



## Business plan

- **Authors:**
- **Pupils ISE Albert Einstein**
- **Pupils Primary School in Pustelnik**

### Personal information questionnaire

Name and surname: Anna Kowalska  
Address of residence: Zamienie ul. Housing estate 1  
Date of birth: November 3, 1998  
Marital status: unmarried  
Tel. +48 500500500  
E-mail: annakowalska@gmail.com

### Secondary: education

#### The course of my education:

**10.2017 - still - University of Rehabilitation in Warsaw** - extramural Master's degree studies in physiotherapy have started

**August 25, 2017** - obtaining a diploma confirming professional qualifications in the profession - masseur technician, provision of massage services

**2015-2017** - Medical Secondary School no. 2 at the Medical and Social College of Post-Secondary Schools in Warsaw - masseur technician

**28/08/2015** - obtaining a diploma confirming qualifications in the profession of a waiter

**2011-2015** - Technical school in the School Complex no. 1 them. Casimir the Great in Mińsk Mazowiecki - the profession of a waiter

#### The course of my employment:

10-03-2018 - 9-03-2018 - Happ Przemysław Jaczewski ul. Czaszyńskiego 18/3 01-867 Warsaw - contract work as a masseuse

#### Training:

**03/12/2018** - Helth Desk - Work Site Massage Techniques + HelthDesk discover seminar

**16.12.2016-26.03.2017** - Private Teacher Training Center, Sports Personnel Training Center - Deep tissue massage

**25-27.11.2016** - Body-relax training center: Training "Therapy of myofascial trigger points"

### Presentation of my company

Heavy work, stress, overtime - it's a simple way to fatigue, which is quick and easy it has a negative impact on our fitness and willingness to live. They give the person the fastest know sore joints and a sore spine. There is no shortage of sick and sore people, but one of the methods - massages are very effective. Backache can take us out of our lives many months, and sometimes even years. Permanent diseases are especially dangerous. Seemingly the beginning of innocent pains may destroy, for example, a promising job, but also seriously hinder family life. This is where massages can help effectively relieve persistent joint and muscle pains, and are systematically used they can improve our health. There are many masseurs on the health market, however, massage was uneven. Many people deal with it, but not everyone has it adequate qualifications. Before choosing the right specialist, it is worthwhile find out if he has the necessary knowledge and qualifications.

I am a young person, I am 23 years old, after completing my studies in a technical college, I discovered w passionate about massage. I decided to educate myself in this direction. For 2 years I attended the Post-Secondary Medical School exploring the knowledge of anatomy the human body and by practicing various relaxation and therapeutic massage techniques on practical classes under the supervision of the best experts. I graduated from the school with a very good result and I passed the professional exam qualifications in the profession of a masseur. During post-secondary education I also attended courses expanding my knowledge in the profession of a masseur. Were are professional trainings that have significantly deepened my knowledge and skills practical in the field of muscle and tissue massage. After graduating from school, I took it on a commission contract, I performed the so-called office massages, intended for people which have a sedentary nature of work. In the course of working with people suffering from

pains and

diseases related to a sedentary lifestyle and congenital defects

I realized the scale of the problem that society has while noticing it

how big is the market for massage services.

People, whether they are doing physical or mental work, are exposed to diseases

related to the muscular and skeletal system. To prevent and counteract them

they sign up for therapeutic and relaxing massages. However, they do not always have the time, willingness and

opportunities to get to the place where such services are provided. I decided

meet them and set up your own business consisting in

provision of mobile therapeutic and relaxing massage services - with access to

customer. Many customers feel much comfortable at home and

willing to use such services. What's more, in the twenty-first century society is growing

richer, time is at a premium, after conducting social interviews

and market research I find that far more people prefer to pay more for

service and have it in your home rather than wasting time traveling. Hence huge

popularity of mobile services, such as mobile beauticians, manicurists, mobile

car mechanics and mobile masseurs.

I am planning to open a sole proprietorship involving the provision of therapeutic and relaxation massage services. I am professional masseuse with a specialized education. I have listed above my education and training. The main advantage of my company will be mobility - services provided at the customer in any location and high qualifications I have. A special feature of the company is a pleasant atmosphere, competitive prices, modern equipment and affordable working hours. I plan to work independently in the company, but in the perspective of time when I will win an increasingly larger market, I take into account the employment of employees.

