



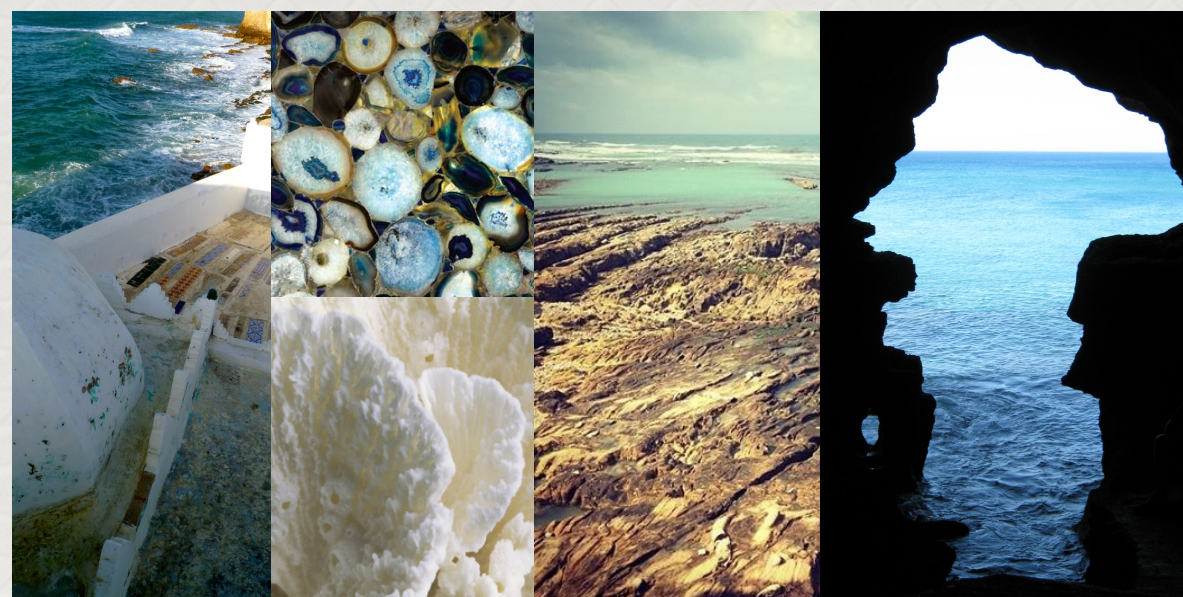
Student Challenge Competition

Global Spa and Wellness Summit

Students: Mehdi Lasfar, Lamiae Skalli, Younes El Gharbi

Advisor: Dr. Milton Duncan Rinehart

Architect: HBA



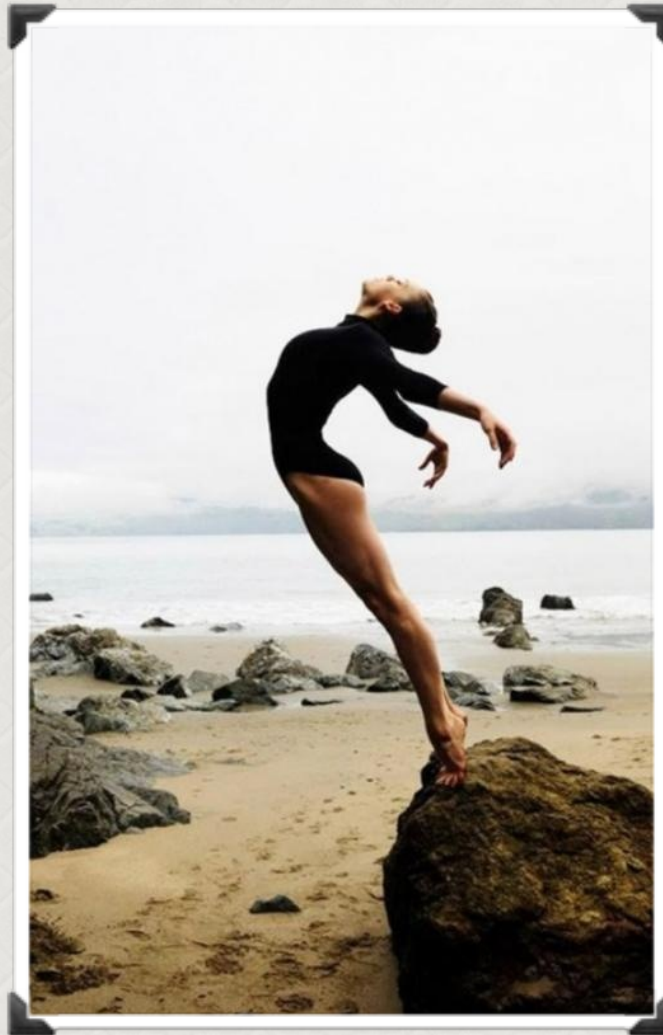
The Need

- ✿ *Millions of Moroccans cannot afford a spa care*
- ✿ *The spa and wellness offer is still very low compared to the ambitions of the kingdom*
- ✿ *More than 31% of Moroccans suffers from health problems due to an unhealthy lifestyle*



