



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN (SPA)

BAYU HERITAGE SPA

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EXECUTIVE SUMMARY

As a representative of Bayu Heritage Spa, I would like to thank God and everybody, especially to all my partners, together we worked hard for this business plan. All of us are:-

Azirul Khairi Bin Mad Daud

Mohd Alif Farhan Bin Abdul Razak

Natasha Zulaikha Binti Mashor

Rusmiati Binti Naharuddin

All of us have sacrificed our time, our energy, our own money and everything to ensure that this business plan done very well. With hope, this business plan could bring victory for us to achieve our goals.

All of mistake, either directly or indirectly hope could be apologized because all of it is come from us. However, what we want to achieve are our success with you.

I hope this business can be more success with cooperation from all shareholders and support from consumer toward our product which can give better life. With this, all difficulties that will appear can be handling properly together.

Truly,



(AZIRUL KHAIRI BIN MAD DAUD)

GENERAL MANAGER,

BAYU HERITAGE SPA

1.0 INTRODUCTION

Spa is a treatment that gives many benefits to people as well as good for our health which offers various personal care treatments. The term of “spa” comes from Belgian Town of Spa known since Roman times for its baths and also in Europe as a Latin acronym for ‘sanitas per aqua’, which means ‘health through water’.

There are several different types of spa treatment, which is including massage, facials, and body treatment. In general, spa treatment has been inspired by ancient traditions and philosophies. This treatment will give you a total relaxation of body and mind.

The spa industry has grown substantially worldwide in the mid-twentieth century during the starting of the modern spa (Tabacchi, 2010). Part of that growth involves different types of spas with its own business model. Its include day spas, hotel-based spas, resort spas, and destination spas. Regardless of the type of spa, most operations provide massage and nutrition-related services, with nutrition growing substantially in importance.

The spa industry is widely fragmented, despite some notable consolidation. Because of the pressure on prices, some spas have been tempted to offer services in a commoditized fashion, but the most successful spas will focus on their total operation to promote their brand (Tabacchi, 2010). It seems likely that the spa industry's growth will resume when economies improve.

Furthermore, Healthiness and sport tourism industry becomes to be more popular not only in European Union countries, but also in the other countries. It is because spa services are a group of services that are related to health and sport service industry (Sekliuckiene and Langviniene, 2009). Spa industries even use necessary mineral water for their procedures, baths, and swimming pools. The spa industry that covers a lot of services, such as beauty, water entertainment, and body care has becomes very important not only for satisfying the customers, but also will increase the competitive abilities among region, as any new spa centre can attracts the customers either from the local or global market.