environment & Culture

- Well-organized onboarding
- Reduce burnout
- Encourage engagement among team members
- Reward good performance
- Offer opportunities for advancement
- Promote from within

COMPETITIVE LANDSCAPE



TOP 5 POPULAR WELLNESS CATEGORIES



SWOT ANALYSIS

STRENGTHS

- Multiple service offerings
- Wide range of age groups are targeted based on services
- Modern age technologies and advanced equipment

WEAKNESSES

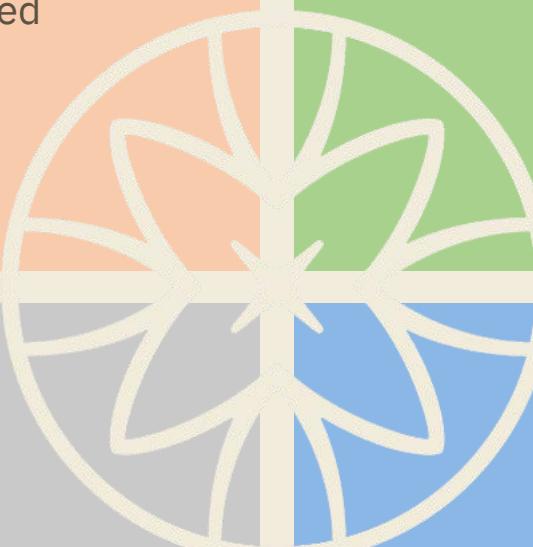
- Lack of popularity
- New in the market
- Moderate pricing structure

OPPORTUNITIES

- Branch out and expand VANA
- Cater services based on age group across US

THREATS

- Customer loyalty to existing wellness centers
- Employee misconduct





COMPETITORS & ZIP CODE

Competitors	Zip Code
Peace Love and Zen	Pittsburgh, PA 15206
Hand & Stone	Pittsburgh, PA 15222
Restore Hyper Wellness	Pittsburgh, PA 15224
Pittsburgh Chiropractic & Massage Therapy Center	Pittsburgh, PA 15219
Evolve Massage and Wellness Center	Pittsburgh, PA 15220
Inner Element Wellness	Pittsburgh, PA 15206

COMPARISON OF UNIQUE SERVICES



Peace Love and Zen	Hand & Stone	Restore Hyper wellness	Pittsburgh Chiropractic & Massage Therapy Center	Evolve Massage and Wellness Center	Inner element wellness
Platinum Energy System	Swedish Massage	Red Light Therapy	Electrical Stimulation	Dermaplanning	Ayurveda Spa
Full Spectrum Infrared Sauna Healing Infrared	Hot Stone Massage	Cryotherapy	Custom Orthotics	dōTERRA aromatherapy	Flower Essence and Chakra Balancing
AquaGenO2	Deep Tissue Massage	Biomarker Assessment	Faktr		
Intuitive Energy Healing	Prenatal Massage	Circadia Oxygen Facial	Chiropractic, manual therapy		
Reflexology	Sports Massage	IV drip Therapy	Rehabilitation		



COMPETITOR PRICING MODEL

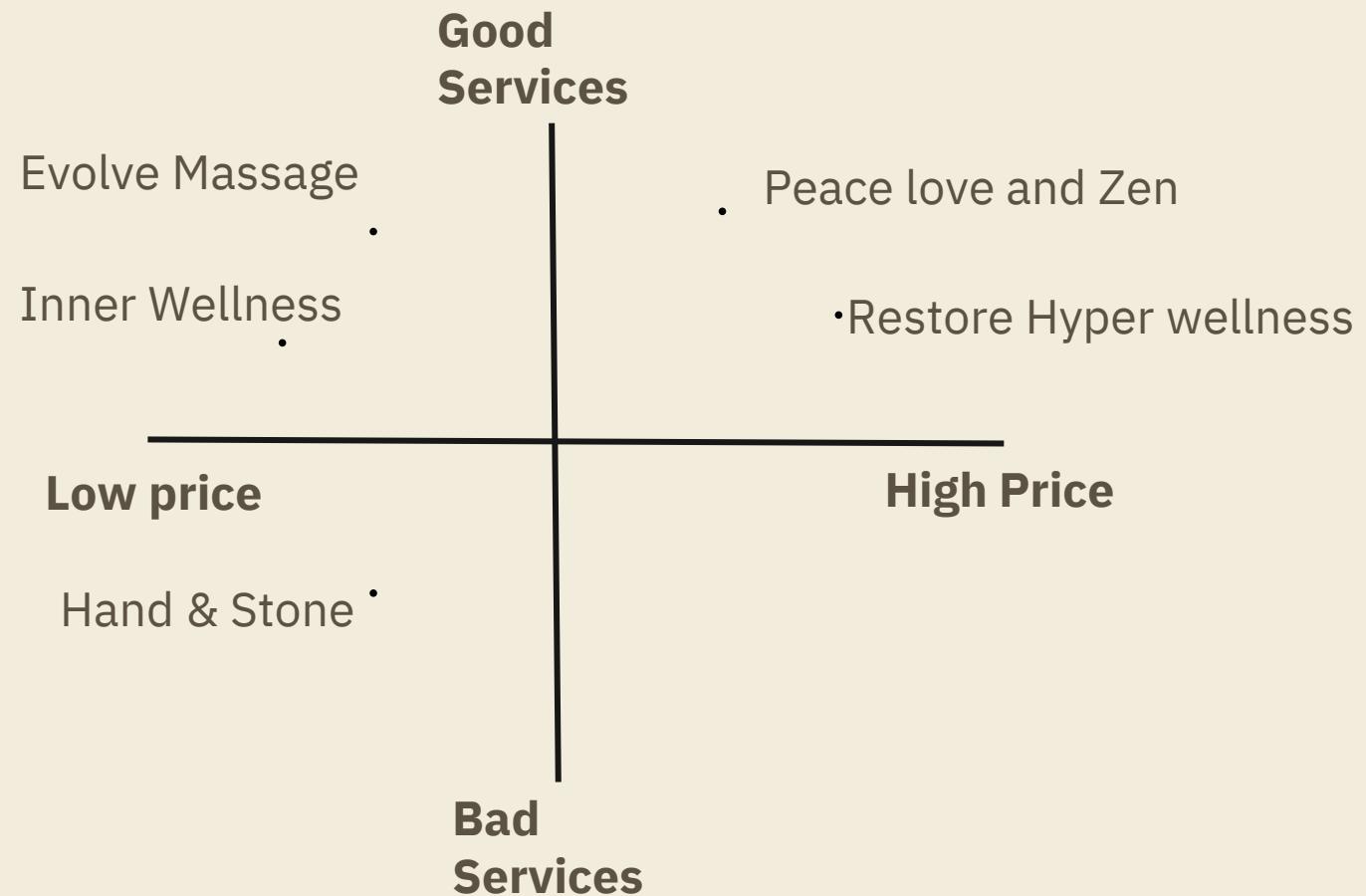
Sessions	Peace Love and Zen	Hand & Stone	Restore Hyper wellness	Pittsburgh Chiropractic & Massage Therapy Center	Evolve Massage and Wellness Center	Inner element wellness
Introductory Session	\$45 - \$100	\$45 - \$100	\$39 - \$120	N.A	\$79 - \$109	\$70 - \$180
Membership Model	Monthly - \$175	Monthly - \$175	Monthly - \$79.95	N.A	Monthly - \$ 79 12 Monthly - \$948	Monthly - \$125 Self-maintenance - \$88

COMPETITIVE ISSUES AND POSITIONING

- Hassle free booking structure
- Moderate Pricing Model
- Informative Services
- Introduction about the staffs/ Providers
- Demonstrate Educational Wellness Videos



