

1.0 Intro

1.1 What Is Your Product?

Serenity Spa is a service product catered to families expecting and already blessed with a baby. Its purpose is to accommodate a number of prenatal and postnatal needs. Serenity Spa is meant to be a one stop shop for all of these needs.

Our services include:

- Both prenatal and postnatal massage therapy
- Full facial services
- Manicure Services
- Prenatal and postnatal exercise and mobility training sessions
- Postnatal weight-loss classes
- Educational classes for expecting fathers
- Plaster stomach casting
- Mother's growth progression picture services
- 4 Dimensional ultrasound technology
- Hall for catered baby showers
- Child care area for mothers who already have children
- Room dedicated to fathers while mothers are participating in certain services

Serenity Spa, while primarily a service spa, also will offer several products to customers. These products include but are not limited to:

- Nutritional foods and beverages for mothers
- Baby books (ex. Baby names)
- Prenatal-safe lotions and oils for mother's skin
- Exercise/Yoga outfits for mothers
- Misc. baby outfits and toys

The combination of services and products makes Serenity Spa a near all inclusive place for all of your prenatal and postnatal needs. With certified therapists, technicians, and physical trainers on hand, Serenity Spa will have expert knowledge in a wide variety of areas concerning both the mother's and child's health before and after childbirth.

1.2 What Business Are You Really In?

Serenity is in the baby business. Our mission is to encompass as many of the prenatal and postnatal needs of mothers in our area. This allows our business, as previously stated, to be a one stop shop for the needs of these mothers. While many of the products and services offered by our company are available in a variety of places, Serenity Spa wishes to combine all of these products and services under one roof. Serenity Spa is in the business of gaining market share from a variety of markets. The markets we are gaining a share of may not necessarily be centered on prenatal and postnatal care. There are a number of yoga studios or spas that offer services specifically for mothers, but that is not their primary product offering. They also offer these services to regular men and women as well. Serenity Spa plans on concentrating specifically on the prenatal and postnatal needs of mothers, and thus attempting to take the market share away from businesses that do not primarily focus on these needs.

2.0 Product or Service

2.1 Unique Features: Benefits

There are many benefits to women with pregnancy massages.

The Potential Benefits of Pregnancy Massage are:

- Relaxation and reduced stress
- Emotional support and physical nurturing
- Relief of muscle spasms, cramps, myofascial pain, especially in the neck, back, hips and legs.
- Improved blood and lymphatic circulation
- Easing of musculoskeletal pain caused by the increased stress on weight-bearing joints during normal pregnancy.
- Reduced constipation, gas and heartburn.
- Enhanced kinesthetic awareness. This can improve a woman's ability to relax deeply during labor.
- Postpartum support for new mothers.
- Assistance in postpartum restoration of the abdomen and weight-bearing muscles and joints.

Our business doesn't just want to focus on massages for pregnant women. We want to provide an all around wellness center. Our center will provide information about Yoga during and after pregnancy. We will also provide information about eating healthy while you are pregnant and exercising and getting back into shape after pregnancy. Yoga can alleviate the discomforts caused by pregnancy (pregnancy.about.com). There are poses for sciatic pain, round ligament pain, and yes, even morning sickness (pregnancy.about.com). Many women begin yoga for a life long activity during pregnancy, finding that returning to yoga is much simpler postpartum than many other fitness activities (pregnancy.about.com). Yoga helps relieve many pains caused during pregnancy, such as back pain, and anxiety and depression that may occur during pregnancy. Yoga is a way to massage all organs of the body. Yoga also aids in detoxification; it gently stretching muscles and joints as well as massaging the various organs, yoga ensures the optimum blood supply to various parts of the body (www.healthandyoga.com). This helps in the flushing out of toxins from every nook and cranny as well as providing nourishment up to the last point (www.healthandyoga.com). This leads to benefits such as delayed ageing, energy and a remarkable zest for life (www.healthandyoga.com). Yoga also helps in the proper toning of muscles; muscles that have become flaccid, weak or sloth are stimulated repeatedly to shed excess flab and flaccidity (www.healthandyoga.com). Yoga helps harmonize the body (www.healthandyoga.com).