*You do not have a soul
You are a soul
You have a body*

C.S. Lewis

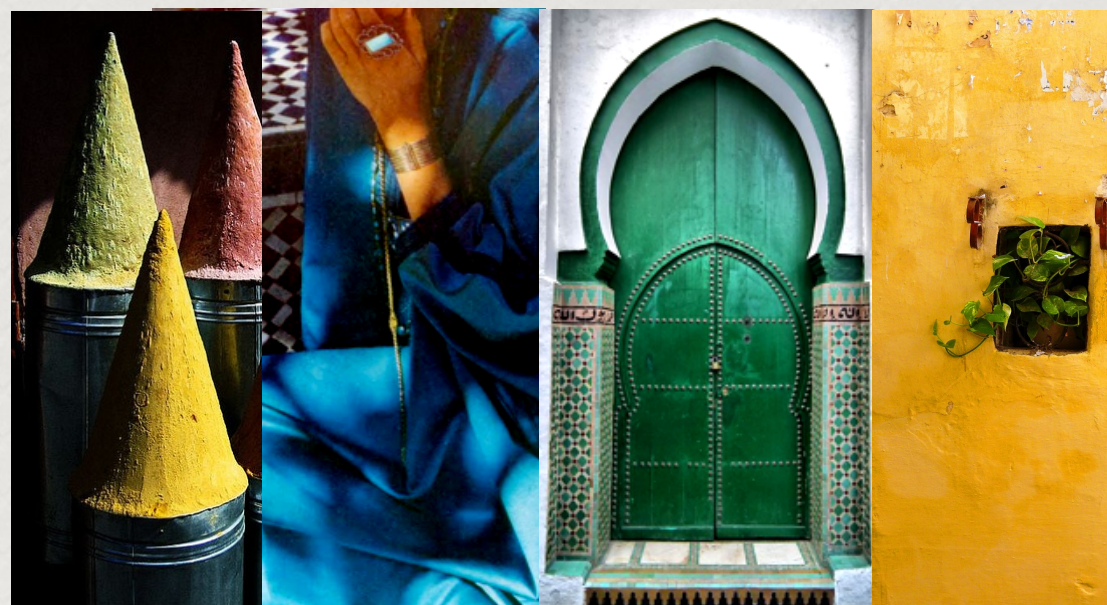


The Need

- ✿ *An Affordable spa in one of the most beautiful regions of Morocco*
- ✿ *A healthy program in a relaxing and exotic context*
- ✿ *A Spa & Resort for long and short therms periods*

The Concept

Arcila Spa & Resort is a destination spa in the region of Assilah, located in the North of Morocco. What we aim to offer is an all-inclusive spa where our guest can fully experience the beauty and harmony of a four stars spa & resort with the benefits of a thalassotherapy, sports activities, and a refreshing touch of the culinary heritage of Morocco.



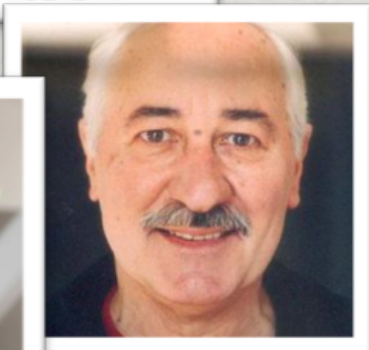
The Service Offering

The Customers of Arcila spa & resorts benefit from:

- ✿ *SPA: Massage, Thalassotherapy, Hammam, styling salone*
- ✿ *Hotel: an 80 smart rooms in a 4 stars hotel*
- ✿ *Sport: Kayaking, surf, fitness, yoga, dance, horse riding, wall-climbing, hiking.*
- ✿ *Culinary Arts : Moroccan & International Cooking classes*