COMPETITIVE ISSUES AND POSITIONING



COMPETITOR STRENGTH



Peace Love and Zen	Restore Hyper wellness	Hand & Stone
Intro about the staff and people	Offers a calendar-based model	Offers a membership model
Pricing and listings for various services	Provide a benefits of the service	Provides a clear pricing structure
Detailed information on services and offerings		Provides male and female providers info
Pittsburgh Chiropractic & Massage Therapy Center	Evolve Massage and Wellness Center	Inner element wellness
Provides have few blogs on the website	FREE initial consultation – 20 min	Introduced podcast
Provides educational videos/demo sessions	Offers products such as Bioelements, DōTERRA	

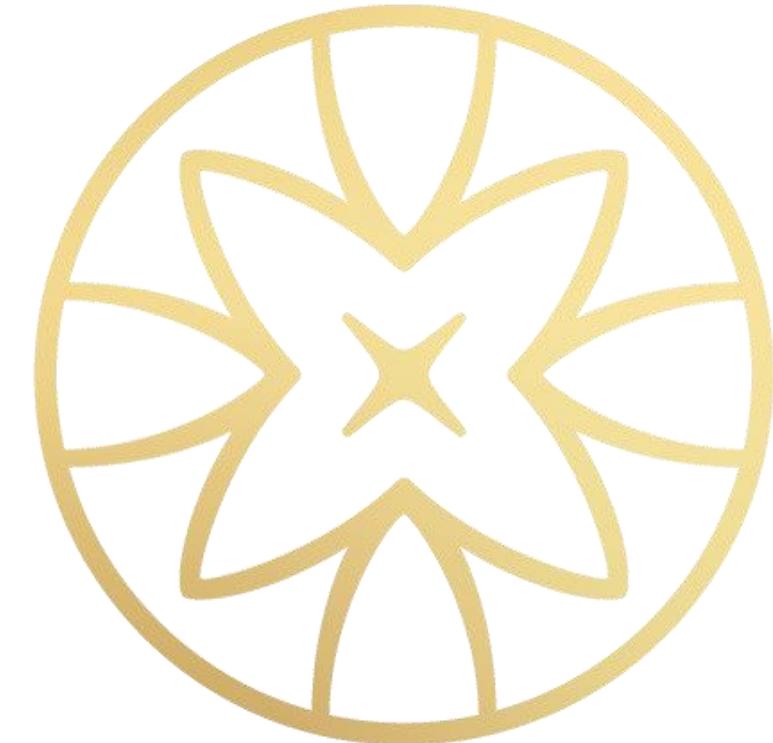
RATINGS

& REVIEWS



	Peace Love and Zen	Hand & Stone	Restore Hyper wellness	Pittsburgh Chiropractic & Massage Therapy Center	Evolve Massage and Wellness Center	Inner element wellness
Yelp Ratings	- 3.8 28 reviews	- 5.0 13 reviews	-4.9 7 reviews	-5.0 4 reviews	-4.5 57 reviews	-5.0 8 reviews
Facebook Ratings	-4.7 154 reviews	-4.5 27 reviews	-4.0 39 reviews	-5.0 10 reviews	-4.8 122 reviews	-4.8 105 reviews
Google Ratings	-4.3 180 reviews	-3.5 23 reviews	-5.0 112 reviews	-4.8 24 reviews	-4.7 142 reviews	-5.0 9 reviews

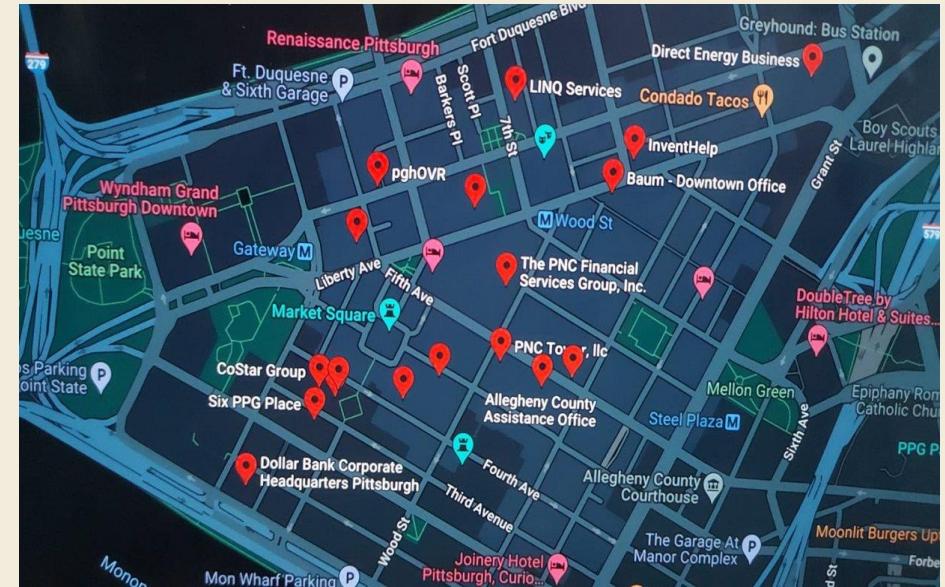
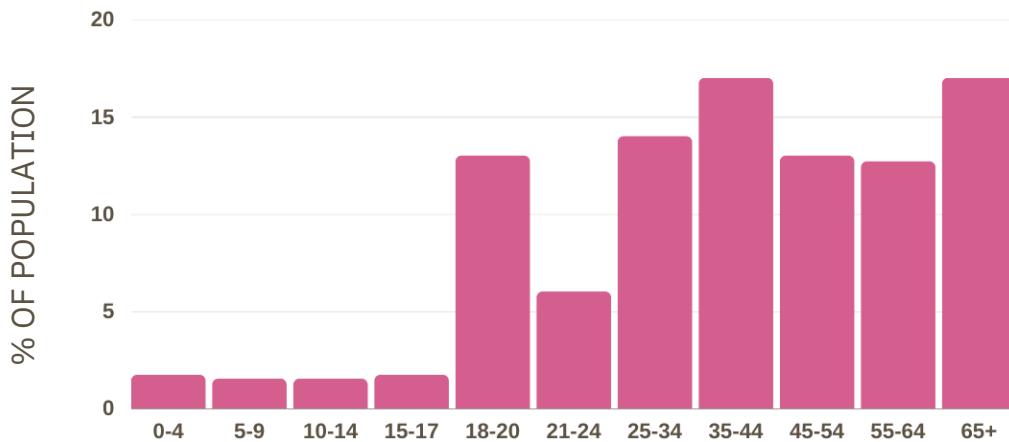
DEMOGRAPHIC ANALYSIS



