



UNTRIM
INTERNATIONAL

**THERE'S A WORLD
TO EXPLORE**

GRAND TOUR

Spa Business Strategy

The minor is about

- “The Spa and Wellness” industry is a thriving industry
- The competition is getting fiercer thus unique and creative concepts are increasingly needed.
- Knowledge, skills, creativity, meticulous plans are needed in order to ensure the feasibility of a business solution plan
- Well thought out strategies with good understanding of the local customs, rules and regulations are also a must in order to secure a spa project
- Presenting the business solution plan in a well-rehearsed and professional manner is a must in order to convince the clients.

Student Testimonial

“The guest lecturers were fantastic as they are really the people from the spa businesses”

“I really enjoyed the module itself. I got a lot of information about the spa industry.” – Elena

Examination

- Business Solution Concept
- Student-Led Seminar (entrepreneurship week)
- Reflective essay
- Defence – Presenting the business solution concept to the clients

#AWORLDTOEXPLORE

Every great business design begins with an even better story and strategy

The origin of spa practices can be traced back to ancient times, however, it was only during the last two decades that spa treatments have grown into a multibillion-dollar industry. This rapid growth has changed the perception of many consumers about health, beauty and wellness.

Many entrepreneurs and international organisations have acknowledged the diverse opportunities within this industry and to translate the clients demands, needs and expectations, have implemented wellness and spa concepts into their business formula. Professionalism, consistency and delivering a satisfying experience, combined with the uniqueness of the offerings as well as keeping up with the trends are the keys to be a successful player within the demanding spa industry.

The Spa Business Strategy minor focuses on how to develop, manage and sustain a spa business solution that meets those high demands. To do so, students, acting as spa consultants, are required to assist a client to solve their business challenges by designing a sound Spa Business Solution Concept which will be presented to the client at the end of the module. To equip the students with the means to design the business solution concept, Case Base Learning (CBL) sessions, various masterclasses and lectures on Market Analysis, Human Resource Management, Marketing, Selling Business Plan and Revenue management in the spa industry will be presented by experts from the field. Consultation sessions are provided in case students need to discuss specific/details issues arising during the designing of the concept. Furthermore, to provide the students with the understanding of holistic philosophies behind the thriving industry, workshops on traditional and contemporary therapies and practices will also be conducted. Student-led seminar attended by spa industry players as well as visits to different types of spas are expected to give inspirations on how unique spa and wellness concepts are being implemented into real products and how real spa operations are conducted. Knowledge gained during this minor will not only be valuable to future professionals with a passion for spa & wellness but will support anyone who aims to start a business in the Hospitality, Tourism and Leisure industry.

