

# New business Plan: Salon and SPA Business Plan

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## Abstracts

Spa is a new and creative form of business in the fashion industry of the Kuwait with the combination of beauty and fitness programs for the ladies in the Kuwait city. The startup cost for the business is 70,000 KD and owners will provide 50,000 KD and the remaining will be arranged by a bank loan. The targeted customers of the company are the females of the Kuwait. The Spa provides number of services like hair cutting, self grooming, pedicure, manicure, polishing, hair extensions etc for the ladies. The rising awareness of fashion and fitness among the ladies in the Kuwait enhance the potential of the Spa. The initial year will lead to loss for the company due to high startup cost. The company set the competitive edge in the industry on the basis of differentiation and innovative aspects in the industry. The management of the company select the team basis working with high empowerment so that to enjoy high level of the creativity and confidence of the workers. Highly motivated workers lead to highly satisfied customers for the Spa. The company aimed at attaining market leadership with the market share of 55% in the coming five years. The company also considers the expansion goals of extending the business lines all over the zones of the gulf region in the coming five years. The company is aimed at increasing their earnings on 25% on annual basis. The company is a private business so the shares cannot be traded on stock exchange; however the leadership transition is possible by selling the shares but the owners cannot sale the shares for the initial three years for high business certainty. Cont... (3000 words of this report)

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