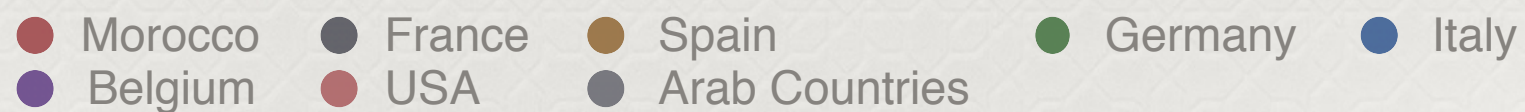
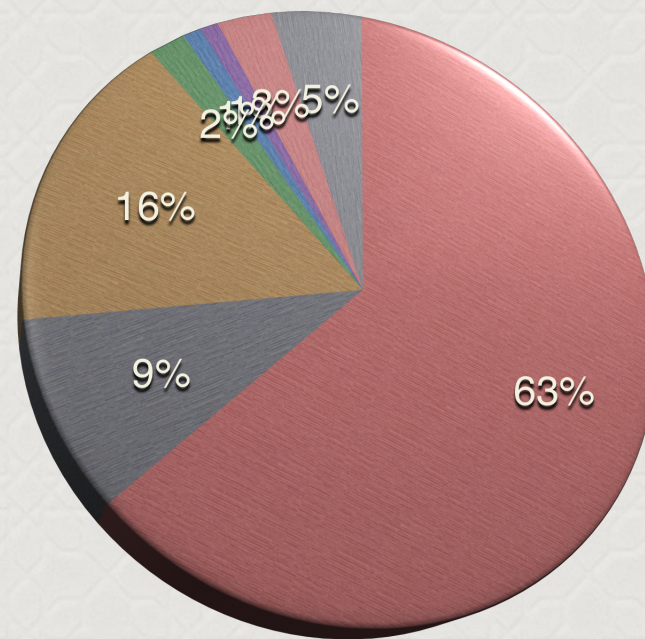
The Target Market

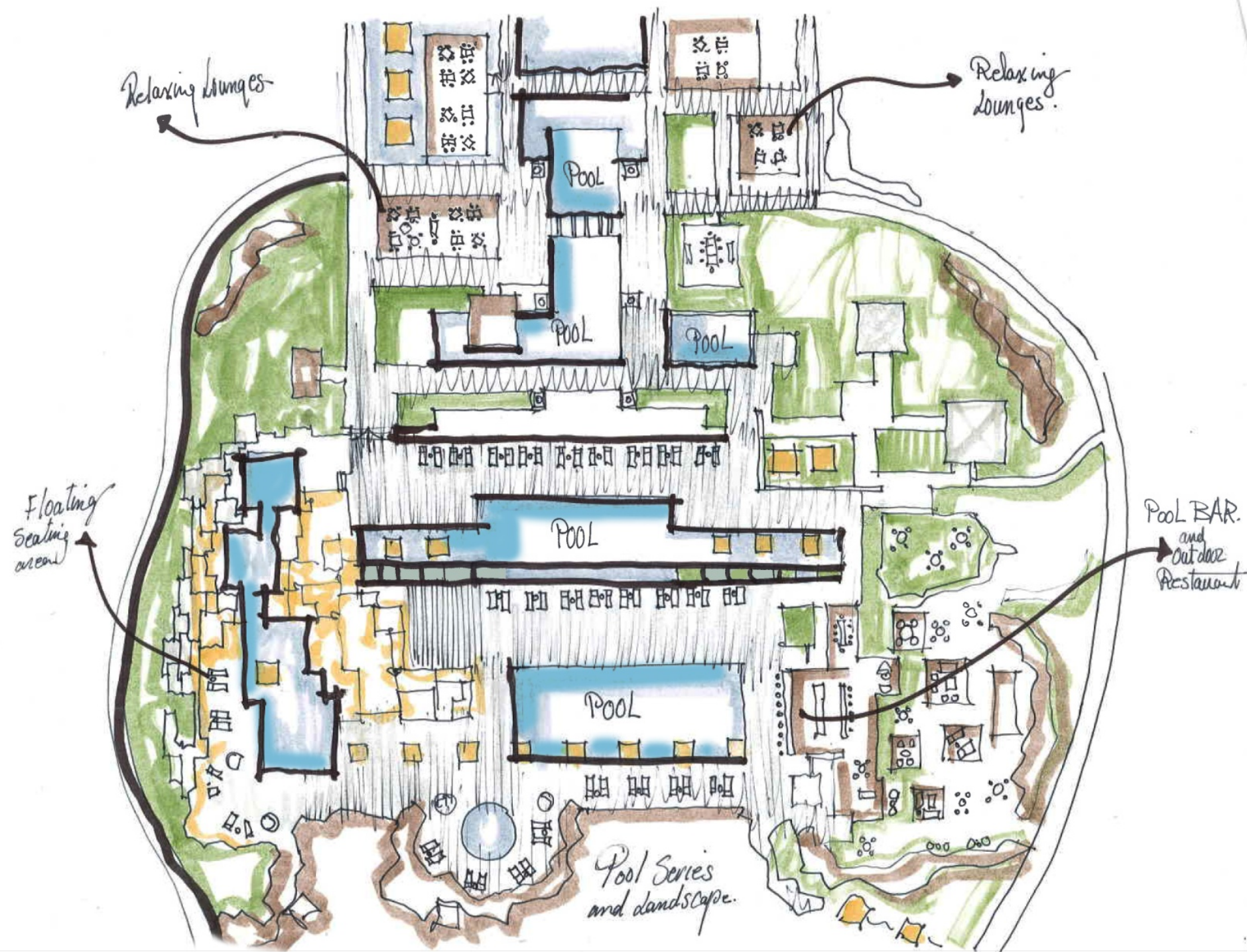
- ✦ *Young Professionals*
- ✦ *Middle-Aged Professionals*
- ✦ *Athletes*



