

BUSINESS PLANNING

EMPIRE LOUNGE

SUBMITTED BY: GROUP TWO

(1) HD313-C004/2647/2014

(2) HD313-C004/1997/2014

(3) HD313-C004/1994/2014

(4) HD313-C004/5466/2014

(6) HD313-C004/5155/2014

LECTURER: Dr. John Karanja

DATE: 13TH March 2015

EXECUTIVE SUMMARY

Empire Lounge is a start up that will offer a complete day spa/saloon and lounge experience. In addition, we seek to incorporate a bar section to make our clients experience even more memorable. Clients will have the opportunity of sipping their favorite drink and have some food for their friends who accompany them to the spa as they undergo their beauty therapy. This idea was conceived when a group of young ladies wanted to have their bonding session whilst having a body massage. Unfortunately, they could not find a spa big enough for all the eight of them to enjoy the body treatment at the same time. It necessitated their move to do intense research in beauty and body treatments as well as the hair industry in Kenya.

People are continually seeking to improve the physical qualities they have. This is part and parcel of our human nature. This explains why the hair care and beauty salon business continues to remain amongst the rapidly growing industries today. Empire lounge seeks to fulfill the human desire of enhancing personal appearance as well as making the process memorable to the clients.

Moves to liberalize the economy taken over the last ten years have laid the groundwork for an investment-friendly environment in Kenya. Days are gone when people followed a standard hair cut. Today, everyone wants to appear with a new hair style, polished nail, body waxed and a massage to relax body muscles. There are lots of growing ideas with style of salon like under the water, on cruise and many more. If one has the entrepreneurial skills then he or she can also be one among the top money makers of salon business.

The services offered at the Empire Lounge will include body massages, waxing, deep tissue work, facial and body treatments, manicures, pedicures, reflexology, hair, make-up and barber services to both female and male clients. The day spa will be equipped with the latest anti-aging products and techniques and offer hair such as cutting, styling and coloring. The hair and nail salon offer for co-marketing opportunities as does the lounge bar and restaurant.

This business plan has been developed to track progress prior to grand re-opening and following through with a five-year projection. In addition, this plan has been written to secure a small portion of the start-up funding necessary for Spa's successful re launch.

The location of Empire Lounge is in a secure location. There is maximum security to the business due to tight security which has been imposed by the zoning of the area as a central

business district.

There are police officers who patrol the area on daily basis. The area also comprises of people of all races and the rich who due to diversity may demand a wide range of products and services and are willing to pay for quality products and services.

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