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Spa Business Strategies: A Plan for Success uses thought-provoking questionnaires, practical examples and targeted worksheets guiding the reader through each facet of business development. It covers important business topics such as the need to develop a clear vision and solid business plan; understanding demographics and identifying their target market; finding the best location or purchasing an existing spa business; planning the physical space or the architecture and design of their spa; purchasing products and equipment; technology and computer systems; developing key marketing tools and strategies; analyzing sales and productivity data; promoting retail and service sales, developing excellent communication and customer service skills, managing customer and employee relations; using financial management tools and compensation strategies that will help them to maintain their business and manage day to day operations at maximum efficiency.