

MARRAKECH, MOROCCO
10-12 SEPTEMBER 2014



S A M R A E
— Spa & Salon —

P R E S E N T A T I O N

Supervisor:

Pr. Abdellatif Zaimi

Students:

Hassan Errifai

Aicha Zaimi

Rabiaa Farres

Ayoub Zaimi



AMRA
Spa & Salon

MODERNITY

TRADITION

MOROCCAN TRADITIONAL BEAUTY PRODUCTS



P R O B L E M A T I C

- Moroccans are starting to care more about their health
- Most spas available are in hotels
- Prices are high
- Only one center in the region, more for sport than spa

MARKET RESEARCH

- Competitive analysis
- Environmental analysis
- Survey

THE SOLUTION WE OFFER IS:



S A M R A E

— S p a & S a l o n —

SPA LOCATION

HARHOURA

SIZE:

- Population : 9241
- Size : 12 km²

AGE RANGE:

- Less than 15 years old : 24%
- Between 15 and 59: 66.7%
- More than 59: 9.2%



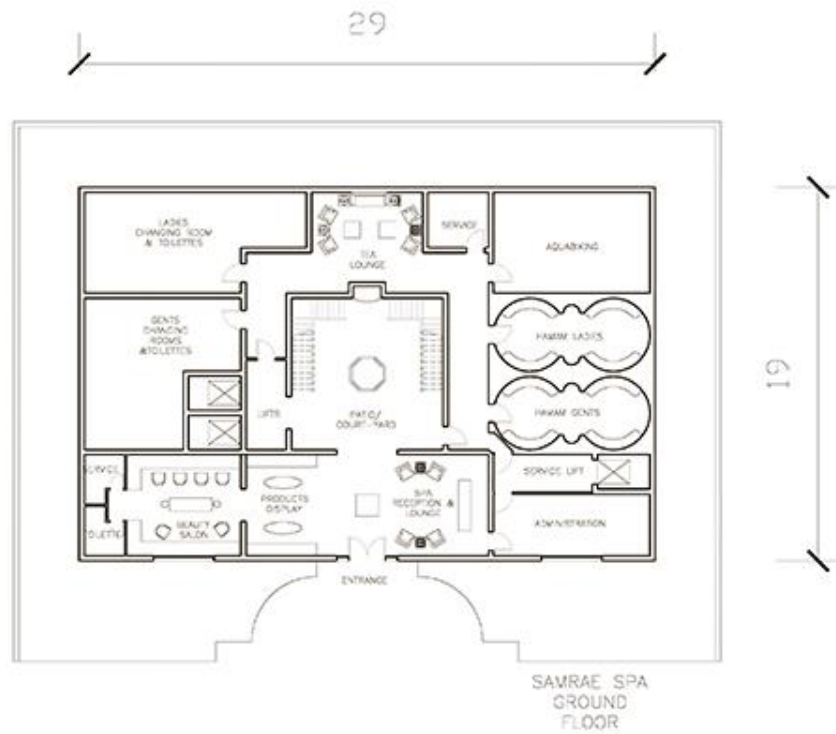
T A R G E T M A R K E T

Male and female professionals, retirees, and people from the age of **25 and above**, with a household income superior to **9000dhs** a month.

