

Medical Spa Business Plan

This business plan template guides you through defining your vision, understanding your market, and laying out financial and operational plans. It's your roadmap to launching and growing your med spa successfully.

EXECUTIVE SUMMARY

Business concept:

Unique selling propositions:

Target clients:

Financial goals:

COMPANY OVERVIEW

Mission:

Vision:

Differentiators:

MANAGEMENT TEAM

Team overview

Name & role: _____ Credentials: _____

Medical license (if applicable): _____

TARGET CLIENT

Client personas

Age: _____ Gender: _____

Treatment goals:

Spending capacity: _____

COMPETITIVE ADVANTAGES

Strategies for market share:

MEDICAL SPA LOCATION

Location strategy:

Location criteria:

MEDICAL SPA SERVICES AND PRICING

Initial service offerings:

Pricing strategy:

PRODUCT OFFERINGS

Skincare products selection:

BRANDING

Color schemes:

Logos:

Overall aesthetic:

MARKETING PLAN

Marketing channels:

Budget:

Services/software for implementation:

CLIENT EXPERIENCE

Loyalty programs:

Branded app features:

OPERATIONS PLAN

Operational essentials:

Spa software:

Compliance measures:

Inventory management:

FUNDING

Source of funding:

Capital structure:

Cash flow statement:

FINANCIAL PLAN AND PROJECTIONS

Revenue forecasts:

Expense breakdowns:

Profitability timeline:

APPENDIX

Additional information (if any):