Target Location

Arcila Spa & Resort is targeting 63% of National and 37 % international customers.





Poolside Layout



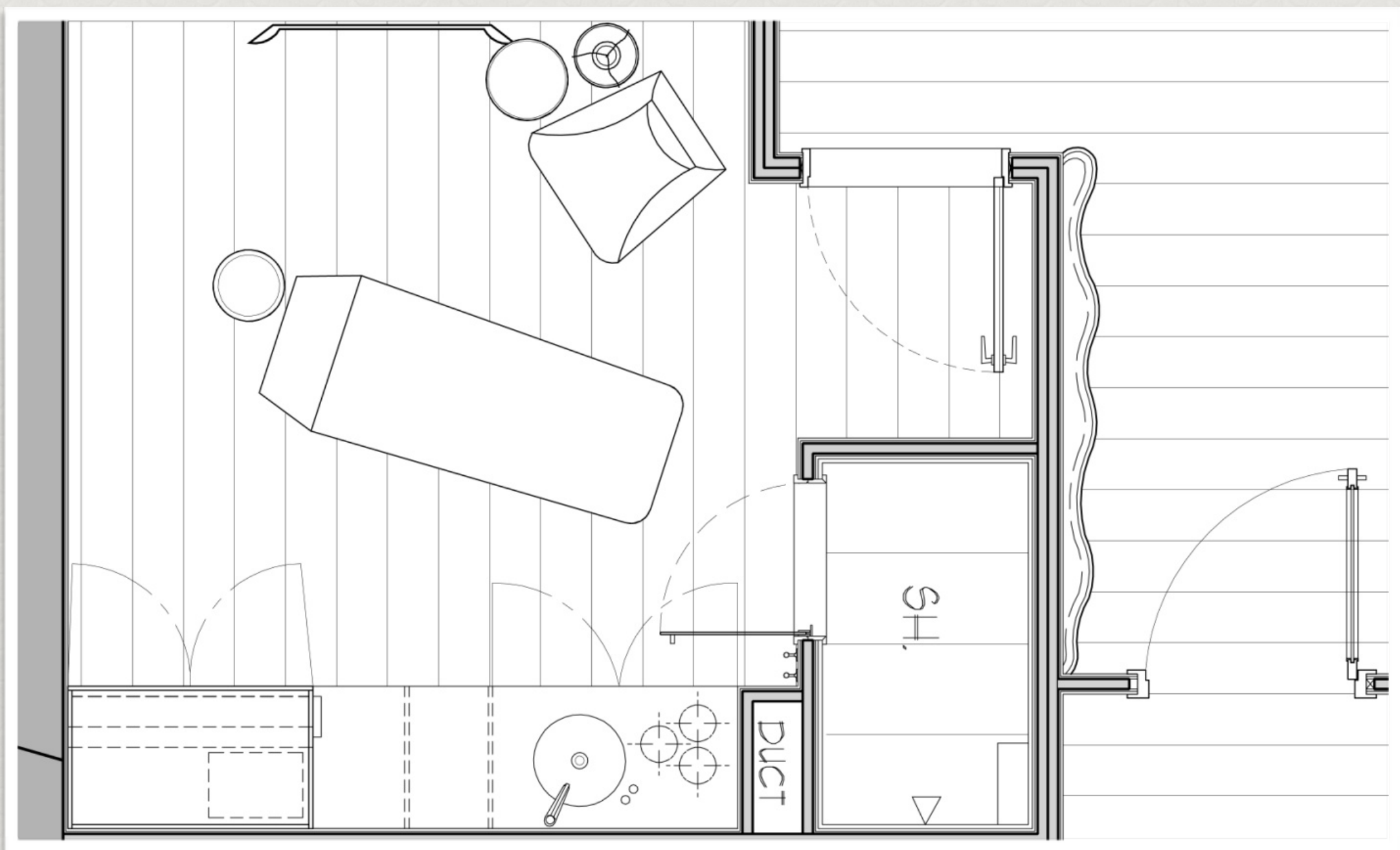
Treatment spa Concept Layout



Hammam Visuals



Treatment Room



Treatment Room Layout

SPA Services

- ✦ *Moroccan Hammam*
- ✦ *Massages*
- ✦ *Thalassotherapy*
- ✦ *Styling salone*
- ✦ *Relaxation areas*



SPA Menu

Arcila essential package:

- ✿ Room accommodation
- ✿ Three healthy meals daily
- ✿ Welcoming healthy smoothie
- ✿ Unlimited access to the fitness center
- ✿ 40 minutes massage / facial care
- ✿ Hammam experience
- ✿ Access to indoor and outdoor pools

Premium Arcila Package

- ✿ Room accommodation
- ✿ Three healthy meals daily
- ✿ Welcoming healthy smoothie
- ✿ Unlimited access to the fitness center
- ✿ 50 minutes massage / facial care daily with an ocean view
- ✿ Daily relaxation and Yoga classes on the beach
- ✿ Premium Hammam experience: Guidance of a professional in the Hammam ceremonial
- ✿ Access to indoor and outdoor pools
- ✿ Healthy lifestyle and cooking workshop and classes

Well-being Retreat

- ✿ Room Accommodation
- ✿ Three healthy meals daily
- ✿ Comprehensive diagnostic of the guest
- ✿ Unlimited access to the fitness center
- ✿ 40 minutes massage / facial care
- ✿ Personal training sessions
- ✿ Healthy cooking classes
- ✿ Daily detoxifying smoothies
- ✿ Final diagnostic and recommendations to the guest for long run results on their wellbeing

Athletes Package - Solo or groups

- ✿ Room accommodation
- ✿ Scheduled and personalised fitness programs
- ✿ Three healthy meals daily
- ✿ Daily assisted morning runs
- ✿ Daily Yoga and Pilate courses on the beach
- ✿ Unlimited access to the fitness center and cardio machinery
- ✿ Daily fitness classes to stay in shape
- ✿ Hammam and massage sessions daily