EXTERIOR DESIGN



SPA LAYOUT

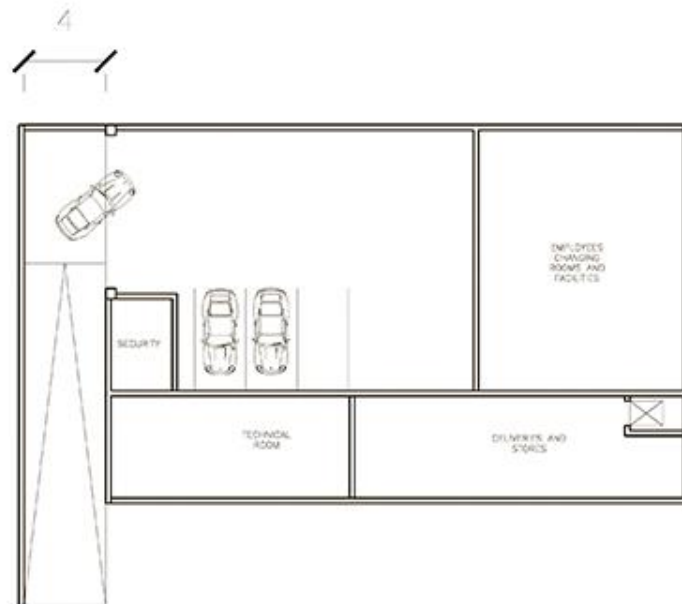


SPA LAYOUT

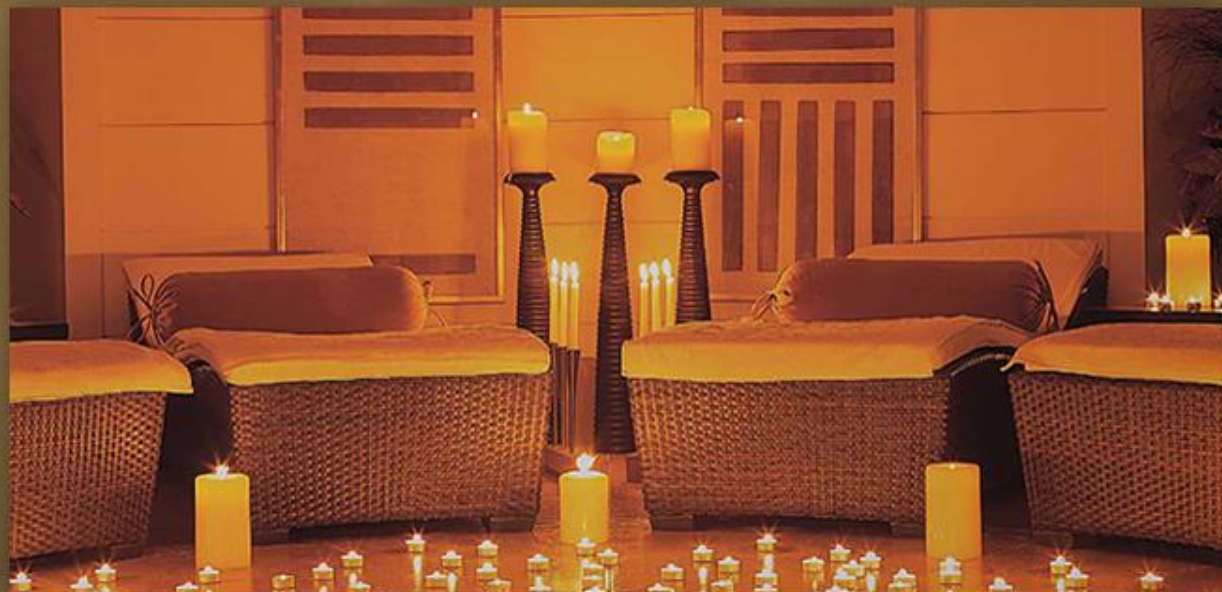


SAMRAE SPA
FIRST FLOOR

SPA LAYOUT



SAMRAE SPA
BASEMENT
FLOOR



SERVICES

SPA

- Massage
- Hammam
- Thalassotherapy
- Balneotherapy
- Facial treatments



SERVICES

BEAUTY SALON

- Hair dressing
- Manicure/Pedicure
- Hair removal
- Make-up



SERVICES

SPORT CENTER

- Gym
- Aquabiking
- Oriental dance
- Aerobic



SERVICES

OTHERS

- Fruit Bar
- Store
- Tea Lounge



NATURAL PRODUCTS

We'll work with cooperatives like:



Natural products like:

Rose water	Pumice stone
Khol	Ghassoul
Henna	Argan oil
Olive oil	Almond oil
+ Many others	

OPENING HOURS

- SAMRAE SPA opens from **9AM** to **9PM**
- It has a capacity of **487** people.