In my professional career so far, I have not managed a team of people, I finished school 2 years ago and then I gained experience in the profession. However, I have experience related to working in my own company thanks to the help of parents who have been running their own business for 15 years under the name AUTO-RAMA. The company provides car repair services and employs car mechanics. From an early age, I listened to my parents' conversations, and I witnessed their problems and successes in running the company. While studying in a technical college, I started to help them at weekends and during the holidays, I dealt with entering accounts into the system, I helped my mother with accounting and HR matters. Even though I am a young person, I have already come across the specifics of running a business. While helping my parents in the company, I learned about the principles of accounting and warehouse management. I contacted suppliers by negotiating the prices of parts. I learned settlements with the Tax Office and the Social Insurance Institution. Help in running a business showed me the advantages and shadows of self-employed work. I watched how my parents manage employees, how they arrange the schedules, how they use motivation systems, this knowledge makes me smarter and broadens my horizon in the field of running a business. I stay in a shared household with my parents, the parents run the company, their shared income is about PLN 9 000,00. So far, I have studied and worked for a short time on a mandate contract. I am currently unemployed. My property so far is a car and accessories for the profession of a massage therapist.

Objectives of making a decision the planned business activity:

- Economic goal: source of income •
- Psychological goal: of fulfilling one's own ambitions, self-realization •
- Educational goal: gaining experience in business

### Project location

The address where the company will be registered is the address of my home. The house is owned by my parents, I have the right to use a part of the building and the right to register my business at this address on the basis of a lending agreement (free of charge) for an unlimited period, but not less than one and a half years from the conclusion of the contract. I estimate the technical condition of the premises as very good.

The place for running a business is a room with an area of about 24m<sup>2</sup>. This location was chosen to avoid unnecessary costs. The specificity of mobile activity is that the services will be provided at the customer, the address is only for registration and advertising purposes.

Zamienie is a town in the Minsk Mazowiecki commune, with a population of about 650. It is about 5 km away. From the poviast city - Minsk Mazowiecki, which is a large market square, it has about 40,000 inhabitants. The international road No. 50 runs through Zamienie. It is a perfect location in terms of advertising my company and access to customers. Ok. 3 kilometers

from the turn there is a large shopping complex in Stojadla, I plan to post information about my business there, leave leaflets in shops, min. Carrefour, Castorama. Lots of people pass through such large shopping centers, for sure a large percentage will be interested in massage services provided at home. There is a primary school in Zamienie, I think that advertising on notice boards at school will also be a good idea. Teachers and parents of school children are one of the potential groups of my clients. The proximity of Minsk Mazowiecki is also the proximity to the A2 motorway, which will certainly shorten my travel time to customers.

## Market

Before deciding to run a lively activity on a mobile rhythm and physiotherapy, massage parlors are part of the market. We put a lot of emphasis on it. As well as synonymously, synonymous with an equal lotion, but also additional, i.e. future physiotherapy services.

The area of both the city of Mińsk Mazowiecki and the entire district of Miński, further, thanks to the vicinity of Warsaw, is inhabited by a diverse population, there are all professional groups, including population, farmers, small entrepreneurs and public administration employees. Enable operations to be performed operations by wide customers This is an area that is determined by the managed initiation of maintenance is conducted as part of business operations, because such a market is absorbent, it needs new services, which usually occur in a common and current technical condition.

When analyzing the market of health services, including massages, it should be noted that this is a development market with an upward trend. There is a growing awareness of the need to take care of one's image, beauty and health in Polish society. Mass media play a great role here, as they create the image of always well-groomed, well-groomed and originally dressed celebrities. There are also more and more TV programs and magazines that deal with the issues of caring for your health and well-being. As a result, customers more and more often ask about specific treatments, and pay more and more attention to the quality of services provided. People of all ages start to use the services of masseurs, those who want to give themselves a little relaxation, tired of work or people of all ages suffering from defects and injuries of the spine ... this group includes fans of relaxation but also athletes in need of rehabilitation.