Yoga has **5 vital tools** for pregnancy. When followed together, they work wonders on your health and your capability to have a smooth pregnancy (www.healthandyoga.com).

- 1) **Yoga Exercises** – These gently work on the reproductive organs and pelvis to ensure a smooth pregnancy and a relatively easy childbirth. At the subtle level, these ensure optimum supply of blood and nutrients to the developing fetus (www.healthandyoga.com).
- 2) **Breathing** – These powerful techniques ensure the abundant supply of oxygen and a better life force for you and your child. These methods work on your fitness during pregnancy (www.healthandyoga.com).
- 3) **Mudras and Bandhas** – The psychophysical stimulation of these gestures and locks have powerful effects on a woman's reproductive organs (www.healthandyoga.com).
- 4) **Meditation** – As a therapeutic tool, meditation will help you resolve the deepest of neuroses, fears and conflicts, which are so common during pregnancy. Meditation

brings with it an incredible awareness that helps you connect with your child in a way that is impossible to explain (www.healthandyoga.com).

- 5) **Deep Relaxation** – (Yogic sleep) is particularly effective during pregnancy for physical and mental relaxation as well as for childbirth preparation (www.healthandyoga.com).

For easy pregnancy yoga exercises and relaxation, we will offer specially designed "Twintex" yoga mats; which are soft yet firm which is what a pregnant woman requires (www.healthandyoga.com). Unique Hand-woven "twin-textured" pattern: one side is hand woven with regular cotton yarn to provide good grip with enhanced moisture absorbance (www.healthandyoga.com). The reverse side is woven with extra soft rayon-chenille, to make meditation and relaxation poses delightfully comfortable (www.healthandyoga.com). Such a weave pattern ensures a complete yoga session including meditation and relaxation (www.healthandyoga.com).

Yoga can also help with the birthing process. By stretching and cultivating the muscles for birth, you inherently make birth easier (pregnancy.about.com). The muscles are prepared by the yoga to do their job efficiently in labor (pregnancy.about.com). Not to mention the glorious relaxation skills that you can bring to your birth after the months of practicing (pregnancy.about.com).

Our wellness center will also provide information on nutritional eating. Pregnant women today are more concerned about what and how to eat, as well as what to do to keep in shape when they might not be feeling their best. Our center will provide the necessary information and counsel to help women eat healthy and answer any questions concerning food choices. During pregnancy, woman should focus on calorie intake, calcium, iron, and protein (www.ific.org). A pregnant woman needs about 300 calories a day more than a normal woman to support the rapid growth of the fetus and her changing body (www.ific.org). Normally, pre-pregnancy calorie consumption is around 2200 calories for most active women (www.ific.org). The calcium recommendation during pregnancy is 1,000 mg/day for women 19 to 50 years of age. Milk, yogurt, cheese, frozen yogurt, ice cream, and ice milk supply significant amounts of calcium (www.ific.org). Pregnant women should consume at least two to three servings of calcium-rich milk group foods a day. The iron recommendation doubles, from 15 mg/day before pregnancy to 30 mg/day during pregnancy (www.ific.org). Pregnant women need to know which foods are iron-rich (www.ific.org). Red meat, fish, and poultry are good sources of iron (www.ific.org). Enriched and whole grain breads and cereals, green leafy vegetables, legumes, eggs, and dried fruits also provide iron (www.ific.org). The above information is an example of what our center will provide. Often women, in general, overlook their food choices. Our center can help correct those during the pregnancy to help with the healthy development of the fetus.

Our wellness center provides more than just your typical spa. We went to create an atmosphere that celebrates pregnancy. We will provide information for eating and exercising that will aid in the pregnancy process. We also want women to continue to use our spa after they are finished with their pregnancy. We want them to come back for yoga lessons and nutrition help.

2.2 Unique Features: Limitations

Though we plan on offering such unique services as a full nutrition center as well as a yoga studio, there are several limitations to such services. In regards to a yoga studio, as

the mother and her child grow with each trimester, there are less and less exercises available to women due to physical immobility as well as a lack of stamina. Pregnant women are carrying more weight with each trimester, and after several months, it begins to have a toll on the body. Pregnant women get tired faster from physical activity, and are known to have shortness of breathe in their later months. This means that there is a period where our services will be lacking due to these restraints.