U S P (unique selling point)

- A full **SPA** experience like no other in the **Rabat** region
- The first ever **Aquabiking** facility in Morocco
- A perfect blend between **modernity** and **tradition**
- The use of **traditional** Moroccan products

VISUAL IDENTITY



S A M R A E

— S p a & S a l o n —

VISUAL IDENTITY

FIND US ONLINE:

www.samrae-spa.com

www.facebook.com/samrae
www.twitter.com/samrae-spa
www.youtube.com/samrae-spa

more than just a spa... AN EXPERIENCE

Samrae is a unique spa experience in the heart of the capital of Morocco that is a perfect blend between modern spa technology and traditional Moroccan products and techniques to give you the best experience you could ever ask for.



SAMRAE
Spa & Salon

Address: 12, Rue Moulay Abdou, Marrakech
 GSM: 06 12 24 14 76
 FAX: 06 12 24 14 77
 www.samrae-spa.com
 www.facebook.com/samrae

Balneo-therapy

650

- PACKAGES -

Bride Pack	1500
Groom Pack	1100
Little Break Pack	700

FACE TREATMENT -

	60 MINS
Young Facial	250
Ageing Facial	400
Woman's Facial	400
Active Skin Facial	500

- MAKEUP -

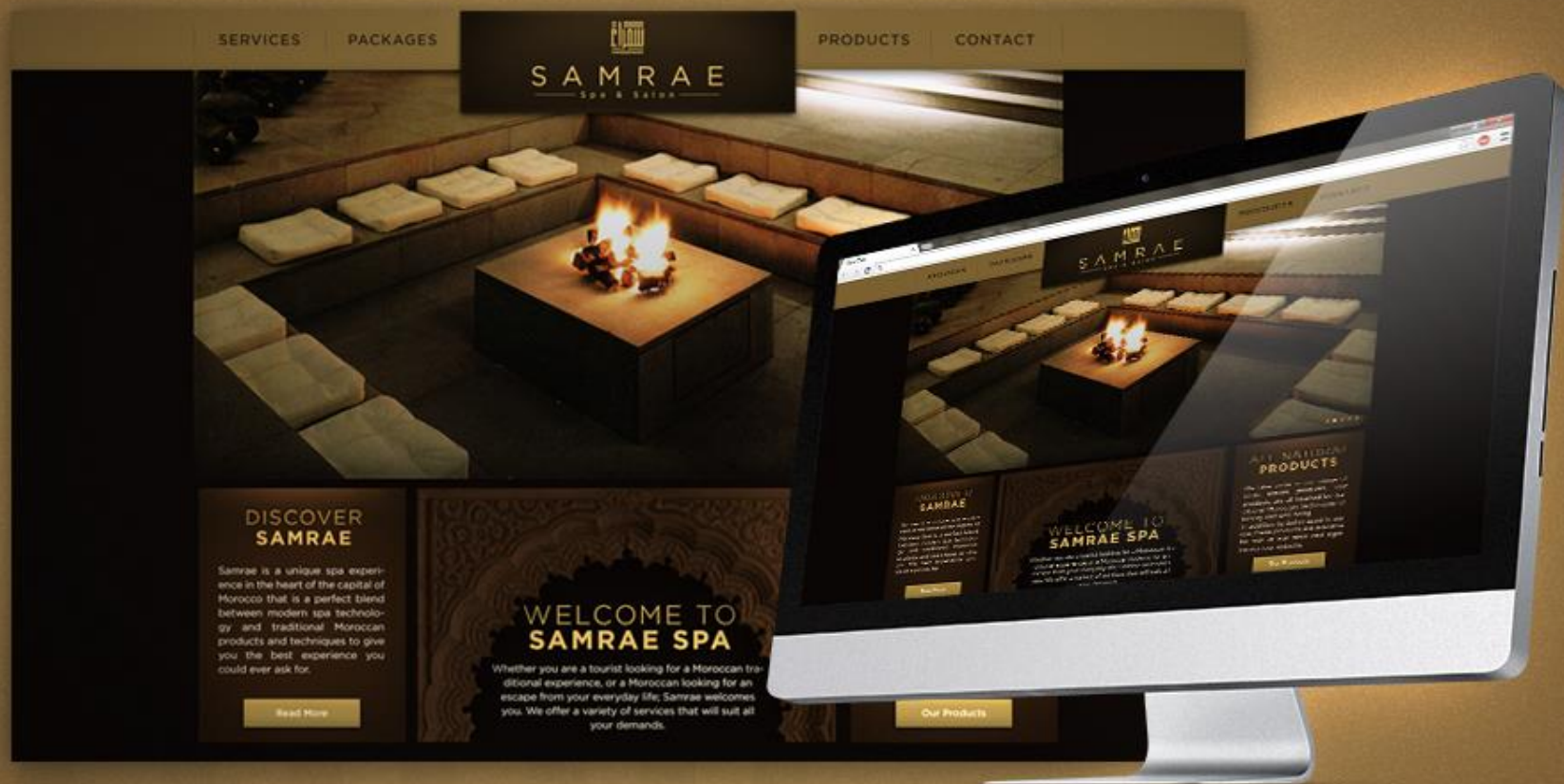
Sh Strip	80
up application	120
up Lesson	250
al Occasion Makeup	350
ing Day Makeup	400