When analyzing the potential of the Minsk and Warsaw markets, the economic and economic situation should be taken into account. Thanks to the close vicinity of Warsaw and many companies operating in its area, the Minsk powiat is attractive in terms of living and working. There is a low unemployment rate in February and January 2019, it was 5.4%, which is lower than the average in Poland, which is 6.1%. The above data prove that the society is getting richer, more and more often it will want to experience the relaxation that massage brings.

Thanks to the close vicinity of Warsaw, all professional groups, including rural population, farmers, small entrepreneurs and businessmen as well as employees of the budget zone and

public finances. Due to the proximity of route number 50 and road 637, through which many trucks pass, it is a very good place for doing business of this type.

In my opinion, my business will get a large enough market because there is a great demand for massage therapists. I know from experience that you need to wait about 2 weeks to sign up for a massage to a professional. And I will offer transport services to the client. There are a lot of people providing massage services stationary, but mobile - not many. Thanks to the cost strategy, the price offered by me will also be competitive in relation to other masseurs. The activity that I intend to open is characterized by the features of innovation. As mentioned above, there are not many masseurs who provide therapeutic and relaxing massage services on the move. I will compete with price and quality. I will be able to reach everyone so that the client can be served comfortably in the conditions of his home.

Thanks to a flexible approach to the client, my project will surely win a sufficiently large market. I estimate that I will earn about PLN 4,000 a month. net

In order to obtain a competitive advantage based on low costs, it will be necessary to purchase individual items from different suppliers.

I will buy cosmetics and massage products through online shopping in industry stores:

- ❖ <http://www.sklep.masazysta.info.pl>
- ❖ <https://www.habys.pl/>
- ❖ <https://www.dlamasazu.pl>
- ❖ <https://www.rbskosmetik-sklep.pl/>
- ❖ <http://sterylni.pl/>

This is a list of online stores with a wide selection of products and competitive prices.

I plan to do my own shopping in the place where the best price will be. In a country where a competitive advantage is often generated with a low amount, it is necessary for the final recipient. In addition, the products must be of the right quality to offer the customer the highest quality.

Defining the target group is closely related to the services offered by my business.

The target groups I plan to reach are:

- Young mothers
- Women between the ages of 25 and 40.
- Women over 50.
- Men between 15 and 24 years of age.
- Men over 40
- High school students.
- People who are active in sports

• People with a sedentary lifestyle

My services are intended for everyone, massages are inexpensive and bring relief and relaxation. Everyone should take advantage of a therapeutic or relaxing massage at least once a month for their health. I plan to reach individual clients from each social group whose income per person starts at PLN 2,200.00 net.

I believe that my venture will be profitable and I will get clients in the first month of running my business.

As part of the subsidy, I plan to buy vouchers, business cards and advertising T-shirts with the logo of my company. Nowadays, marketing is very important because there is no problem producing something or offering a service, the problem is to sell it. This is where marketing comes in with a whole range of tools to increase sales, brand recognition or customer loyalty. I plan to actively promote my services on my funpage.

## Competition

Competition in the massage services market is moderate. The range of services provided by service providers is very wide, which is why offices differ from each other as well as in the scope of services provided and prices. Prices are largely determined by the places in which the company is located – they are in the city center and in large showrooms, and also lower in small local offices, where the service variable is also very important. Another company as being the main target for gaining equal access, you can see that the market will grow.

Competition on the massage market is not big, there is no salon or mobile masseur in the town I live in. There are 3 professional massage salons in Mińsk Mazowiecki that provide massage services:

- ✓ Osteomedica
- ✓ See Gao massage salon
- ✓ Vigor Stanisław Kwiatkowski

Competitive relaxation massage services are also provided by institutes, providers:

- ✓ Akademia Próżności – Mińsk Mazowiecki,
- ✓ Pas a Pas – Mińsk Mazowiecki,
- ✓ Salon Urody Zera – Mińsk Mazowiecki,
- ✓ Yasmine Salon & Spa
- ✓ Estemedicus

Recently, no massage parlor has gone bankrupt, the market is still developing and needs new specialists.

All the above-mentioned salons provide stationary services, without the possibility of traveling to the customer. I will be a mobile masseuse, I will also provide services related to corrective exercises.

