

LaVir Medspa
959 Main Street, Unit #1
Antioch IL 60002

LaVir Business Plan

Executive Summary

What are the benefits of opening a med spa in Antioch, Illinois?

Opening a med spa in Antioch can provide exciting opportunities for entrepreneurs who want to focus on customer service and professionalism. Antioch offers plenty of potential clients wanting quality and accessible treatments such as facials, Botox, fillers and IV Nutrition Therapy. Located 45 minutes in between Chicago, IL and Milwaukee WI. Antioch's med spa is perfectly positioned to attract much higher levels of locals throughout the year. Investing in a med spa business in this vibrant city could offer long-term returns that are both financially rewarding but also professionally satisfying.

Describe the marketing demand for med spa services in Antioch, Illinois?

Antioch, Illinois is one of the growing cities in the United States and with that, it sees an ever-growing demand for med spa services. These services are becoming increasingly popular due to the range of benefits they offer people including improved skin tone, enhanced energy levels, and a sense of overall well being. Boosting people's self-esteem is also a major factor since people associate beauty with success in the workplace or social life. Providers are highly sought out by individuals seeking quality treatments at reasonable prices. As such, there is a strong marketing demand for med spa services in Illinois, as evidenced by the many providers found throughout its cities.

Describe the characteristics of patients who seek med spa services in Antioch, Illinois?

Patients who seek medical spa services tend to be self-aware and looking to improve their overall wellbeing. Many individuals come in seeking skin rejuvenation, using services that range from advanced facials, chemical peels, laser skin resurfacing, injectables, and other treatments designed to reduce the appearance of sun damage and fine lines. Additionally, many clients opt for body contouring treatments that use focused radio-frequency technology to rid the body of extra fat and cellulite. While hair removal is a popular service among patients much younger than 40 years old; more mature individuals also pursue noninvasive skin lifting procedures such as Ultherapy for tightening skin on their neck and chest area. Ultimately, LaVir med spa customers aim to achieve the best version of themselves through non-surgical treatments that provide long lasting outcomes such as botox, Lip filler and any kinds of IV nutrition therapy. Our Medspa company is led by a highly accomplished management team with a wealth of experience and expertise in the healthcare and aesthetic industries.

Dr. Thomas Cuevas, our Medical Director, is a Board Certified Internal Medicine and Infectious Disease specialist with many many years of experience. He joined Essential Nutrition and Wellness from 2020 to 2022 and has been a Medical director with so many experienced aestheticians throughout Illinois.

Jen Tancinco RN,BSN, has an extensive background in healthcare settings. As a Nurse Injector, she will play a crucial role in the success of LaVir Medspa, bringing her specialized skills and expertise in administering various aesthetic treatments including injectable procedures, treatment planning, injection techniques, patients education, patient consultations, and patient safety and care.

LaVir Medspa operates on a day-to-day basis:

1. Morning Preparations: The staff arrives early to prepare the Medspa for the day. They ensure that treatment rooms, waiting areas, and equipment are clean and organized. Inventory is checked to ensure an adequate supply of products and supplies.
2. Patient Check-in: As patients arrive, they are greeted by the front desk staff who assist with check-in procedures. Patients may be required to fill out consent forms and update their medical history.
3. Consultations: Nurse injector conducts consultations with patients who have scheduled appointments. To discuss the patients' aesthetic goals, evaluate their needs, and recommend suitable treatment options. The Nurse injectors explain the procedures, potential risks, and expected outcomes, addressing any concerns or questions the patients may have.
4. Treatments: Throughout the day, the nurse injectors perform various aesthetic treatments based on their schedule.
5. Post-Treatment care: After each procedure, nurse injectors provide patients with post treatment instructions and answer any questions. They may recommend skincare products or offer follow appointments to monitor progress and address concerns.
6. Administrative tasks: In between treatments, the staff manages administrative tasks such as scheduling future appointments, answering phone calls, responding to emails, and processing payments. They update patient records, maintain confidentiality, and ensure a smooth workflow.
7. Continuing education: During quieter periods, nurse injectors and other staff members may engage in ongoing training or educational activities. This could involve attending seminars, webinars, or online courses to stay updated on the latest industry trends, new treatments, and best practice.
8. Closing Procedures: At the end of the day, the staff performs closing procedures, ensuring treatment rooms are sanitized and equipment is properly stored. And ensure all the necessary supplies are restocked.