Other restraints in regards to our unique features are that of competition from grocery stores as a source of gaining your nutritional needs. Though we will be offering a variety of nutritional foods and services, we will never be able to compete with a grocery store because we are not solely in the nutrition market. Though we will be serving to pregnant women, we will not be offering to her family. Most people like going to one store for all there shopping needs, and rather not go to two stores, one for the mother, and one for the rest of the family.

2.3 Stage of Development

Our business is still very much in the planning stage of development. We still have much market research to be doing if we want to go ahead with this project. Financial aspects of such a business have yet to been addressed as well as an actual location for our business. We agree that there is a market for such a business, which will be addressed in the demographic section of our report.

2.4 Trends Related to Product or Service

Related industries to our have shown upward trends over the past decade, and give us hope that we would be entering the market at the correct time. The nutrition industry, just including vitamins and supplementation, has crossed into a billion dollar industry in the last 15-20 years. This is only in regards to nutrition products that aren't even regulated by the FDA. Last quarter, General Nutrition Center (GNC) recorded revenues of \$367.7 million, which is an 11% increase from last year alone. (www.GNC.com). Though the U.S is now notorious for obesity, nutrition as well as fitness is on the rise. "With programs such as America on the Move, and Shape Up America, Americans are starting to climb back into gyms and starting to eat healthy" (<http://fnic.nal.usda.gov>). People are also caring about how they look more and more. Our society has been spurred by the "baby boomers" to spend more and more money on maintaining our youthful appearances. Exercise has become a billion dollar industry as well. Exercise used to be related to merely running and weight lifting, as with facilities such as Gold's Gym , but now, yoga studies and flexibility training, as found at Curves is becoming more and more popular. Women want to be able to take care of there children and eventually go back to work as if nothing happened, and our services offer them the healthiest way and most relaxing way to birth, as well as the quickest way to recovery.

3.0 Industry and Market

3.1 Current Industry

The current industry for maternity spa is emerging in America. There are already between 5-10 maternity spas sprouting throughout the nation. They are anywhere from California, Texas, Georgia, Illinois, Virginia and New York. These spas that are currently available are special niches within the spa industry.

Based on statistics from the 2003 North American Spa Industry Statistics, the United States Spa industry made \$11.2 Billion dollars in revenues in the year 2003. There is a estimation of a 12,100 spa throughout the United States. The largest category of spas in

the United States is the day spa. They are located geographically all over the United States, although a large percentage of day spa are located Northeast America because of the high percentage of the population living there. Day spa's account for just under half of the spa industry's revenues. On average half of a spa's revenues are derived from treatment rooms, making it clear that day spas are the most prominent style of spa in America. The current spa industry employs an estimated 280,700 people. Fifty-one percent of these are employed full-time, thirty-four percent of these people are employed part time and fifteen percent are through contract. The employee wages and salaries totaled approximately to \$4.9 billion in the year 2003. (<http://www.experienceispa.com>) A statement from Lisa Biank Fasig, who is a staff reporter for the Cincinnati Business Couerier states, "The concept is uncommon, and therefore promising, industry observers said. A pregnancy spa, one that offers service for before, during and after delivery, could appeal to doctors as well as entrepreneurs."
<http://www.bizjournals.com/dayton/othercities/cincinnati/stories/2006/09/04/story6.html>.

3.2 Market Potential for Industry

The maternity spa would be classified a niche day spa targeted specifically toward women who are seeking to become pregnant, women who are pregnant, and women who have recently given birth. This specific industry is expected to grow due to numerous reasons. One being the expected birthrate of children is on the increase. The second reason is that the age of women who are beginning to have children is increasing and therefore having a greater amount of disposable income. The third reason is that it is a niche market designed to provide products and services exclusively to expecting mothers at a special time in their lives. The market strives to satisfy the needs of women, it relieves problems associated with becoming and being pregnant, while also making the patient relaxed by being waited on hand and feet.