Sport Activities

✧ *Kayak*

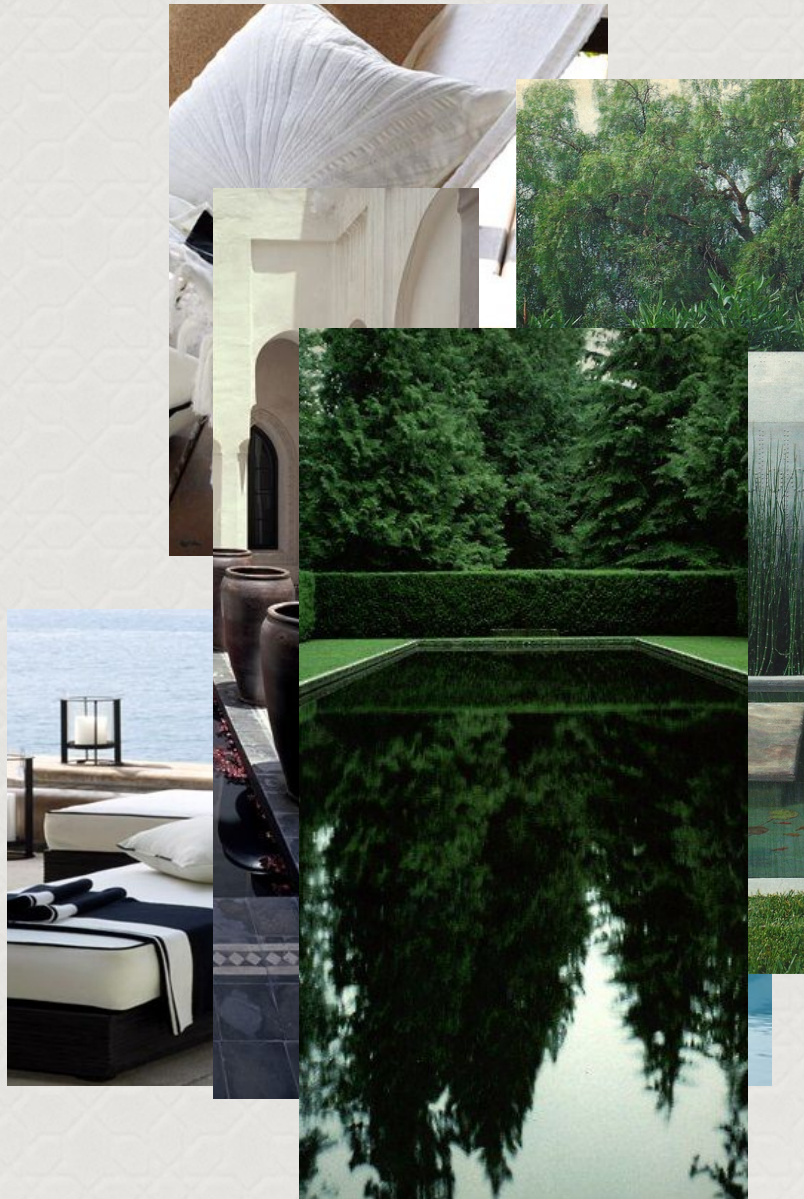
✧ *Surf*

✧ *Horse Riding*

✧ *Wall Climbing*

✧ *Yoga*

✧ *Dance*



✧ *Gyrotonic*

✧ *Pilates*

✧ *Hiking*

✧ *Swimming*

✧ *Seaside walks*

✧ *Gym*

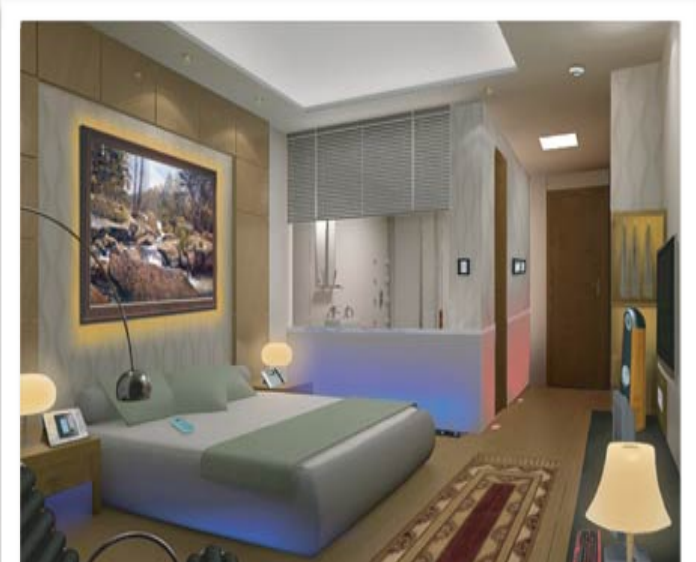
Culinary Art

- ✦ *Moroccan and international cooking classes given by a professional chef*



Arcila 4 Stars Hotel

- ✦ *4* Hotel*
- ✦ *Smart room system*
- ✦ *Energy consumption monitoring*
- ✦ *Includes a hydro massage shower*



Arcila Online

An efficient and friendly website will allow customers to have access to different online services that aims to facilitate the interaction between Arcila spa & resort and the users. The website will allow the customer to access the following:

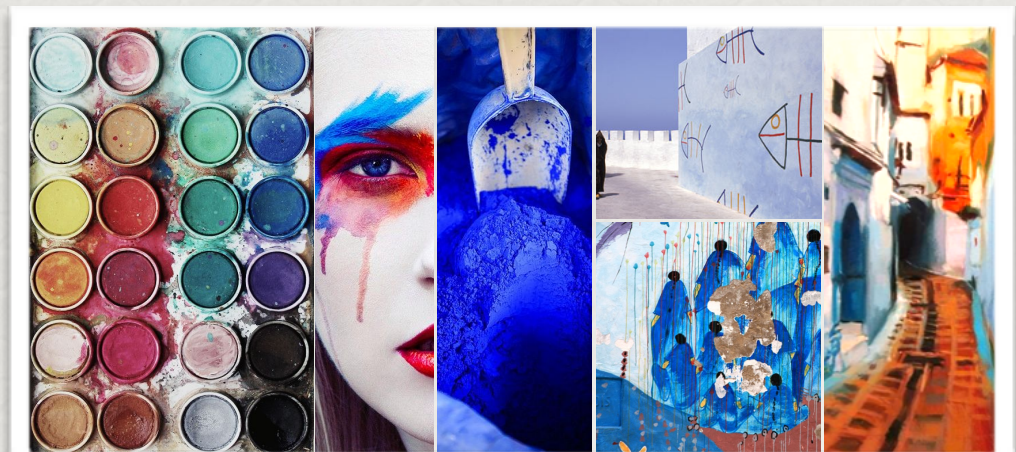
- ✿ Discover our Spa & resort through videos, pictures and 360° virtual visits
- ✿ Access information and schedules of the various spa services.
- ✿ Make an online reservation and payment.
- ✿ Have access to practical information about Morocco, the region of Assilah, health advices, local weather, local artisanal cooperatives and maps.
- ✿ Choose a program or design the one that suits the customers the best: the customers will be able to select one of the pre-designed programs we do offer or create their own program based on the activities they desire.



Pricing Strategy

After looking at the different pricing strategies, we tough about using the premium pricing strategy, and applied the following prices:

- ✦ Arcila essential package: Price: 1300 MAD per night and per person
- ✦ Premium Arcila Package Price: 2000 MAD per night and per person
- ✦ Well-being Retreat Price: 1800 MAD per night and per person
- ✦ Athletes Package - Solo or groups Price: 2000 MAD / night (the group price will depending on the size of the group)



Loyalty and Retention

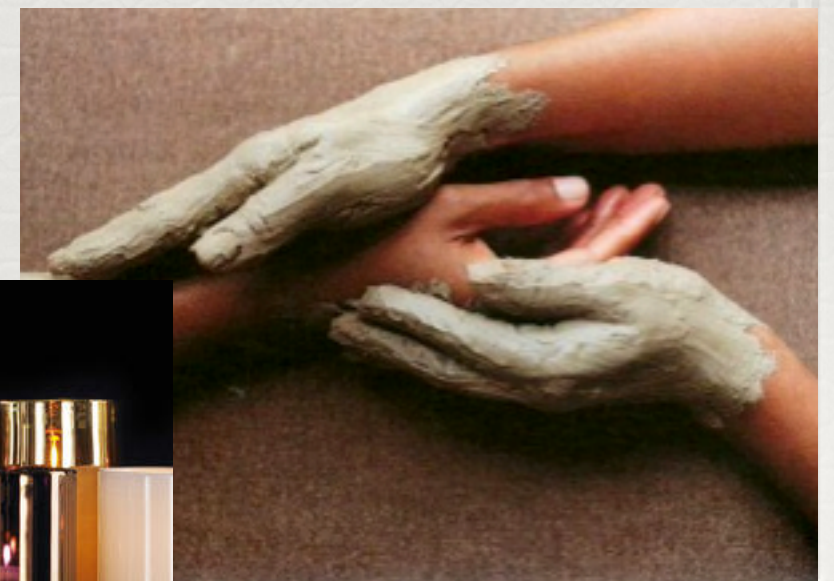
- ✦ *Fidelity cards*
- ✦ *Loyalty gifts*
- ✦ *Special loyalty treatments*
- ✦ *Discounts*



Retail Experience

Arcila Spa & Resort will have a retail store for:

- ✿ *Natural Moroccan cosmetic products*
- ✿ *Touristic books related to the region*
- ✿ *Productions of local artists
(painting, music, photography, ...)*
- ✿ *Cooking books and videos.*
- ✿ *Souvenirs*



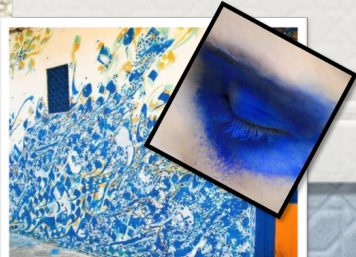
Marketing Plan

★ *Events*

- *An opening Gala ceremony*
- *Press Conference*
- *Organisation of various and artistic expositions*

★ *Advertising*

- *The use of social media (Facebook, Twitter, ...)*
- *The use of printed add on specific magazines and newspapers*
- *Launch of a biweekly newspaper*
- *Advertising on billboards in big cities*
- *Sponsorship of the artistic festivals in Assilah*



