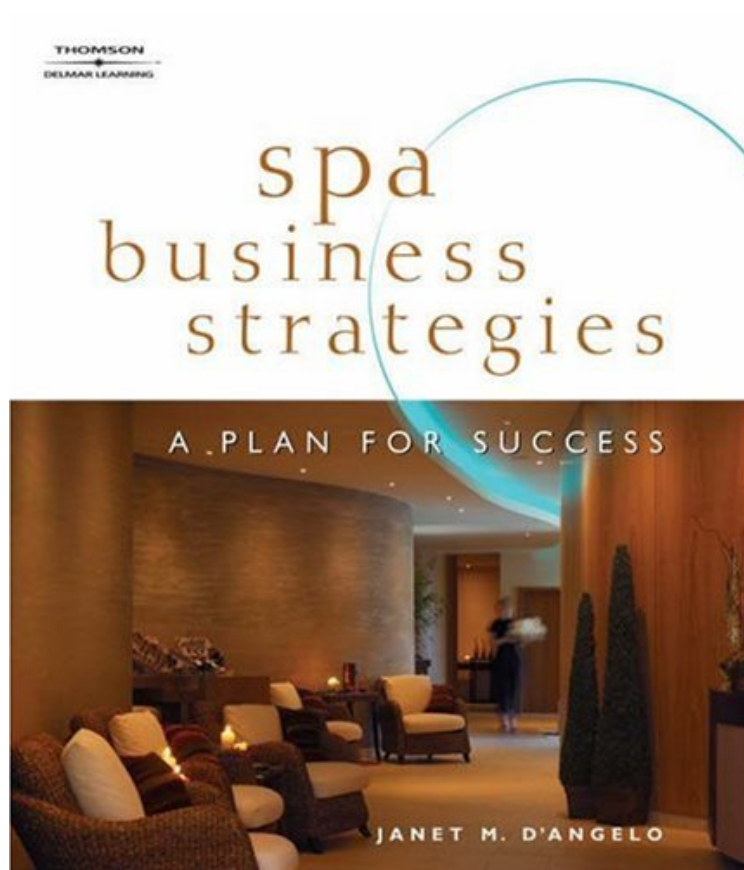


(Download ebook) Spa Business Strategies: A Plan for Success

Spa Business Strategies: A Plan for Success

Janet M. D'Angelo

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Janet M. D'Angelo : Spa Business Strategies: A Plan for Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Spa Business Strategies: A Plan for Success:

1 of 1 people found the following review helpful. SuperficialBy RLSinSFOnly the most inexperienced businessperson will find this book useful. The organization and topic selection are great, but the individual sections have no depth and are full of platitudes and generalities. The information has a top-of-mind feel, and could benefit from some expanded research and expert input more appropriate for a reader that actually runs a spa.0 of 0 people found the following review helpful. Five StarsBy AnonymousGreat condition! It's what I needed for my start-up business. Great book!0 of 0 people found the following review helpful. Five StarsBy Robert FechtenburgGood book

Spa Business Strategies: A Plan for Success goes beyond theory to address the business and marketing strategies that are vital to operating a successful day spa. Unlike other books that focus on simplistic definitions and technical jargon, this user-friendly, easy-to-read text takes a more thoughtful and interactive approach to the subject, analyzing the current and future state of the industry, explaining fundamental practices in business development, and interpreting data in a meaningful way that highlights the real concerns of day spa owners. The interactive approach is meant to

involve the reader and encourage the completion of the challenging tasks involved in starting and maintaining a successful business. The text uses thought-provoking questionnaires, targeted worksheets, and practical examples to guide the reader through important business topics such as developing a business plan, purchasing a day spa, finding the right location, financing, marketing, utilizing technology, designing a functional spa, and much, much more. This unique text is designed to encourage the day spa owner or future manager to develop critical thinking skills that will promote solid business practices and sustain the continued growth of the day spa industry.

Great concept. A much needed tool for today's Salon/Spas. Looks like a great idea. The outline covers a wide variety of business issues that need to be discussed. This text may be a fresh perspective I think the product would be beneficial to the spa owner. I agree with the overall concept and target market. The outline appears to cover all the topics. About the Author Janet M. D'Angelo, M.Ed., is a licensed aesthetician and a Marketing and Public Relations Consultant.