Research and Markets states the expected birthrate of children is expected to increase by 6.2% through the year of 2010. In the year 2006 women in their late 20's had the highest amount of births, stated by the CDC. They had a total of 115 babies born per 1,000 women to the ages of 25-29. The CDC notes that births to older women are continuing to be on the incline. Women in their late thirties (35-39) are up by four percent. They are now having 44.5 babies per 1000 women. Also women between the ages of 40-44 have increased their percentage to 3%, having 9 babies per 1000 women through the year. Those two age groups of women received the biggest jump in percentage birth rates. Those statistics lead us to believe with more and more women in their midlives having an increasing amount of births, the amount of disposable income has increased as well. In an article discussing how phenomenal the rates of children's personal care products has increased by 65% through the years of 1999-2005 they also discuss how those same factors are related to the increase in older mother's having children who in turn have higher levels of disposable income. In the article higher levels of disposable income meant that women who are older than 30 are more likely to spend more on specific products geared toward their children's personal care items. If this is true, then it should also be true that women would increase their spending habits on personal care during the period of being pregnant. This article shows that if women who are having children at an increasing rate after their 30's who also have higher levels of disposable personal incomes are purchasing more products geared to their children's personal care, than they would also spend their disposable income while they are pregnant on services such as massages, facials, and body care because it based around the commonality of spending on the child.

3.3 Competition and Response

Our maternity spa and wellness center would face direct and indirect competition. The direct competition it would face would be from local spas in the area that offered services geared to pregnant women. Some of the major spa's in the area that offer services such as mentioned are the Face and the Body, Body Options, Scandals, American Image and Spa and Body Options. All of the above spas offer a pre and post natal massage. That is the only service they offer that is specifically geared toward the pampering of a pregnant woman. Indirect competition would come from areas hospitals and out of town maternity spas. Area hospitals would serve as competition because they offer various services that our wellness center would have such as exercise classes, childbirth education classes, Lamaze classes, doula services, imaging services and nutrition advising. Out of town maternity spas would pose as a threat if we were getting a large customer base visiting maternity spas as retreats. The closest maternity spa wellness center is located in Naperville, Illinois. It is called Stork Snapshots and Imaging Center. They offer services such as 3D-4D ultrasounds, childbirth classes, fitness classes, group personal training, and maternity massages. Other maternity spas that would be considered our indirect competition are Becoming Mom Spa, Stork Snapshots, Bei Bella, Edamame Spa, Mommy Spa, Zenana Spa and Wellness Center and Barefoot and Pregnant Maternity Spa.

The typical cost of services provided by direct competitors such as Bei Bella is as follows:

- Private Yoga Session \$55
- Thai Yoga Massage \$85
- Nutrition Consultation \$50

(<http://www.beibella.com/services.htm>)

Our response to our competition would be to create a warm and relaxing environment catered specifically to women who are in the process of conceiving, pregnant and as well as women who have recently had a child and are in the process of rebuilding their bodies. We would create such a serene environment that would capture all the women who are expecting children to come to our spa. We would basically create an environment where every customer felt wanted and needed and be pampered from the minute they step in the door to the minute they leave. Valet services would also be implemented in our spa. Often pregnant women have trouble getting in and out of cars and more or less having to go through the trouble of parking their car and walking to the store. Having other complimentary services such as finger snacks and tea would be our signature. Also another idea would be to prepare a small signature gift item that every customer would receive upon the arrival to our spa, whether it is a pink rose or a little bag of herbal tea. It would be something that would demonstrate our appreciation for their business. Creating this type of environment would encourage customers who would normally attend a regular day spa to come to ours to get pampered.

3.4 Customers/ Target Demographics

Based on target demographics our customers would be women in their late 20's to their mid 40's. These are the percentage of women who have the highest birthrates. They are also the percentage of women who have the highest disposable incomes. Women who are pregnant would be our main focus. Pre-natal massages have been proven to reduce complications in pregnancy and labor. Also offering fitness, nutrition, childbirth education, 3D and 4D imaging ultrasounds and Lamaze and doula services. Our second focus would be on women receiving post natal massages after they have given birth within the past couple of months. The postpartum massage is designed for healing and

restoration. Fitness classes and lactation classes would also be beneficial to this target. We would also target women who are attempting to conceive a child, because studies suggests that Massage therapy can help facilitate the conception process physically by breaking up adhesions and increasing pelvic blood supply, and emotionally by reducing stress and cortisol levels. (Becomingmomspa.com) Offering additional support and services in the areas of trying to conceive would also be appropriate.