- HAIR -

it Only	100
it, Blowdry and Finish	150
poa, Blowdry and Finish	120
al Occasion Hair	200
ing Day Hair	300

Insurance	150dhs per Year
Inscription Fees	100dhs

VISUAL IDENTITY



REVENUE MANAGEMENT

- Simple menu structure
- Yield management techniques
- Strategic promotions
- Membership programs

LAUNCH & MARKETING STRATEGY



PRICES

~ MASSAGE ~			~ HANDS & FEET ~		~ FACE TREATMENT ~	
	30 MINS	50 MINS				60 MINS
Relaxing Massage	150	200	Manicure	70	Clarifying Facial	250
Oriental Massage	200	250	Pedicure	70	Anti-Aging Facial	400
Energetic Massage	250	300	Hand Beauty	100	Gentleman's Facial	400
Back Massage	200	250	Feet Beauty	100	Sensitive Skin Facial	500
			Nail Polish	45		
			Hanna Decoration	40		
~ BODY TREATMENTS ~			~ HAIR REMOVAL ~		~ MAKEUP ~	
	60 MINS	80 MINS				
Exfoliating purifying	250	300	Lower Leg	80	Eyelash Strip	80
Organic Awakening	150	200	Upper Leg	50	Makeup application	120
Sea Salt Lavender	250	300	Full Leg	100	Makeup Lesson	250
			Lower Arm	50	Special Occasion Makeup	350
			Upper Arm	50	Wedding Day Makeup	400
			Full Arm	100		
			Bikini	60		
			Back Wax	50		
			Tummy Wax	50		
			Face Wax	50		
			Brazilian Wax	70		
			Full Body Waxing	300		
~ BATH THERAPIES ~			~ PACKAGES ~		~ HAIR ~	
Steam Hammam	80					
Scrub Hammam	150		Bride Pack	1500	Haircut Only	100
Wrap Hammam	200		Groom Pack	1100	Haircut, Blowdry and Finish	150
Sultan Hammam	350		Little Break Pack	700	Shampoo, Blowdry and Finish	120
Private Hammam	300				Special Occasion Hair	200
Thalassotherapy	600				Wedding Day Hair	300
Balneotherapy	650					
					Insurance	150dhs per Year
					Inscription Fees	100dhs