How do medical spas attract new customers?

Medical spas provide services like botox injections, dermal filler, sclerotherapy and more. They attract new customers by focusing on their area of specialty and offering a variety of treatments personalized to fit the needs of each patient. Medical spas are known for having highly trained staff and sophisticated methods which ensures customers receive quality services with guaranteed results. Additionally, they often offer package deals or discounts that encourage customers to try out their services. By staying up-to-date with the latest trends in beauty and skincare, medical spas make sure they're ahead of the competition and continue to bring in new business.

What are the most successful marketing channels for medical spas?

Medical spas are an increasingly popular destination for those seeking a variety of aesthetic treatments ranging from injectables to hair removal and skin resurfacing. With this growing popularity, understanding the most successful marketing channels for medical spas is key to expanding their client base. Looking at recent trends, it has become evident that digital campaigns, such as targeted social media ads and email marketing, have been the most fruitful for driving new business to these types of establishments. Additionally, leveraging strategic partnerships with complementary brands can create opportunities to expand one's reach in the market and increase customer loyalty among current clients. Evidently, thoughtful consideration of one's target audience and plan of action will be paramount when devising a successful marketing strategy that accounts for each of these channels.

How much money does it take to open a medical spa?

Opening a medical spa requires a significant investment of money. The cost varies depending on many factors, such as the size of the space, geographic area, and services offered. Start-up costs to consider include purchasing medical equipment necessary for treatments, renting or buying a location that meets applicable zoning requirements, and hiring qualified medical staff. Additionally, operating expenses may include building maintenance costs, paying for marketing and advertising, utilities, rent or mortgage payments and other related costs. While it is possible to open a medical spa on a limited budget using existing facilities, for those wishing to open their own facility an initial budget ranging from \$100 - 200 thousand is generally recommended.

When do medical spas become profitable?

Operating a medical spa can be a very profitable business endeavor, but it often requires several years of dedication and strategic decision-making before it starts turning a profit. Properly training and hiring aestheticians who understand the specific treatments being offered along with providing excellent customer service can help to ensure that clients are happy and returning for further services. It is also important to maintain up-to-date facilities and equipment as clients expect top quality technologies during their medical spa visits. Additionally, marketing plays an important role in the profitability of a medical spa through advertisements, events or establishing referral networks to bring in new customers. When all of these pieces come together, medical spas have the potential to become truly profitable ventures.

What are the benefits to investors who open medical spas in Antioch, Illinois?

Antioch, Illinois is an ideal location for investors looking to venture into the medical spa business. With its rapidly growing population and strong economy, Antioch provides a large potential customer base that can help investors benefit from this venture. Furthermore, the city's greater medical infrastructure ensures that medical spas have access to all of the necessary supplies and personnel. With favorable conditions in place, investors are more likely to find success when opening a medical spa in Antioch, Illinois.

To implement a medspa business plan: it requires careful planning, ongoing adaptability, and a commitment to delivering exceptional patient care. Seek guidance from industry experts, leverage resources and networks, and remain dedicated to providing a superior client experience.

Rolling out a new Medspa business involves several key steps: Research and planning, legal and regulatory requirements, location and facilities, staffing, services and equipment, marketing and promotion, customer experience, networking, and staying updated with industry trends. With the proper planning and implementation, the timeline expected to launch the LaVir medspa is between one to two months.

Company Description

LaVir medspa is a specialized facility that combines medical procedure and spa treatments to provide a range of aesthetic and wellness services. It offers a unique blend of medical expertise and relaxation in a luxurious and soothing environment. It is an LLC due to its flexibility, limited liability protection, and ease of formation. The Owner Jen Tancinco has acquired extensive training with aesthetic procedures and is ready to provide services to every client.