DEMOGRAPHIC ANALYSIS

ZIP CODE 15222

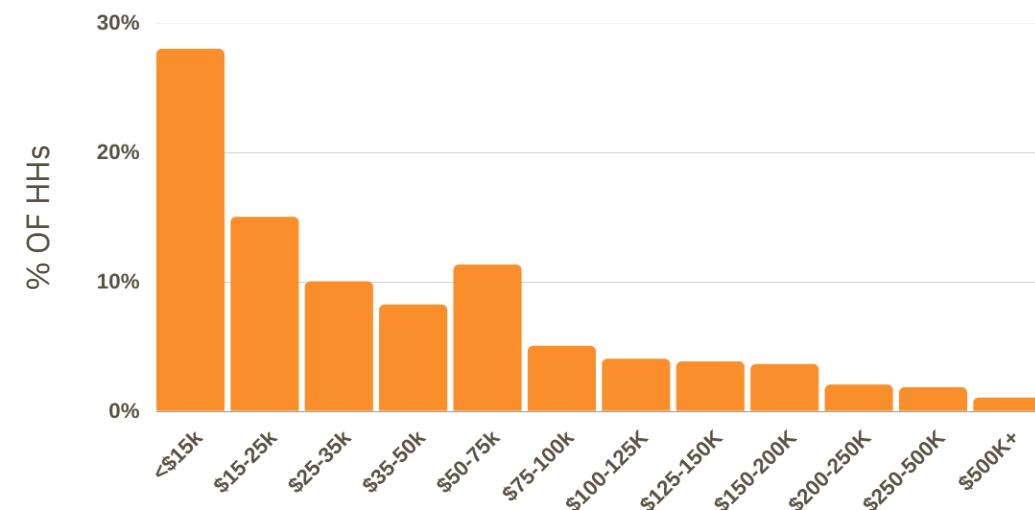
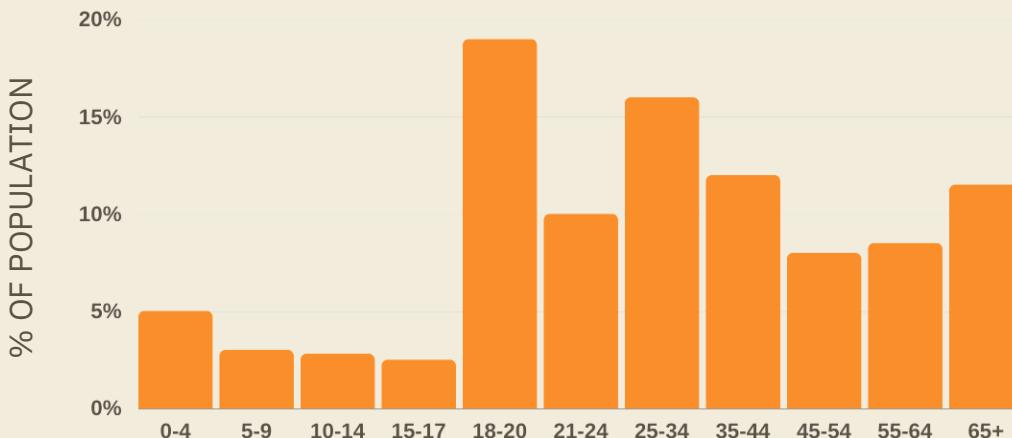
Zip Code	15222
Estimated Population	4500
Age Group (35-75+)	65%
Pay Range / Year	\$90,000
Areas to Target	Liberty, Penn, Forbes, Fourth & Fifth Avenue
Type of Area	Majority corporate/hospitality
Transportation	Public transport available



DEMOGRAPHIC ANALYSIS

ZIP CODE 15219

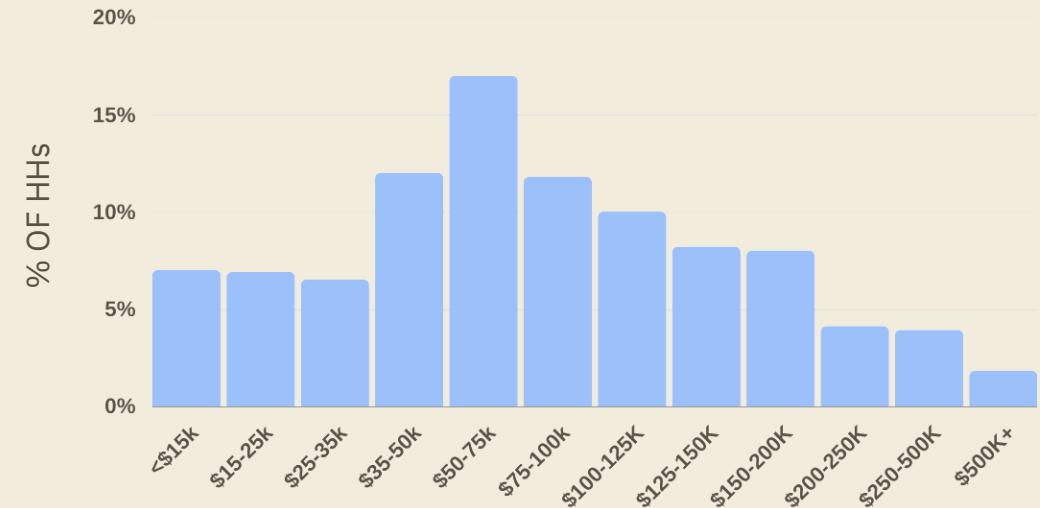
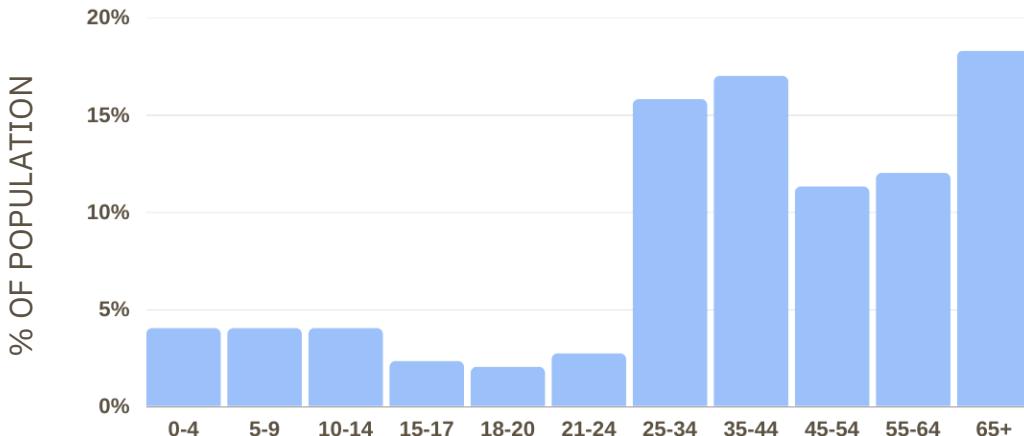
Zip Code	15219
Estimated Population	17883
Age Group (35-75+)	45%
Pay Range / Year	\$30,000
Areas to Target	Fourth & Fifth Avenue
Type of Area	Corporate and residential
Transportation	Public transport available



DEMOGRAPHIC ANALYSIS

ZIP CODE 15201

Zip Code	15201
Estimated Population	12713
Age Group (35-75+)	65%
Pay Range / Year	\$70,000
Areas to Target	Grant and Fourth Avenue
Type of Area	Residential
Transportation	Public transport available





INDUSTRIES & ORGANIZATIONS

Names	Zipcode
PNC Financial Services (financial)	15222
220 PPG Industries (industrial)	15222
226 Howmet Aerospace (industrial)	15222
245 Wesco International (industrial)	15222
254 Viatris (pharmaceuticals)	15222
310 U.S. Steel (industrial)	15222
330 Alcoa (metals/mining)	15222
362 Dick's Sporting Goods (retail/consumer goods)	15222
388 Wabtec (industrial)	15222
American Bridge Company (industrial)	15222
Argo AI (technology)	15222
Buchanan, Ingersoll & Rooney (law firm)	15222
Vector Security (commercial/residential security)	15222
Wexford Health Sources (healthcare)	15222
Farmers and Merchants Bank of Western Pennsylvania	15222
K&L Gates (law firm)	15222
NexTier Bank	15222
Pitt Ohio Express (services)	15222
Reed Smith (law firm)	15222
Elliott & Davis, PC	15219
Dornish Law Offices, P.C.	15219
Ziata Corp.	15219
DeMarco & Negle, LLP	15219
Frost Brown Todd LLC	15219
Jackson Kelly PLLC	15219
Trellis Legal, LLC	15201