Our primary market would be Western St. Louis County. The ideal primary market would include the counties of Clayton, Des Peres, Chesterfield, Creve Coeur, Frontenac and Brentwood. The reasons for choosing these areas are because they have a large percentage of people with high buying power. They also have a high percentage of people living an active lifestyle. The town of Clayton would be the ideal place to place our maternity spa. Below are the demographics of Clayton.

Description	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population			
2009 Projection	17,304	119,377	310,538
2004 Estimate	16,770	119,812	318,775
2000 Census	16,286	120,205	325,812
Growth 2004 - 2009	3.18%	-.36%	-2.58%
Families by Number of Workers	3,801	27,184	75,462
No Workers	9.89%	11.55%	14.14%
One Worker	27.69%	29.29%	29.15%
Two Workers	52.64%	46.91%	43.90%
Three+ Workers	9.78%	12.25%	12.82%
2004 Estimated Population by Age	16,770	119,812	318,775
Under 5 Years	4.70%	5.38%	5.82%
5 to 9 Years	4.73%	5.36%	5.84%
10 to 14 Years	5.75%	5.80%	6.35%
15 to 20Years	7.59%	9.57%	8.52%
21 to 24 Years	5.81%	6.73%	5.67%
25 to 34 Years	15.34%	15.92%	14.50%
35 to 44 Years	15.17%	14.18%	14.61%
45 to 54 Years	16.35%	14.18%	14.42%
Median Age	38.92	35.88	37.26
Average Age	39.84	38.00	38.63

2004 Estimated Population by Race	16,770	119,812	318,775
White	83.31%	62.02%	59.37%
Black or African American	9.51%	30.67%	34.83%
Asian and Pacific Islander	5.51%	3.85%	2.91%
Other	1.66%	3.46%	2.89%
2004 Estimated Average HH Income	\$130,694	\$ 73,499	\$ 64,295
2004 Estimated Median HH Income	\$ 81,131	\$ 45,108	\$ 41,956
2004 Estimated Per Capita Income	\$ 56,719	\$ 33,012	\$ 28,508
Households			
2009 Projection	7,361	53,573	137,592
2004 Estimate	7,157	53,206	139,759
2000 Census	6,971	52,902	141,565
2004 Estimated Households by Income	7,157	53,206	139,310
\$500,000 and more	5.07%	1.94%	1.24%
\$250,000 to \$499,999	7.88%	2.59%	1.78%
\$150,000 to \$249,999	13.73%	5.77%	4.51%
\$100,000 to \$149,999	14.48%	8.36%	7.71%
\$75,000 to \$99,999	11.69%	9.58%	9.61%
\$50,000 to \$74,999	16.75%	16.82%	16.88%
2004 Population by Household Type	7,157	53,206	139,759
Family Households	54.30%	52.04%	54.23%
Non-Family Households	45.72%	47.96%	45.77%
Group Quarters Population	1,344	5,872	10,698
Households by Type	7,157	53,206	139,759
Single Female	23.39%	23.05%	22.62%
Married Couple	45.96%	35.47%	35.45%
Other Family - Male Head	1.90%	3.01%	3.49%
Other Family - Female Head	6.43%	13.57%	15.29%
Non-Family - Male Head	4.36%	4.44%	3.74%
Non-Family - Female Head	4.04%	4.02%	3.33%
2002 Property Values	Owner	Occupied	
	4,592	30,545	83,319

\$40,000 to \$59,999	0.00%	7.87%	10.40%
\$60,000 to 79,999	0.22%	12.29%	15.06%
\$80,000 to 99,999	0.76%	10.61%	12.87%
\$100,000 to \$149,999	6.45%	18.97%	20.13%
\$150,000 to \$199,999	9.10%	11.06%	10.42%
\$200,000 to \$299,999	20.47%	13.67%	10.81%
\$300,000 to \$399,999	17.64%	7.00%	5.32%
\$400,000 to \$499,999	14.85%	4.94%	3.49%
\$500,000 to 749,999	16.03%	4.87%	3.00%
\$750,000 or more	14.22%	5.75%	3.56%
Median Property Value	\$372,195	\$ 142,849	\$ 116,720

Our primary target is married women ages 18-40 with a household income of over \$50,000. It truly does not matter that the women be married, but we feel our ideal target would be married women, since their husbands would most likely be involved with some of the services we offer.