Mission: our mission is to enhance the beauty, well-being, and confidence of our clients by providing exceptional aesthetic treatments and personalized care. We strive to create a nurturing and rejuvenating environment where our clients can experience the perfect blend of medical expertise and spa-like relaxation. With a focus on innovation, safety, and professionalism, we are dedicated to delivering outstanding results and helping our clients look and feel their best. We are committed to continuous education, staying at the forefront of the latest advancements in the industry, and exceeding the expectations of our valued clients every step of the way.

Goals and objectives: To achieve client satisfaction by providing exceptional customer service, personalized care and delivering high-quality treatments that meet or exceed client expectations. In LaVir medspa, we strive to excel our services, building a strong professional reputation and establishing trust within the community are crucial for a medspa's success.

Growth expectations:

1. increasing demand: The demand for aesthetic treatments and non-surgical procedures has been on the rise in recent years. People are increasingly seeking cosmetic enhancements, skin rejuvenation, and wellness services which can contribute to the growth of the medspa industry.
2. Aging population: As the population ages, there is often an increased desire for anti aging treatments and cosmetic procedures. Antioch, Illinois, like many other areas, may experience a growing market of individuals looking for medspa services to address aging-related concerns.
3. Consumer awareness and acceptance: with advancements in technology and increasing media exposure, more people are becoming aware of and open to the idea of Medspa treatments. This growing acceptance can contribute to the industry's growth as individuals seek out these services.
4. Local economic factors: Consider the economic conditions in Antioch, Illinois, such as employment rates, income levels, and disposable income trends. A favorable economic environment with a stable or growing population can support the growth of LaVir Medspa.

The Opportunity

Summary of the market demand for medical spa businesses in Antioch, Illinois

Antioch, Illinois is a great market for medical spas and other aesthetic services as the city is known to boast a large population of health-conscious individuals and spa patrons. This combined with a high cost of living, has created an opportunity for luxury medical spa treatments to flourish. Medical Spas are rapidly becoming an increasingly popular trend in Illinois and they offer aesthetically pleasing results without having to commit to a more invasive surgical procedure. There is also an increase in specialized medical spas offering skin lifting treatments, hair restoration therapies, body contouring treatments, laser skin resurfacing and HydraFacials that are quickly becoming very popular with Antioch residents. The strong demand for these services leads to greater revenues while providing patients with safe and effective non-surgical options.

Describe where medical spas are falling short in Illinois and unable to keep up with customer demand

Despite an increasing demand for medical spa services in Illinois, some medical spas are falling short of expectations due to a lack of experienced practitioners and the inability to meet customer demands. Customers might find that their experience at a medical spa is not as good as they had hoped, with certain treatments being unavailable due to a practitioner's lack of liquidity or authority. In some cases, the wait times at a medical spa can be longer than expected as practitioners struggle to keep up with the sheer number of customers coming through the door. These shortcomings could lead to a less satisfactory overall experience and may even lead customers away from potential spas that they would have otherwise chosen.

Product/Service Feature	Benefit to the Customer
Neurotoxin such as Botox and Jeaveau	Wrinkle reduction by relaxing the muscles responsible for these wrinkles, smoothing out lines in areas such as the forehead, between the eyebrows and around the eyes.
IV Nutrition Therapy such as Vitamin B1 to B12, Vitamin B complex shots, MIC shots, IV hydrations, Myer's cocktail, and Etc	Also known as vitamin drips, improved nutrient absorption, increased hydration, enhanced nutritional support, energy boost and vitality, immune system support, recovery and performance enhancement, and hangover relief.
Dermal Filler or Lip Filler	Also known as Lip augmentation, to enhance the appearance of the lips by adding volume, shape and definition.

Industry Analysis

What are the barriers to entry into the medical spa business?

Starting a medical spa business is no easy feat. The path to success entails more than just providing customers with products and services. Beyond that, there are several barriers to entry that must be addressed. Obtaining necessary licensure and certifications can require a substantial amount of time, effort, and knowledge. Additionally, requisite human resources may include certified nurses or physicians, all of which come with high costs in addition to their respective salaries. Finally, the investment in medical-grade equipment such as laser technology requires a hefty financial commitment from the business owner. The combination of these considerations means that potential medical spa owners must plan meticulously before they take the leap into setting up shop.

How is the medical spa industry evolving?