HOTELS

Name	Address
Hotel Indigo Pittsburgh East Liberty, an IHG Hotel	123 N Highland Ave, Pittsburgh, PA 15206
Hilton Garden Inn Pittsburgh University Place	3454 Forbes Ave, Pittsburgh, PA 15213
Cambria Hotel Pittsburgh – Downtown	1320 Centre Ave, Pittsburgh, PA 15219
Hampton Inn Pittsburgh University/Medical Center	3315 Hamlet St, Pittsburgh, PA 15213
SpringHill Suites by Marriott Pittsburgh Bakery Square	134 Bakery Square Blvd, Pittsburgh, PA 15206
Homewood Suites by Hilton Pittsburgh Downtown	1410 Smallman St, Pittsburgh, PA 15222
Wyndham Pittsburgh University Center	100 Lytton Ave, Pittsburgh, PA 15213
Shadyside Inn All Suites Hotel	5405 Fifth Ave, Pittsburgh, PA 15232
Drury Inn & Suites Pittsburgh Airport Settlers Ridge	101 Ridge Rd, Pittsburgh, PA 15205
Best Western Plus Cranberry-Pittsburgh North	5001 Cranberry Springs Dr, Cranberry Twp, PA 16066
Drury Plaza Hotel Pittsburgh Downtown	745 Grant St, Pittsburgh, PA 15219
Hampton Inn & Suites North Huntingdon-Irwin	8441 Country Club Dr, North Huntingdon, PA 15642
Hampton Inn Greensburg	1000 Towne Square Dr, Greensburg, PA 15601
Hampton Inn Butler	400 Benevan Square, Butler, PA 16001
Hilton Garden Inn Indiana at IUP	714 Pratt Dr, Indiana, PA 15705
The Westin Pittsburgh	1000 Penn Ave, Pittsburgh, PA 15222
Fairmont Pittsburgh	510 Market St, Pittsburgh, PA 15222
AC Hotel by Marriott Pittsburgh Downtown	1126 Smallman St, Pittsburgh, PA 15222
Hampton Inn & Suites Pittsburgh-Downtown	1247 Smallman St, Pittsburgh, PA 15222
Wyndham Grand Pittsburgh Downtown	600 Commonwealth Pl, Pittsburgh, PA 15222
Embassy Suites by Hilton Pittsburgh Downtown	535 Smithfield St, Pittsburgh, PA 15222
Stay Pittsburgh	100 Smithfield St, Pittsburgh, PA 15222
EVEN Hotel Pittsburgh Downtown, an IHG Hotel	425 Forbes Ave, Pittsburgh, PA 15219



RESTAURANTS



15219

Restaurant name	Address
Bar Louie Pittsburgh	240 Station Square
Nick & Tony's	600 Grant St
Stanzione's Cafe 5th Avenue	818 Fifth Ave
Benkovitz Seafoods	2300 Smallman St
Bigelow Grille	Doubletree Hotel
Buca di Beppo	3 Station Sq
Cafe Euro	600 Grant St
Carlton, The	Mellon Bank Center
The Common Plea	510 Ross Street,
Common Plea, The	310 Ross St
Grand Concourse	1 Station Sq
Green Mango	410 1st Ave
Hard Rock Cafe	230 W Station Square Dr
Hooters	2 Station Square Dr E
Kiku Japanese Restaurant	225 W Station Square Dr
Melting Pot	125 W Station Square Dr
Pittsburgh Rare	300 W Station Sq Dr
Steelhead Grill	112 Washington Pl
Subway Sandwiches & Salads	1860 Centre Ave # 19329
Subway Sandwiches & Salads	700 Forbes Ave
The Terrace Room	530 William Penn Place
Tic Toc Shop	Kaufmann's

15201

Restaurant name	Address
Big Jim's	201 Saline St
The Church Brew Works	3525 Liberty Ave
Pastitsio	3716 Butler Street
Piccolo Forno	3801 Butler St
Subway Sandwiches & Salads	4017 Butler St
Tamari	3519 Butler Street
Vento's Pizza	420 N Highland Ave

15222

Restaurant name	Address
Boomerang BBQ	2701 Penn Ave
Buon Giorno Cafe	6 Smithfield St
Buskers In The Strip	2117 Penn Ave
Cafe On The Strip	1814 Penn Ave
dejAvu Lounge	2106 Penn Ave
Dowe's On 9th	121 9th St
Froggy's	100 Market St
Kenny B's Eatery	123 Sixth St
Liang's Hunan Chinese	957 Liberty Ave
Mamma Lucia's	433 Wood St
Market Street Ale House	21 Market Square
Mark's Grille & Catering	923 Penn Ave
Mullaney's Harp & Fiddle Rest	2329 Penn Ave
Portofino's	408 Smithfield St
1902 Landmark Tavern	24 Market Square
Angkor	2350 Noblestown Road
Arby's	963 Liberty Ave
Arby's	604 Wood St



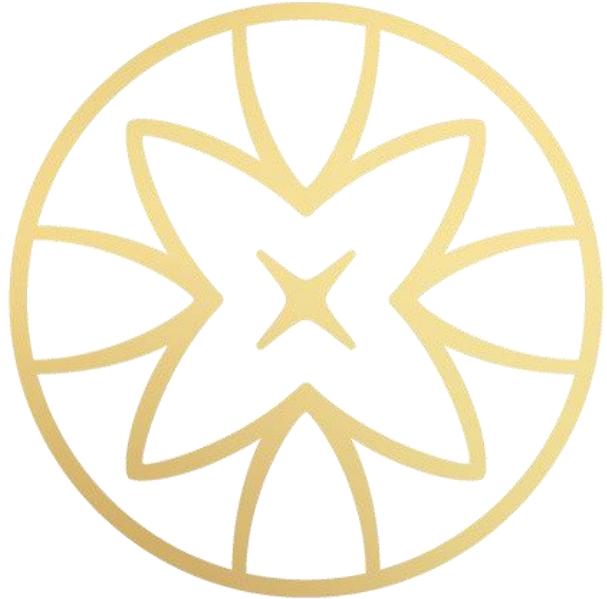
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dos.pa.gov

google.com

claritas360.claritas.com



MARKETING STRATEGY

MARKETING STRATEGY



Campaigns	Reference
Billboard Campaigns	By creating memorable billboard designs, potential customers will remember the business when they need their services or products. For example, helps build awareness of their brand by providing information to passersby on its location and the services provided by VANA.
Brand awareness campaign	A brand awareness campaign to familiarize the public with a new or revised products and differentiate it from our competition.
Product Launch Campaign	We can look around in the corporate area (Zip Code 15222) and target a bunch of hotels & offices.
Seasonal Push Campaign	Our main goal here is to promote products or services relevant to what people are looking for at that time, such as buying gifts/memberships for friends or family members or spending more time outside in the summer and giving them a discount at that point for example; Black Friday, Christmas and other holidays
Social Campaigns at luxury hotels/landmarks/corporate offices	Photo ads, Video ads in selected offices and hotels for promoting VANA.
Traditional Media Campaign	This means we can print, broadcast, direct mail, phone, and do outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences in Pittsburgh Post Gazette.

5 Strategies to Improve Customer Retention



Engage with Customers

Look at your marketing channels and identify the best ways to engage with your clients, whether it's social media, email marketing, online events or something else.



Reduce Friction in the Purchase Process

The fewer obstacles or challenges customers face when purchasing your product or service, the better—reduce page load times and simplify checkout procedures, for example.



Improve Customer Support

Offer multiple ways for customers to reach you. This can include live chat on your website, a dedicated telephone number, email, social media and a comprehensive FAQ page online.