Our secondary market would include women who are expecting children and are visiting relatives or sight seeing. In this case our spa and wellness center would be considered a retreat.

4.0 Future Action Plan

4.1 Go or No Go

There are many factors that would come to any sort of business and help determine if it is a go or if it is a no go. Our spa entrepreneurial project has many things going against it and has many factors that would contribute to its downfall. One main point is that the spa has the correct target demographics. Our spa is going to be located in areas where there is a high percentage of middle to upper class residents, which is our target consumer. The problem with this is that we are cutting out a small potential market in lower class consumers.

Some other factors that would be detrimental to the success of our project are alternative ways of getting or receiving the type of treatment a pregnant woman needs. Listed in our alternative routes for pregnant women, were things such as day spas, Lamaze classes, husbands tending for their wives, or the wives simply tending for them. When one puts these alternatives to mind, they can see how the spa that we are providing would be an expensive alternative to many smaller or non-monetary valued ones. In this case, most types of spas like ours would have to close down or move to a richer or "higher class" neighborhoods in order to make a profit. The reason in which our group feels like this would not be a problem and would not deter from our success is that with the target audience that we are going for, we are not expected to see these types of troubles, trials, and tribulations. Our types of customers would want to be pampered in this certain type of way. In turn we would not have to worry about calling in broke when a certain time comes.

Another factor that would help contribute to our so called "downfall" would be the fact that it would cost too much money for us to run the spa and we would then have to hope

at the end of the year we turned a large enough profit so our business could run successfully for another year. With all the things that we have coming in and going out of our business I can truly say that we have a very tight grasp on the service that we will be delivering and we will have success in what is coming back to us.

We feel that our company and entrepreneurial project is a very possible “GO,” in our eyes and can be in the city of St. Louis. Another major point that we have on our side is that most of the types of spas that pamper to pregnant woman are located on the west coast of the U.S.A and pamper to the high class people. This spa is being given to people who have not seen this before, but rather have only read about it or watched it on television. We learned in entrepreneurial class that the introduction of new products to a group of people can have a great effect on the type of business that one is in. If we launched this kind of idea to people that have not seen this before they would be more inclined to try it out and tell other friends of theirs causing mass marketing, through word of mouth, and in our favor causing mass success. Another thing that we have on our side is, like mentioned before, a certain target audience and a certain type of people that we know would continue to come back. Attaining a good target audience is necessary to any business and can help any type of business grow and prosper for the near future.

Another contributing factor to the GO spirit that we have for our project is the vast resources, products, and services that our company is offering to its customers. When one goes out shopping and has to stop at multiple stores, there is a sense of burden. We are offering different types of services that would make our customer’s time and money spent here more valuable and eventually more subtle and easier to come by. This spa would be similar to a mall in the way that it has a variety of different things to help a pregnant or expecting mother.

In the end our group feels that this project is a definite “GO” because of all the positive factors that it would bring to our business.

4.2 Further Information Needed

There are many things that we would need to know in order for us to successfully start this type of service. Information we would still require is as follows:

- How much start-up capital is necessary for such a business?
- Insurance coverage for this type of business
- Licensing required to supply certain services
- Is there a possibility to partner with area hospitals?
- Exact locations for our business (buy or lease?).
- Best advertising method for such a business

4.3 Support Needed

Our case would need support to answer all of the above questions. We need financial help in figuring out costs and budgeting, as well as finding investors to invest in such a business. We also need support from someone who is knowledgeable in the field of medical massages, in order to have experts always on hand at our business. Last but not least, we would need legal support, because as mentioned “If you aren’t getting sued, you aren’t doing business”.