The medical spa industry is evolving at a breakneck pace as new technology advances become increasingly available to spas. Advances in injectables, skin care treatments and laser services are transforming how spas, physicians, aestheticians and even consumers look at medical spa offerings. The modern medical spa combines cutting-edge technology with personalized customer service, delivering safe, effective results that patients can feel proud of. From conditions such as acne scarring to hair removal, a variety of health conditions can be addressed with the help of a medical spa expert. Additionally, advanced technology has increased safety features in procedures so clients can rest assured knowing they are receiving top quality treatments from experts that have received specialized training.

How does your medical spa stand against the competition?

Lavir medspa offers a unique value proposition that sets it apart from competitors. This includes specialized treatments, innovative techniques, personalized experiences, exceptional customer service, or a specific niche focus that appeals to the target market. Focus on providing high-quality treatments and services. Prioritize exceptional customer service and a client-centric approach. By focusing on these strategies and delivering exceptional experiences, Lavir medspa can position itself competitively in the market and attract a loyal clientele. Regularly assess competition, adapt to changing market trends, and continuously improve services to maintain a competitive edge.

Target Market Research and Definition

How large is the medical spa and wellness market in Antioch, Illinois?

The medical spa and wellness market in Illinois is a rapidly growing field. In recent years, the city has seen an explosion in the number of spas and wellness centers that offer treatments to help with everything from skin rejuvenation to general stress relief. The rising demand for these services has been met with a corresponding increase in the number of facilities available in the city. In total, there are over forty certified medical spas and wellness centers operating within the larger Chicago metropolitan area as well as numerous smaller businesses operating throughout the city offering specialized treatments. With this diverse selection of services available to Illinois residents, it's no wonder that this field has become increasingly popular over recent years.

How fast is the medical spa and wellness market growing in Illinois?

The medical spa and wellness market in Illinois is growing at a rapid speed. With the popularity of aesthetic services like botox and fillers, people are seeking out non-invasive treatments to stay looking their best. The demand for these services have risen by 7% over the last three years, giving the industry an ever bigger presence in Illinois. This high growth can be attributed to people's inclination towards embracing cosmetic treatments while avoiding invasive surgeries. Industry professionals are also seeing an uptick in technological advances leading to more personalized treatments and simpler, faster results that leave Antiochians feeling better than ever.

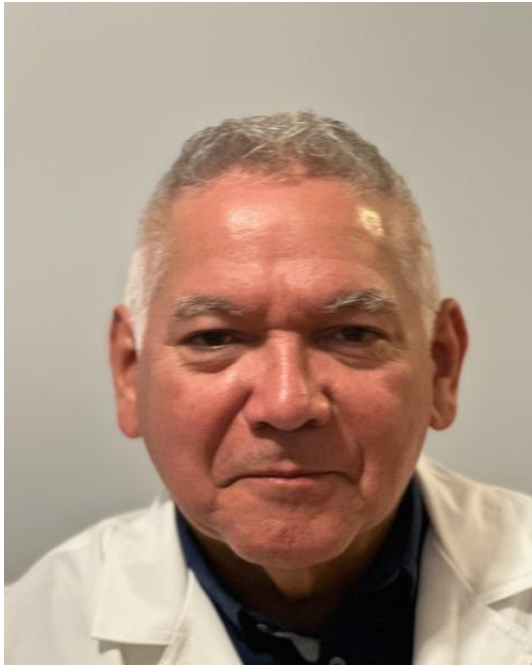
Define the target customers of the medical spa and wellness market in Antioch, Illinois?

The medical spa and wellness market in Antioch, Illinois serves a specific target customer base. Generally speaking, these customers are looking for preventative care, beauty treatments, and remedies for chronic conditions. These customers range from ages 18 to 65 and typically have some sort of access to financial resources. This market also offers specialized services to those who need Nutrition and hydration support. Ultimately, the target customer base for the medical spa and wellness market in Antioch is anyone who wants beauty standard treatments to address their particular concerns.