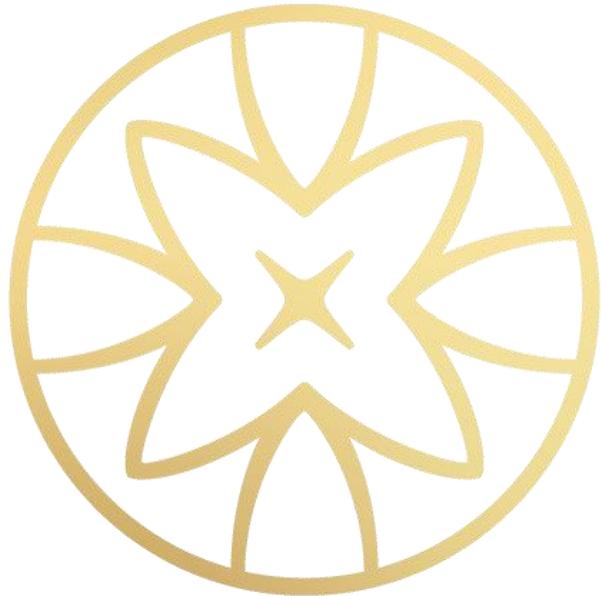
Create A Community

Having exclusive membership programs or forums where your company representatives and customers can interact with each other will help generate more brand loyalty and buzz.



Start A Loyalty Program

Motivate existing customers to make additional purchases and at a higher frequency with loyalty programs, using rewards that existing customers would find valuable, like free products or significant discounts.



ONLINE STRATEGY

GOOGLE ADS

SEARCH CAMPAIGN



- Setup different Search Campaigns for the services offered
- Create different landing pages according to campaign (service) to track leads for each service and to keep good keyword quality score

Search Campaigns for VANA	
Massage Therapy Campaign	Counselling Services
Infrared Sauna with Salt Therapy Booth	Myofascial Release
Red Light Therapy Booth	Movement Classes
Sound Bath / Sound Therapy	Somatic Expression
Harmonic Egg – Sound & Light Therapy	Reiki/Energy Healing
Wellness Coaching	Forest Bathing
Meditation	

Google Ads Account Structure



Recommendation: As Vana wellness have limited marketing budget its advisable only to launch Google Search ad campaigns to raise awareness and engagement in order to generate marketing-qualified leads.

GOOGLE SEARCH AD CAMPAIGN

Google search results for "wellness service pittsburgh pa". The search bar shows the query. Below it, the navigation bar includes All, Maps, Images, News, Shopping, More, and Tools. The results section shows approximately 8,770,000 results found in 0.72 seconds. An Ad from [OnTheGoga.com](https://www.onthegoga.com/programs) is displayed, titled "All-in-One Wellbeing Provider - On The Goga". It describes On The Goga's offerings, including challenges, resources, and workshops. It also mentions virtual workshop pricing and wellness workshops. A "People also search for" sidebar lists related keywords like "wellness pittsburgh", "central outreach wellness center aliquippa pa", "pittsburgh counseling and wellness", "counseling and wellness center", "central outreach wellness center pittsburgh, pa", and "counseling and wellness center of pittsburgh r".

Relevant keywords identification is important
for Search Ads

The landing page for SpaClick, titled "SPA, FACIAL & MASSAGE". It features a phone icon and the number 1800 657 7000. The main heading is "SPA, FACIAL & MASSAGE" with the subtext "Spa & wellness center landing page". A purple "BOOK AN APPOINTMENT" button with the phone number (800) 345 6789 is prominent. To the right is a large image of a woman with a flower in her hair, smiling. Below the image is a "BOOK NOW" button. The section "WHY SPA AND WELLNESS" is present with the text "You'll love the benefits of spa and wellness".

Landing Page

GOOGLE CAMPAIGNS



Display Ads



Relevant, visually appealing media design or creatives are important for Display Ads

YouTube Ads



Skippable Ad audience is IMPORTANT

FACEBOOK + INSTAGRAM MARKETING

- Update Facebook Page Information and need to increase reviews on Facebook page
- Use Hashtags (#) while posting content on Facebook
- Join the relevant local groups to share post
- Marketing Campaign should be consistent and Automation tool should be used.
- Competitors with Active FB + IG Ads: Hand & Stone, UPMC, Restore Hyper wellness, Counselling and Wellness Centre of Pittsburgh, Pittsburgh Integrated Wellness (<https://www.facebook.com/ads/library>)



Targeting	Placements	Ad Format	Ad Example
<p>In-market : Wellness & Health Care, Spa, Massage</p> <p>Age: 25-70</p> <p>Location: 15222, 15219, 15201</p> <p>Interest: Health and wellness, wellness coach, wellness spa, fitness and wellness, Massage Therapy, Counselling Services, Mediation</p> <p>Light therapy, Sound Therapy, Movement Classes</p>	Facebook & Instagram Ads, Stories	Image, Video, Carousals, Gif (Including offers)	Include offers on each services e.g. '20% Seasonal OFF' OR 'Receive 20% Off on first session'.



facebook Ads

Restore Hyper Wellness
Sponsored
ID: 544761807086775

Reduce Stress & Improve Your Mood with Red Light Therapy! 🌟

★★★★★ "Red Light Therapy was something new to me, I felt like a brand new woman after, with full relaxation for the next three days." - Amanda L.

See why Red Light Therapy is Roseville's favorite way to relax, and may...

restore
RED LIGHT THERAPY SPECIAL



CLAIM THE OFFER FOR ONLY \$20

First Time Customers Only

FB.ME
Red Light Therapy For Just \$20 🌟

Get Offer

Penn Wellness - PA
Sponsored
ID: 624119926138381

Hey Wexford! For the Next Week, we are giving away 50 Vouchers for a Full Body Chiropractic Adjustment, a Detailed Nerve & Spinal Examination, a Postural Assessment, a Health History Consultation, Digital X-Rays (if required), a Report of Findings, and along with a Personalized Adjustment Treatment Plan, all for just \$49 Dollars! (Normally a \$250 Total Value)

Get one NOW by clicking the link below!...

Need Back Pain Relief?



Book Your Chiropractic Appointment Today!

PENNWELLNESSGROUP.NET
\$49 Chiropractic Adjustment!
Book your appointment today.

Learn more

Makin Wellness
Sponsored
ID: 516152306772756

Get professional help personalized to you from a therapist on Makin Wellness.



Online Therapy Starts With A Simple Click

Get Started with a caring therapist within 24 hours*

[HTTPS://WWW.MAKINWELLNESS.COM/](https://www.makinwellness.com/)
Online Therapy On Your Schedule
Matching you with a caring therapist in 24 hours or less

Learn more



MARKETING (B2B)

- Create LinkedIn Page, Make it public , Optimize Your Company Page
- Join Groups, Share professional posts, make strategic connections
- Types of Linked Ads : LinkedIn sponsored content, LinkedIn Sponsored InMail, LinkedIn dynamic ads

Research Demographics

<https://statisticalatlas.com/zip/15201/Industries>

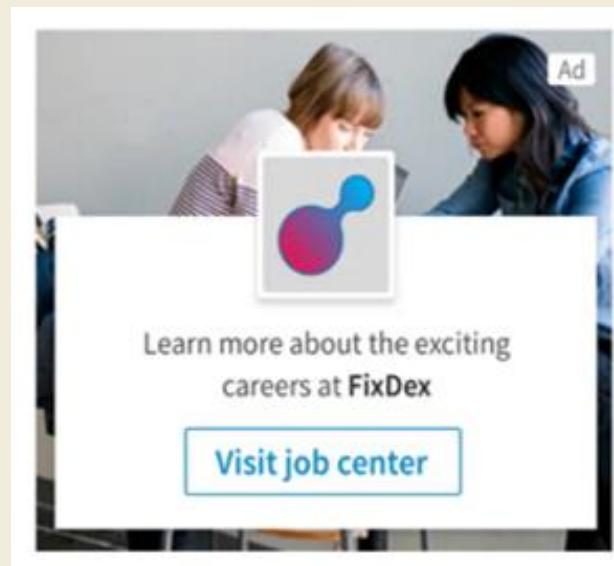
Targeting

Job Titles (Decision Maker) : Health Manager, Health director, Wellness coach, Fitness Manager, VP of Sales, Director of wellness, Speech Pathologist Director, HR Manager, HR Director