I included among the basic competitive factors in running my own business;

- professionalism and honesty in providing services,
- timeliness of performed orders,
- location (main route E30 Warsaw-Tersepol),
- shaping loyalty among customers

The company also assumes that satisfied customers will recommend it to other people.

### **Market entry plan**

To start my own business, I have already acquired a basic understanding of all the processes involved in running my own business. I plan to reach customers on the local market with my offer

i.e. Swap, Mińsk Mazowiecki, Mińsk region with the prospect of entering the Warsaw market. I plan to prepare an offer of the services provided along with the price list and post it on my funpage.

Planned advertising methods: funpage on facebook, business cards, vouchers, advertisements on notice and notice boards, T-shirts with my company's logo distributed to clients.

The purpose of promotional activities for my business will be:

- providing information about my offer and what distinguishes it,
- creating customer loyalty and encouraging them to use my services on a regular basis.

The company's own funpage will be a showcase for creating the image of the company. It is an excellent and generally available source of information about the company, its services and promotions.

The basic functions of advertising will include:—information function - informing about services introduced to the market,

- inducing function – based on convincing recipients that the service will best meet their needs and persuading them to make a purchase,
- persistence function – consisting in reaching the desired number of recipients and consolidating among them the belief that my service is better than the competition.



The task of the advertisement will therefore be:- attracting the attention of potential recipients who should notice our service among others,- interest in the service and focusing attention on its main aspects- making recipients want to use the service,

I am going to attract customers with the help of an appropriate pricing strategy and marketing strategy. As I will be working in the marketing and PR market, I am going to base my activities on actively acquiring clients. Thanks to the subsidy, I will be able to purchase high-quality products and equipment. This will give me a better start. Another point that gives me a competitive advantage is mobility, I will provide services to clients at their home, without the need to travel to the salon.

As I showed earlier, there are not many salons that deal with massage professionally. I am educated and qualified to perform therapeutic massages, my skills and knowledge speak for the success of my project.

At the beginning of my activity, I will not hire any employees. If the business develops at a good pace, I do not exclude the possibility of employing additional employees.

In order to have prospects for development in the future, the most important goals in my business are:- systematic activities aimed at increasing the standards offered services, favoring the acquisition of new customers,- constant improvement of professional qualifications of own and potential future employees,- constant monitoring of the market, adapting to current trends and investing in new equipment.

### **The scope of my activities as a company owner:**

- Planning of strategies and prevention Handling administrative,
- organizational and personnel matters "Contacts with office institutions (banks, tax office and tax office)
- Performing the services offered

### **Financial analysis of the project**

As my own contribution to the company, I bring a car, which will be the basis for my business, because before I reach the customer, it is necessary for me to start working in the scope planned by me. Your own contribution will also be basic equipment and cosmetics used for massage. I estimate my contribution at about PLN 15,000. I am applying for a subsidy from the Poviats Labor Office in the amount of PLN 20,000 to be able to purchase modern equipment, invest money for advertising and invest some in products necessary for the profession.

The calculation of the forecasted revenues is attached in the appendix. The activity of masseurs is not seasonal, I will provide services all year round. My activity will be profitable from the beginning of its establishment, I have already established talks with parents of children from a nearby school who are interested in massages provided by me after their working hours. In the short term, I plan to gain an ever wider customer market. In order to minimize costs, my company will be located in my place of residence. This will minimize the costs that should be

minimized in the initial stage of development of the enterprise in order to develop.

### **Risk**

The main risk that may occur in running a business is the unfavorable economic situation on the market. In addition, the risk factors would also be an increase in unemployment, which is not yet likely, the society is slowly getting richer and their quality of life is increasing. The appearance of a lot of competition on the market is a significant risk factor, but the risk of the appearance of competition is not great, because you need to have specific skills, completed schools and training that are not readily available. The above characteristics show that all risk areas are external and there is little probability of their occurrence.

The management actions I am going to take is an initial competitive strategy based on low prices in order to get the right number of customers. In addition, I am going to insure myself against natural disasters such as fire or theft. If the massage services turn out to be insufficient to win the market, I can always change to a beautician or manicurist, which is also in great demand.

### **Legal tasks**

The form in which I will run an enterprise is a sole proprietorship. No special permits or licenses are needed. Thanks to the completed specialized school and training, the necessary qualifications to conduct this type of activity.