Identify major competitors in the Illinois medical spa market

The medical spa industry in Illinois is a competitive market. Top competitors include Purity Med Spa and ALC both of which offer a variety of specialty services, such as advanced skincare treatments, minimally invasive cosmetic procedures, laser hair removal and body contouring. Meanwhile, Terrasse aesthetic surgery provides customized solutions for Laser Non-surgical Facelifts Treatments. Finally, Wrinkle Fairy ensures clients look their best through Lip Enhancement Services, sclerotherapy. The market for medical spas around Antioch, Illinois areas is varied, giving customers a wide range of options to choose from. But Lavir medspa offers IV Nutrition therapy, MIC shots, hormone therapy, botox, lip fillers and many more services to come.

Management Team & Organization



Dr. Thomas Cuervas, A Medical director who has been in the medical field mainly in hospital settings since 1983, primary role is Clinical Leadership, providing oversight, guidance, and medical expertise to ensure the delivery of safe, effective, and high-quality care.



Jen Tancinco, RN, BSN, who possesses a degree in Bachelors of Science in Nursing, with eight years experience as a Registered Nurse in acute hospital settings. Jen found a new way to help and provide service to patients, with extensive education and training in an aesthetic industry. Jen will primarily be the nurse injector, will provide treatment, consultations and pre / post treatments education.

LaVir Medspa is excited to announce the collaboration with We Treat, LLC. With a wealth of experience in medical spas and business management across America, this strategic partnership looks forward to creating success stories through their innovative licensing model. We Treat manages the regulatory aspects of business entry, supervises the protocols, provides safety and adverse event management, and manages the medical director supervision of the medical spa business. The business protocol set forth by We Treat is to establish core pillars of profit which keep the medical spa focused on generating high margin, recurring revenue to profitability within the first 90 days of opening. We Treat has over 200 locations nationwide under management. Each location has a goal of 7 figure annual revenue and the business plan to achieve this goal is reverse engineered for each location based on service selection.

Operations Plan

- Staffing - RN will be the primary nurse injector for now. The goal is to hire one to three more people with different job qualifications, to expand the growth of the business.
- Infrastructure - The facility has a suitable location with accessibility, visibility and proximity to the target area. Inside the facility, will have a Reception area, comfortable patient's waiting area, Treatment rooms, Consultation area, Sanitation and Sterilization, and appropriate Technology and equipment such as injectable equipment, skincare analysis, tools, computer systems for patients records and other specialized equipment.
- Legal Structure - LaVir Medspa LLC due to its flexibility and liability protection. To comply with specific healthcare regulations and licensing requirements set by Illinois Jurisdiction, professional boards, and regulatory bodies. Adhere all applicable laws and regulations to operate the Medspa legally and ethically.
- Regulatory- staying informed about the latest regulations and maintaining ongoing compliance. Aspects to consider include licensing and registration, medical oversight, scope of practice, informed consent, safety and infection control, record-keeping and privacy and adverse effect reporting.
 - Product/Service Delivery Process - multiple options with the supply chain including Evolus for Jeuveau. Allergan for Botox and Juvederm (dermal Filler). IV therapy supplement from EmpoweR pharmacy, Olympia Pharmacy and Merit Pharmacy. Equipment and supplies are Mckesson, AR marketplace, and Air-tite products Co, Inc.

Marketing Strategy

What is the best strategy for marketing a medical spa in Antioch, Illinois?

A medical spa in Antioch, Illinois is best marketed through an effective mix of traditional and digital marketing strategies. This combination allows businesses to reach large audiences as well as niche groups that may be interested in the products or services offered. Traditional marketing may include TV, radio, or print media ads as well as content placement and product samples at local health care facilities. Digital marketing tactics can include SEO optimization on the medical spa's website, strategic pay-per-click campaigns on social media platforms, and utilizing influencers to share information about the services available at the medical spa. Those who create a well-rounded strategy to reach potential customers through both digital and traditional marketing methods are most likely to gain the attention of individuals searching for health and beauty services in their area.

Opening a Medspa like any other businesses can come with various challenges and barriers that require careful consideration and planning. Common challenges are Competitive Landscape by understanding the local market, identifying target demographics, and developing effective market strategies are essential for overcoming competition barriers. Building a client base, attracting and retaining a loyal client base can be a challenge, especially in the early stages. Building a Client base by establishing trust, and generating positive word-of-mouth recommendations require effective marketing and excellent customer service. Capital investment starting a Medspa requires a significant initial investment to cover expenses such as facility setup, equipment acquisition, licensing and permits, staff recruitment and training, marketing, and initial inventory.