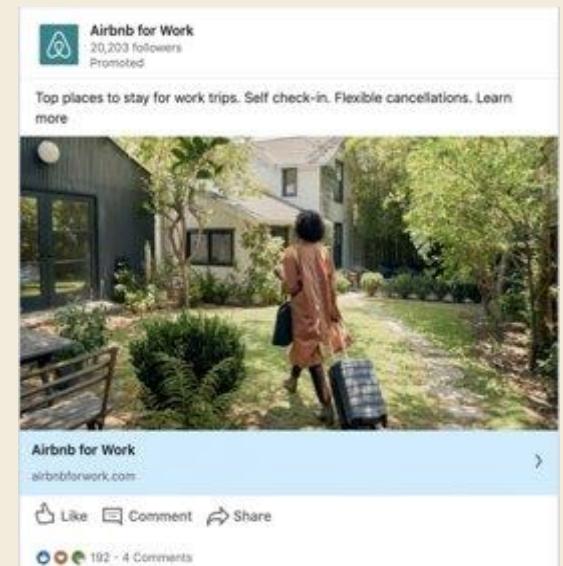
Industry Type : Healthcare, Information Technology, Education, Retail, Professional, scientific, and technical services, Manufacturing, Hospitality, Finance & Insurance, Construction, Entertainment

Location: 15222, 15219, 15201

LinkedIn Dynamic Ads



LinkedIn Sponsored Content



PAID ADVERTISING MEDIA PLAN



Forecast - Media Plan							Ad Visibility		Estimated Conversions		
Channels	Market	Campaign Type	Budget Allocation (%)	Clicks	CPC	Cost	CTR	Impression	Click to lead ratio	Leads	CPL
Facebook & Instagram	B2C	Lead Generation	28%	4125	\$0.40	\$1,650	1.20%	343750	4%	165	\$10.00
	B2B & B2C	Search	23%	600	\$2.70	\$1,620	7.50%	8000	10%	60	\$27.00
Youtube	B2C	Ad views	20%	577	\$2.60	\$1,500	0.30%	192308	5%	29	\$52.00
LinkedIn Ad	B2B only	Lead Generation	29%	513	\$2.26	\$1,160	0.45%	114061	2.5%	13	\$90.40
TOTAL			100%	5815	\$1.99	\$5,930	2.36%	658119	5%	267	\$44.85

Impression= Clicks/CTR , CPC= Cost/Clicks, Leads= Clicks * Click to Lead Ratio

GOOGLE MY BUSINESS

MAPS MARKETING

- Free, Easy process where businesses include relevant information in their Google My Business profile, like hours of service and customer reviews, to rank higher in search results.
- Get discovered in Google (and Google Maps)
- Build trust through reviews
- Encourage and answer reviews and questions
- Business profile should be verified
- Relevant categories and attributes should be marked . Ex. : Wellness Program
- Google determines local search ranking based on three factors:
 - **Relevance:** How well your Google My Business listing matches a search
 - **Distance:** How far your location is from the search or searcher
 - **Prominence:** How well-known your business is (based on factors like links, number of reviews, review score, and SEO)
- Add real images and videos of your business
- Keep your business information up to date
- Add your products, Add Hours of operation

The image shows two screenshots related to Google My Business and local search results.

Top Screenshot (Google My Business): A screenshot of a Google My Business listing for "Central Outreach Wellness Center". The listing includes a photo of the building at 101 Timber Court, Pittsburgh, PA 15212, a map showing its location near The Andy Warhol Museum, and sections for "See photos" and "See outside". Below the main listing, there are two expandable sections: "COVID-19 vaccine location" and "COVID-19 testing center". Other details listed include "COVID-19 info: centraloutreach.com", "A 2-min walk from The Andy Warhol Museum", "Address: Timber Court Building, 127 Anderson St Suite 101, Pittsburgh, PA 15212", "Hours: Closed · Opens 9AM ·", "Phone: (412) 322-4151", and "Appointments: centraloutreach.com".

Bottom Screenshot (Google Search Results): A screenshot of a Google search results page for "wellness center near 15222 zip code". The results show four local business entries: "Restore Hyper Wellness" (5213 Liberty Ave), "Central Outreach Wellness Center" (4.3 stars, 124 reviews), "Aura Sauna Studio" (5.0 stars, 2 reviews), and "Therapeutic Knowledge, LLC". Each entry includes a thumbnail, name, address, rating, review count, and operating hours. To the right of the search results is a map of Pittsburgh, Pennsylvania, highlighting various landmarks and the location of the wellness centers.

SEARCH ENGINE OPTIMIZATION (SEO)

RECOMMENDATIONS



- Change Title Tag
 - Title tag should contain keywords, 60 characters limit
`<title> best wellness service in Pittsburgh </title>`
 - Include a meta description tag
 - `<meta name="description" content=" " >`, 155–160-character limit
 - Use only one H1 Tag
 - Add missing Image Alt Attributes with relevant image names
 - Install website analytics tool like Google Analytics tool on page
 - Page is scoring poorly on Mobile Page Speed Insights evaluation
 - Reduce image size to boost page speed. (<https://www.seoptimer.com/www.vanawellbeing.com>)
- ### Social Profiles
- Not detected a Facebook Pixel on your page
 - No associated YouTube channel found linked on your page
 - No associated LinkedIn profile found linked on your page.

SEARCH ENGINE OPTIMIZATION (SEO)

RECOMMENDATIONS

- Backlinks can disappear as time goes by thus need to continue to find new backlink opportunities to keep your search ranking high.
- Replicate your competitors' SEO backlinks. Free tool <https://www.link-assistant.com/seo-spyglass/free-backlink-checker-tool.html>
- Use the broken link building strategy, Try to regain missing backlinks, Build links with images
- **Article submissions** are a type of off-page SEO technique that can help improve your website's ranking position in the search engine results pages (SERPs).

Discover the backlinks of any site (and learn how your competitors have boosted their SEO game)