HUMAN RESOURCES



Uniforms

Modeled after traditional Moroccan clothing

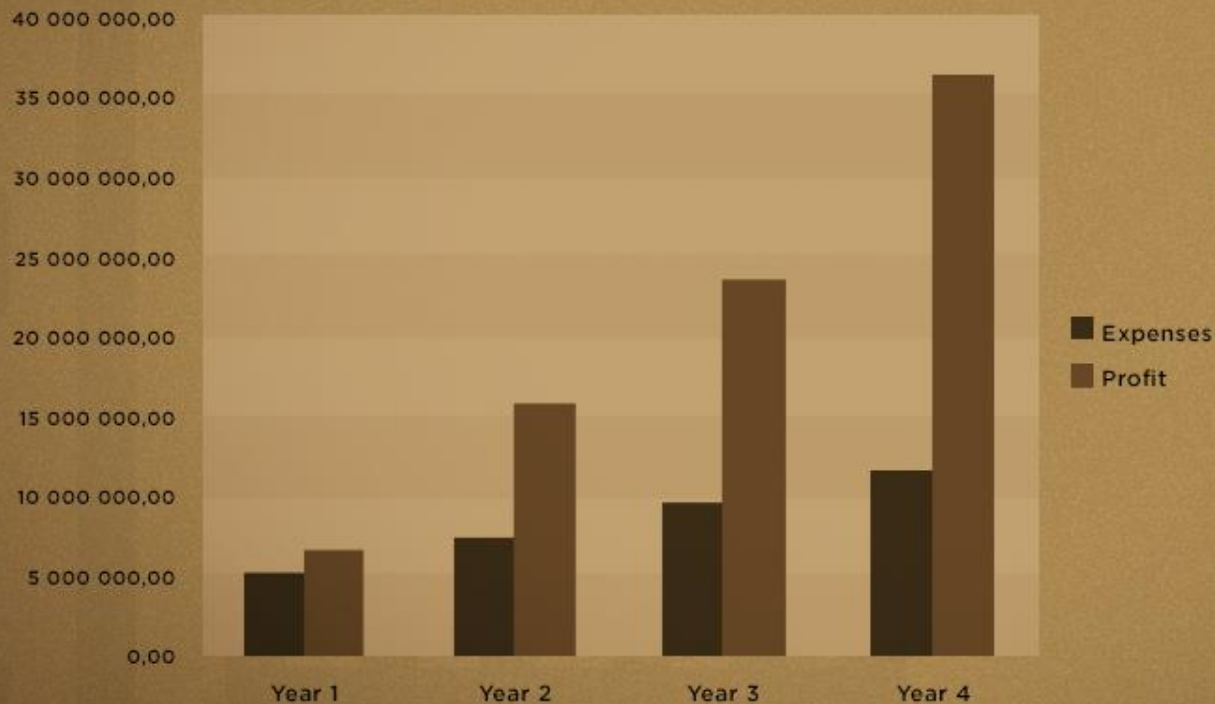
FINANCE

Initial Investment:

11,791,000 dhs

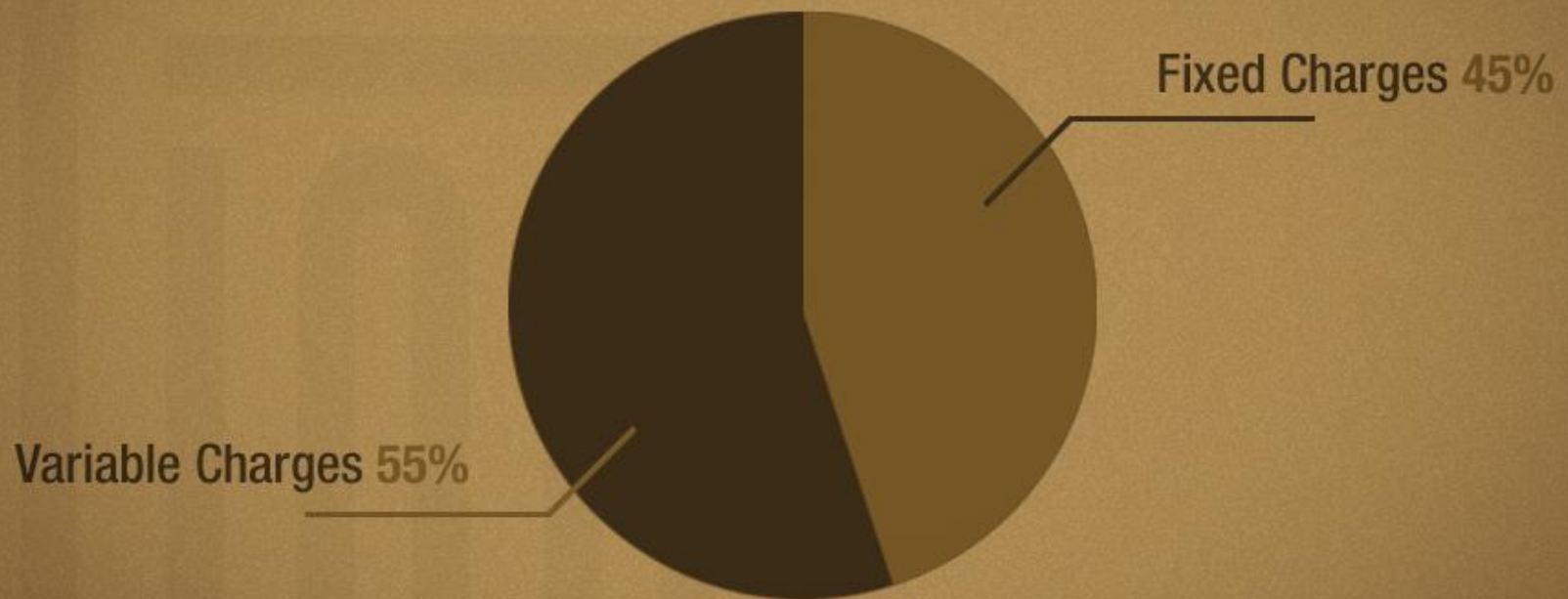
ROI:

5 Years and 1 Month



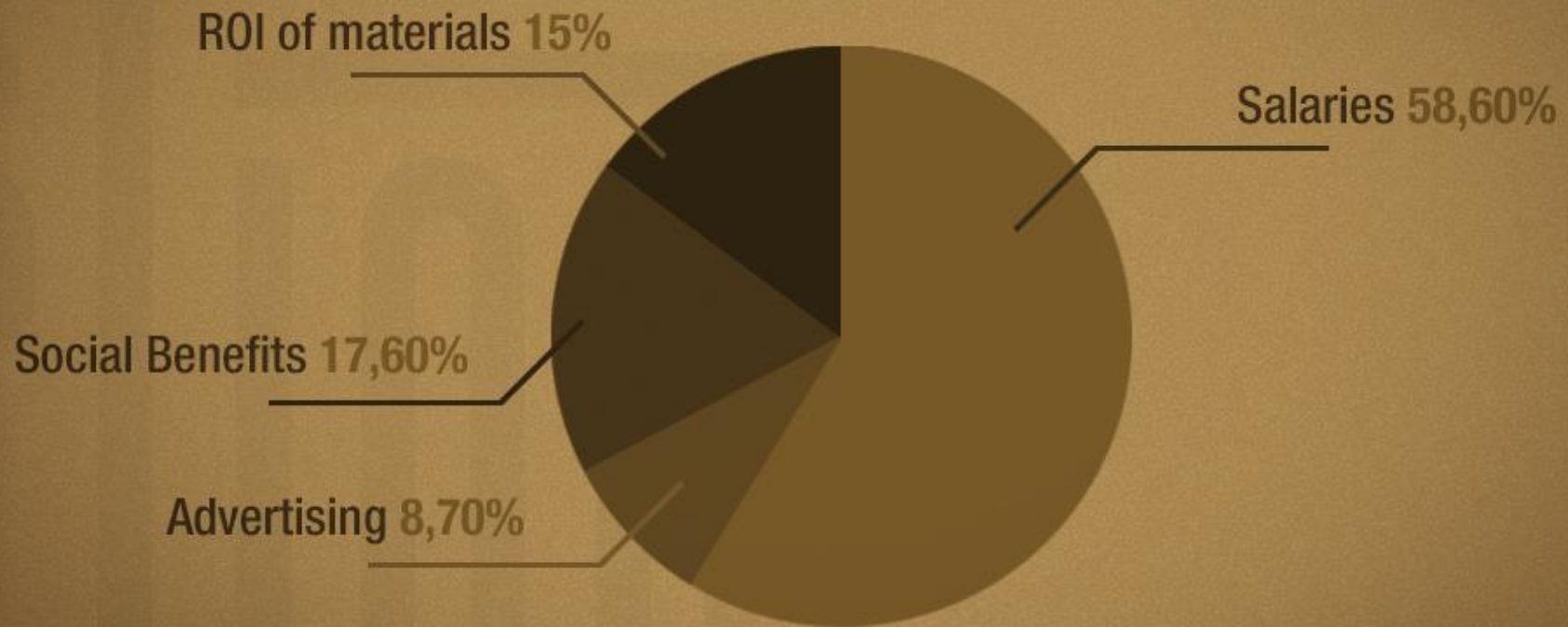
FINANCE

CHARGES