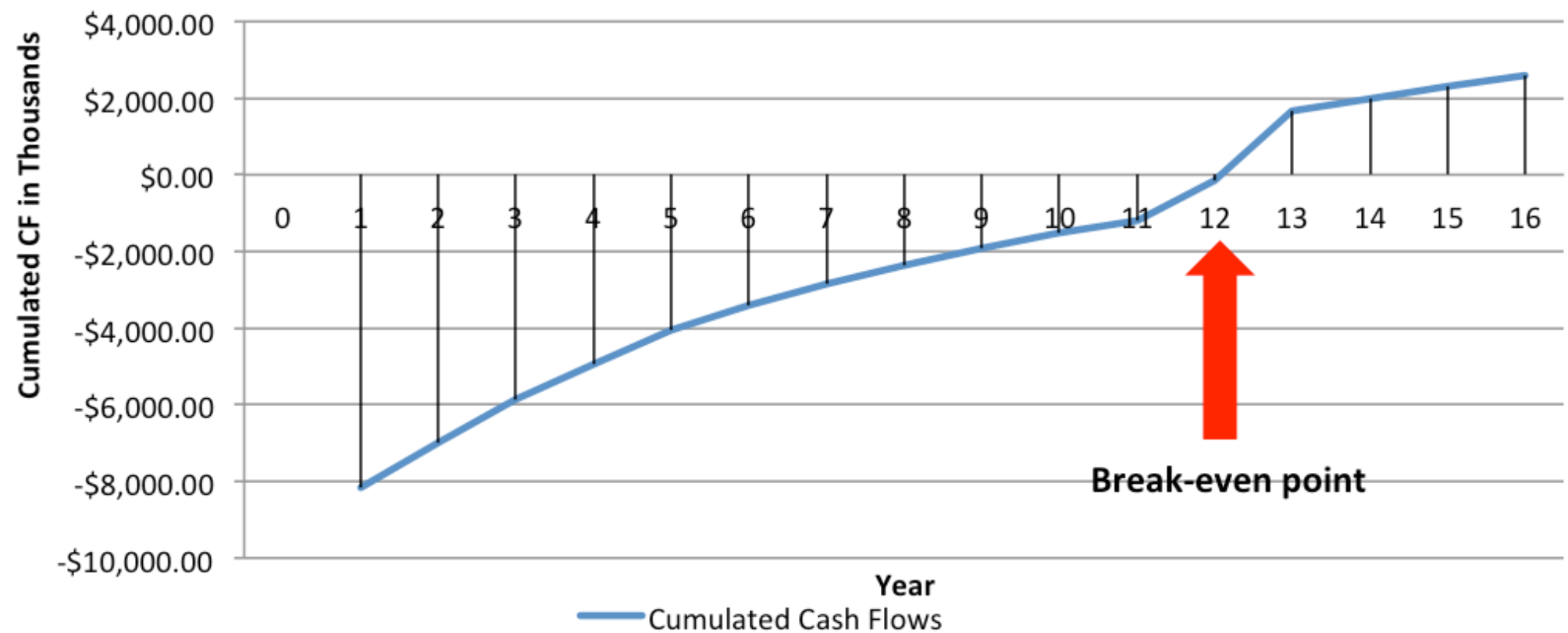
Development Cost

Section	Cost
Land	\$1,000,000
Build-out cost	\$3,150,000
Professional fees (10%)	\$315,000
Equipment	\$3,885,683
HR Training	\$17,365
Other unexpected cost of investment (10%)	\$836,804
Investment Capital (100% Equity)	\$9,204,852



Financial Projections

- ★ **NPV:** \$1,670,597.22
- ★ **IRR:** 18%
- ★ **Payback Period:** 12 Years
- ★ **Growth of 5%** for the revenues



Sources

- ✿ *Haut Commissariat au Plan Marocain : www.hcp.ma*
- ✿ *Observatoire du tourisme: <http://www.observatoiredu tourisme.ma>*
- ✿ *Consumer Lifestyles in Morocco - Euromonitor International*
- ✿ *Trip advisor www.tripAdvisor.fr*
- ✿ *Tangier's website: www.tanger.madeinmedina.com*
- ✿ *Top 10 Global Spa and Wellness Trends forecast (2014) - Spa Finder*
- ✿ *The Global Wellness Tourism economy (2013) - Global wellness institute.*
- ✿ *The Global Spa Economy (2007) – SRI*
- ✿ *<http://www.globalspaandwellnesssummit.org/index.php/middle-east-north-africa-is-fastest-growing-wellness-tourism-market-in-world-at-16-annually>*



Thank You



Arcila
SPA * RESORT
A RAINBOW RESORTS & SPA PROPERTY