https://www.restore.com Domain with subdomains **CHECK BACKLINKS**

Backlinks 9,967 Referring domains 1,809 C-blocks 1,119 IPs 1,651

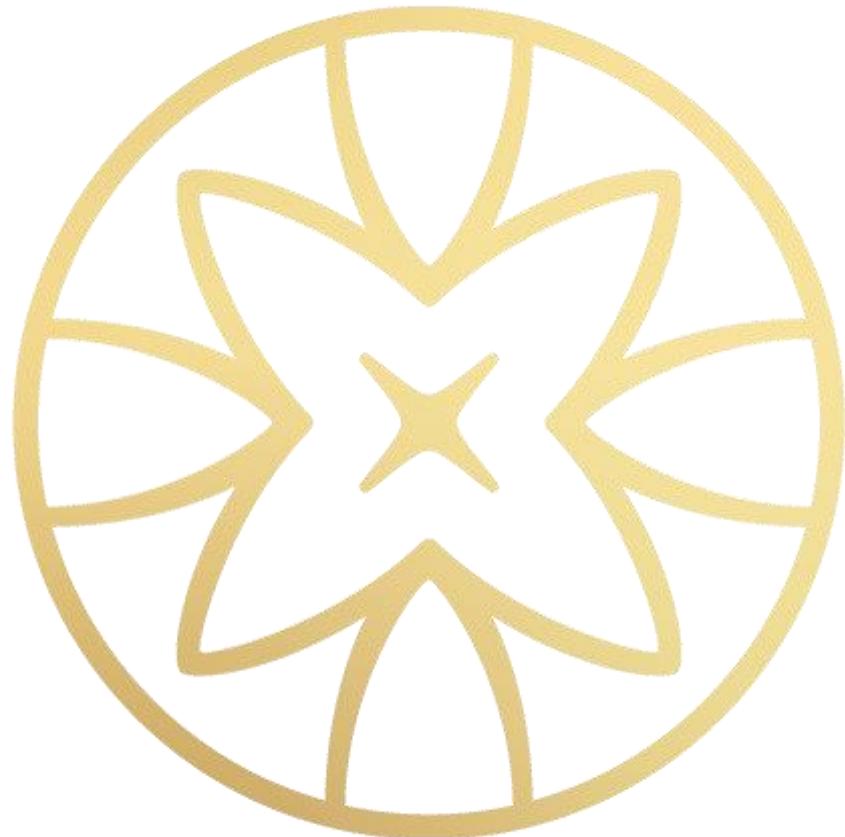
Page InLink Rank 28 Domain InLink Rank 68 Dofollow / Nofollow backlinks 51.3% 5,119 backlinks 48.7% 4,849 backlinks

Backlinks (10,000)

#	Backlink Page	Domain InLink Rank	Page InLink Rank	Anchor text and URL	Dofollow	First found	Last check
1	Health & Wellness on Hilton Head Isla...	75	25	Visit Website https://www.hiltonheadisland.org/re...	Yes	Dec 05, 2022	Dec 05, 2022
2	Best 30 Massage in Tampa, FL with Rev...	90	28	Website https://www.restore.com/locations/...	No	Dec 05, 2022	Dec 05, 2022
3	Health & Wellness https://www.thebestbusinesses.org/la...	44	6	N/A https://www.restore.com/	No	Dec 05, 2022	Dec 05, 2022

Top Article Submission Sites										
AS #	Article Submission Site	Website URL								
1.	Google Sites	https://sites.google.com/								
2.	HubPages	https://discover.hubpages.com/								
3.	EzineArticles	https://ezinearticles.com/								
4.	Medium	https://medium.com/								
5.	Quora	http://quora.com/								
6.	ArticleBiz	https://articlebiz.com/								
7.	My Articles	https://myarticles.io/								
8.	Blogger	https://www.blogger.com/								
9.	Tumblr	https://www.tumblr.com/								
10.	LinkedIn	https://www.linkedin.com/								
11.	Articles Factory	http://www.articlesfactory.com/								

Free Article Submission Sites	
warticles.com	articlicious.com
articlepole.com	prolinkdirectory.com
webpronews.com	blog.giganticlist.com
jmparticles.com	streetarticles.com
articlecatalog.com	howtoadvice.com
articleside.com	upublish.info
articledoctor.com	easyarticles.com
awebcity.com	selfgrowth.com
threadwatch.org	apsense.com
articlebliss.com	articleside.com



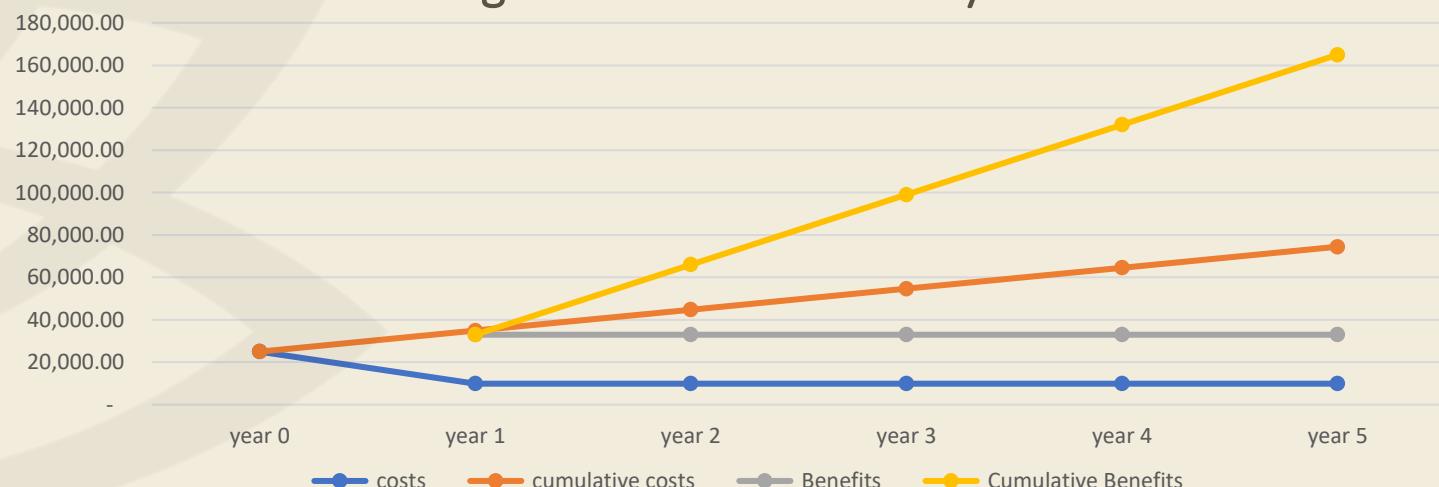
FINANCIAL PROJECTIONS

Jean

COSTS TO BENEFITS ANALYSIS

	costs	cumulative costs	Benefits	Cumulative Benefits	Payback
year 0	25,000.00	25,000.00			
year 1	9,883.88	34,883.88	33,000.00	33,000.00	(41,419.40)
year 2	9,883.88	44,767.76	33,000.00	66,000.00	(8,419.40)
year 3	9,883.88	54,651.64	33,000.00	99,000.00	24,580.60
year 4	9,883.88	64,535.52	33,000.00	132,000.00	
year 5	9,883.88	74,419.40	33,000.00	165,000.00	
Payback in years					2.26
ROI=(Σ Benefits - Σ Costs)/Σ Costs					122%