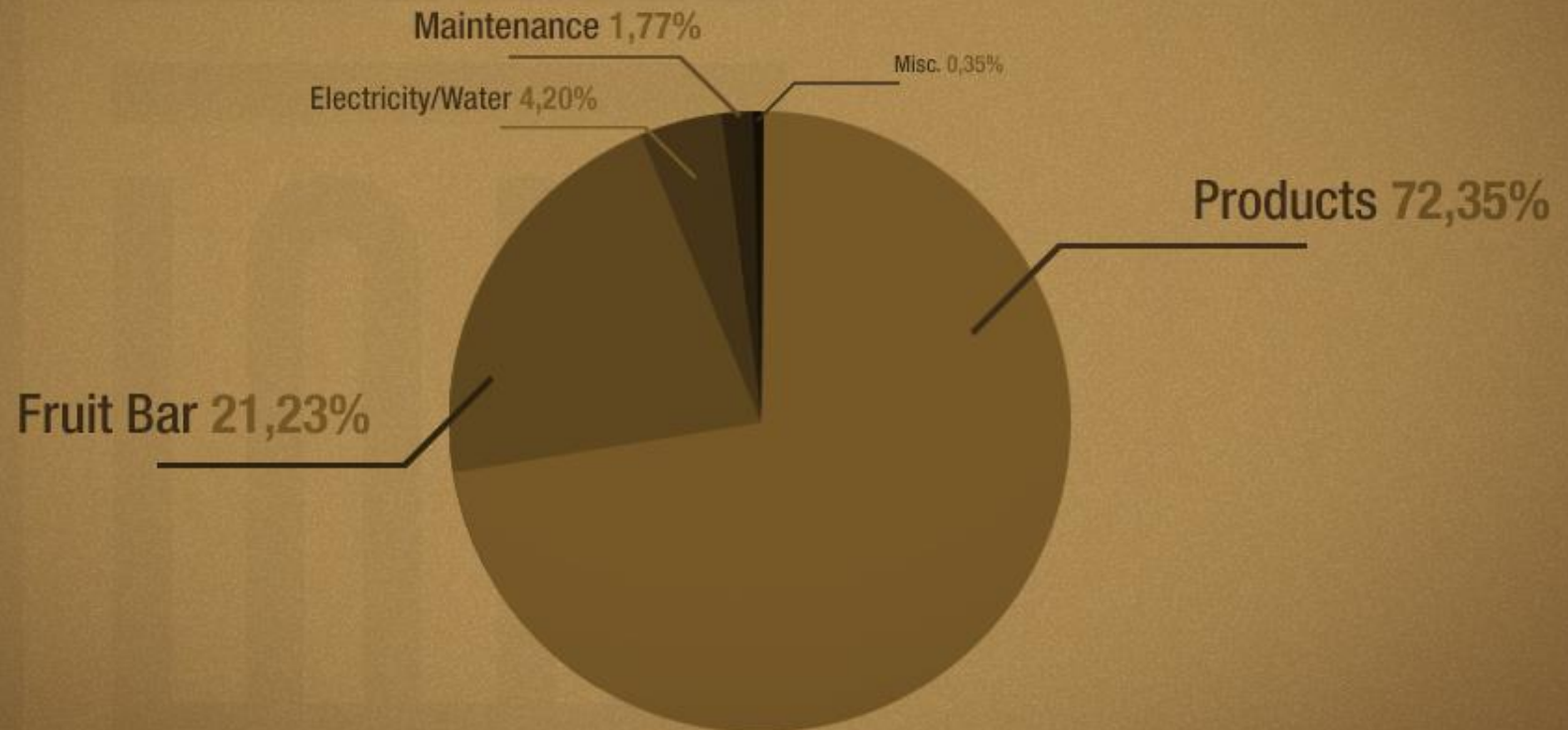
FINANCE

FIXED CHARGES



FINANCE

VARIABLE CHARGES



THANK
YOU