Keys for Effective pricing strategy are understanding the costs, conducting research in the market to understand the pricing landscape in the area, defining value proposition, considering perceived value, determining pricing structure whether it's based on individual treatments, bundled services, memberships, or packages. Consider offering discounts for multiple treatments, loyalty programs, or promotional pricing for new clients to attract and retain customers while monitoring profitability and adjust if needed. Monitor demand for different services, assess the utilization of resources. And to be responsive to market trends and feedback from clients to stay competitive and maximize revenue.

Tactics to promote LaVir medspa services including Hiring a website developer for a professional website. Hiring a marketing manager to implement SEO (Search engine optimization) strategies to improve website's visibility includes online advertisement, social media presence, content marketing, email marketing, etc.

Pricing templates below:

NEUROTOXINS:	
BOTOX	\$12 PER UNIT
JEUVEAU	\$12 PER UNIT
DERMAL FILLER:	
JUVEDERM	\$500 PER SYRINGE
IV NUTRITION THERAPY	Varies from \$40 -\$299 per treatment

Financial Plan

START UP BUSINESS:	BUDGET: \$80,000-\$100,000
WeTREAT: National Medical Directors	
Carolyn Stanovic (account manager)	
ON BOARDING FEE:	FEE \$5,500
MEDICAL DIRECTOR	FEE \$1,500/ MONTHLY
WEBSITE	\$3000
SEO/SEM	\$6,000
AESTHETIC RECORD	\$199 ONE TIME FEE THEN \$16/MONTHLY PER USER FEE
LOGO	\$299
PLACE	\$950 MONTHLY

SUPPLIES AND EQUIPMENTS: BOTOX AND JUVEDERM FROM ALLERGAN JEUVEAU FROM EVOLUS IV NUTRITION THERAPY SUPPLEMENTS NEEDLES AND SYRINGES COTTON SWABS VIBRATION TOOLS STERILE SALINE IV START UP KIT IV POLE ALCOHOL SWAB AND HAND SANITIZER GLOVES IV FLUIDS SHARP CONTAINER DISPOSAL REFRIGERATOR ICE PACKS COMPUTER SOFA FOR WAITING AREA RECEPTION AREA *INCLUDES OFFICE FURNITURES AND MISC.	\$50,000
AESTHETIC MEDICAL RECORD BUILD	\$300
CARD PAYMENT READER	\$300
CLASSES OR TRAINING COST:	
ADVANCED BOTOX AND FILLER	FEE \$ 1,999
BASIC BOTOX AND FILLER	FEE \$1,699
IV NUTRITION THERAPY VIRTUAL TRAINING	FEE \$699

Implementation Plan And Timeline

Phase 1: Pick a business name. Business registration. Established medical director through Wetreat and made a business plan.

Phase 2: Registered for Aesthetic record for clients and learned to navigate. Attend IV nutrition therapy class to add service.

Phase 3: Building a website. Make a logo and trademark. Rent a place to practice. Get in touch with lenders for SBA loans. Get in touch with suppliers and make pricing templates.

Phase 4: Organizing, Inventory checks, decorating, cleaning and sanitizing.

PHASE 1	PHASE 2	PHASE 3	PHASE 4	Open Date
June 7 -12, 2023	June 14, 2023	July 1-30, 2023	August 1-8, 2023	August 11,2023

Conclusion

In a few sentences, summarize the main point that you would like the reader to understand about your business. Aim to convince them that they should invest!

Describe the next steps, and give detailed contact information so that they can get in touch with you easily.

Tip: This section should incite the reader to act. Make it easy for your potential investors by including in this section all of the information they need to move forward.

Appendices

Include any supporting documents for the previous sections here. You can reference them in the text and use them to provide additional detail without breaking up the flow of your business plan text.

Tip: Some items you could include are: marketing materials, maps of the business location, background research, articles that have been written about the company, and financial documents.