Marketing costs to benefits analysis chart





JOINT
VENTURE
AND
PARTNERSHIP

JOINT VENTURES & PARTNERSHIPS

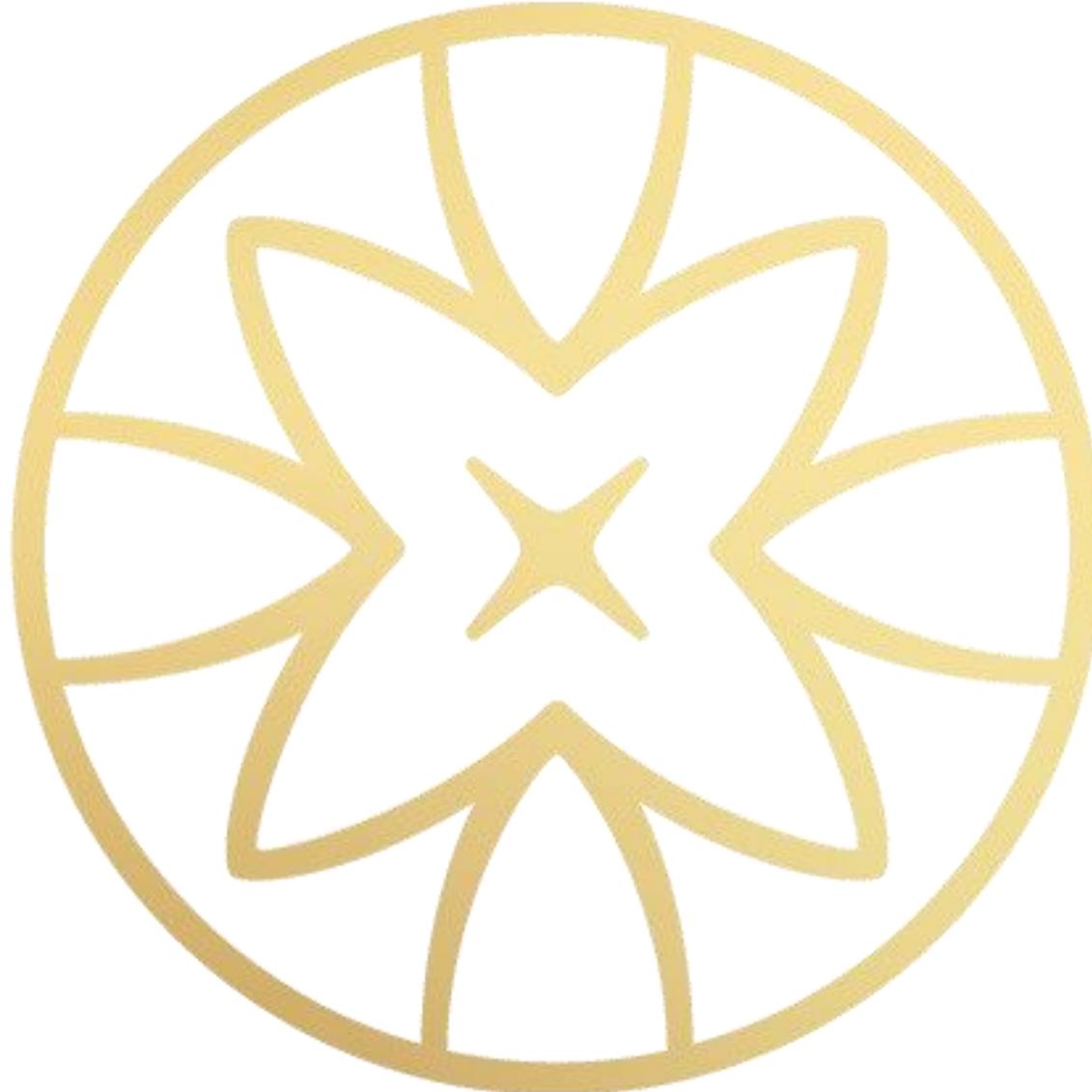
Joint Ventures:

- VANA can work with Pittsburgh Chiropractic Wellness and Massage Center and Inner Element Wellness to introduce more scientific wellness related blogs that would be helpful in general awareness.
- They can create a new Yoga Studio by annexing with other small freelancing Yoga Practitioners in Pittsburgh.
- As per the demographic analysis, Zip Code 15201 is mostly a residential area. VANA can produce massage and spa salons.

Partnerships:

- Zip code 15222 and 15219 are mostly corporate and hotel industry area.
- VANA can partner with the corporates and utilize the existing location setup to provide health and fitness services.
- VANA can implement bi-weekly mental health consultations for the corporate offices.
- VANA can introduce special weekend retreat programs by collaborating with the hotels in the region.
- Vana can also start working on providing franchise support to expand their business





CONCLUSION

CONCLUSION

Competitive Analysis

- Compared 5 competitors (Peace Love and Zen ,Hand and Stone, Restore hyper wellness , Evolve massage and wellness and Inner element wellness)
- Pricing structure and their unique services
- Competitors strengths and swot analysis for Vana and shared their positioning in the market

Demographic and Marketing Strategy:

- 15222- Corporate and hotel industry region, average income - 90K , target age group is 25-60+ age groups
- 15219- Corporate area and hotel industry - average income – 30k , target age group 25 –60+ age group
- 15201 – residential area and avg income – 70K – target age group- 35 to 75+ age group
- Marketing campaign : Billboard ,Brand awareness ,Product Launch ,Public relations ,Seasonal Push ,Social Campaigns at Luxury Hotels/Landmarks/Corporates Offices ,Traditional Media Campaign

Online Strategy

- Media plan budget can be changed based on requirements.
- Campaigns need to be analysed periodically based on performance, quality and quantity of leads.
- Post Engagement Analysis for LinkedIn & Facebook to check user awareness (impressions, clicks, likes, shares etc.)

CONCLUSION

Products pricing and Services:

- The products pricing are not fixed, Vana will use price sensitivity analysis as the business evolves to set the right pricing for each market the company will conduct business in. That will allow the company to set the right price, at the right time and in the right market accordingly.
- Some products will also make more sense based on the location of the business as the company expands and based on the evaluation of each market segments for the optimal consumer targeting and product positioning.

Operating Plan:

- Starting off with a physical gym location with packages (group classes in particular) have the most impact
- Work with local businesses to explore partnerships based on business needs
- Proper advertisements will result in higher awareness

People Resources:

- Utilize staffing agencies and job listing websites for GM recruiting
- Increase budget on employee benefits to attract candidates for GM role
- Utilizing up-to-date technology to maximize staff productivity and avoid under and overstaffing with provider incentive system based on shares of treatment sales

REFERENCES

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- <https://statisticalatlas.com/place/Pennsylvania/Pittsburgh/Employment-Status>
- <https://www.niche.com/places-to-live/pittsburgh-allegheny-pa/residents/>
- <https://worldpopulationreview.com/us-cities/pittsburgh-pa-population>
- <https://datausa.io/profile/geo/pittsburgh-pa/#demographics>
- <https://www.zippia.com/advice/fitness-industry-statistics/#:~:text=The%20market%20value%20of%20the,grow%20171.75%25%20to%20%24434.74%20billion>

Wellness industry Market Analysis

- <https://www.zippia.com/advice/health-and-wellness-industry-statistics/>
- <https://www.visionresearchreports.com/health-and-wellness-market/38526>

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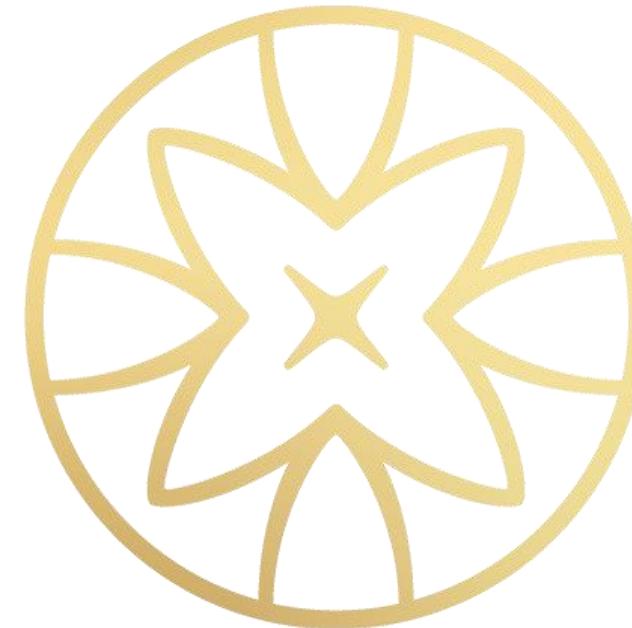
Competitive

- www.mindbodyonline.com

People Resources

- <https://money.com/best-job-search-sites/>
- <https://www.clearlyrated.com/staffing/healthcare-staffing/allied-therapy-staffing/pa-usa/pittsburgh-pa>
- <https://www.businessnewsdaily.com/8750-work-with-staffing-agency.html>
- <https://www.mindbodyonline.com/business/education/blog/spa-service-provider-compensation-strategies>
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QUESTIONS



THANK YOU

