

# Yi Spa



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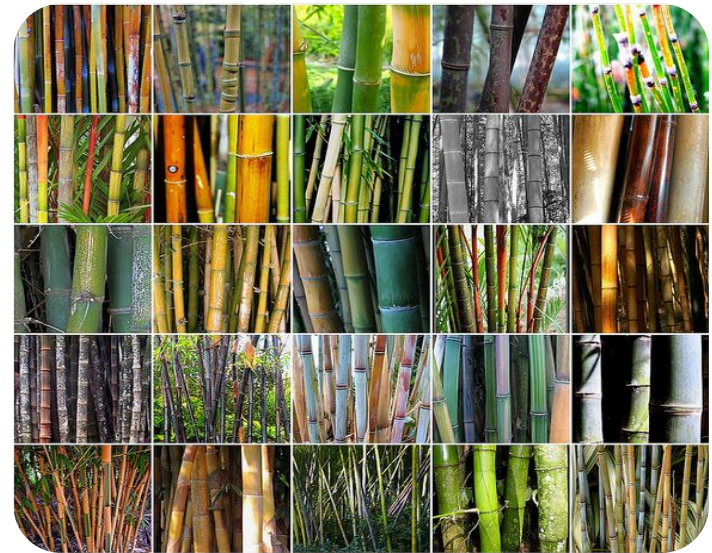
# AGENDA

- Concept
- Customers
- Menu
- Design
- Operation
- Finance
- Unique Selling Proposition



What is *Yi Spa* all about?

# THE CONCEPT



# HONG KONG

Rapid growth in  
spa business



Increasing  
stress level  
of city people



# Yi Spa

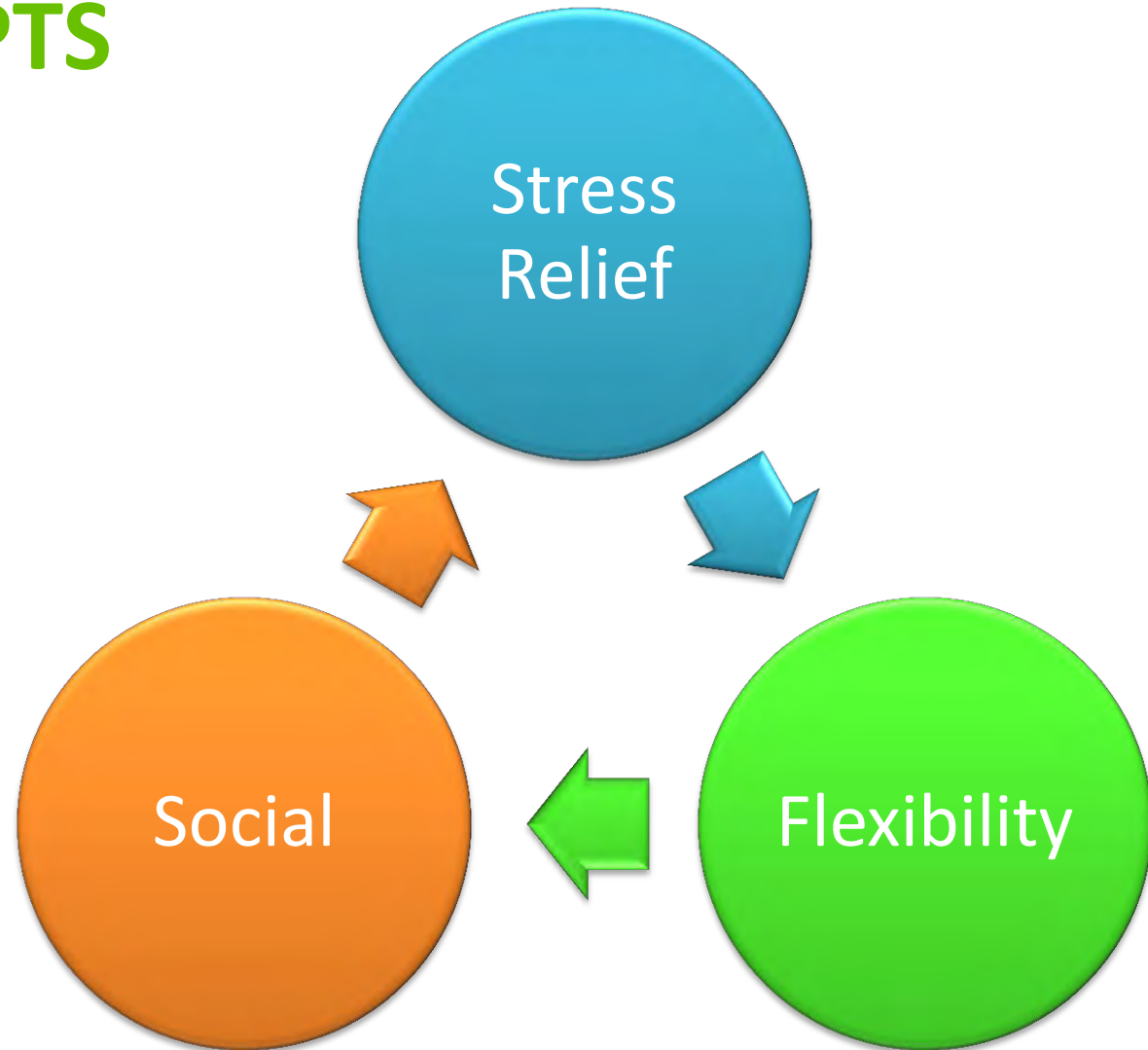


*Yi Spa is an intriguing urban day spa offering de-stressing treatments in a relaxing and unpretentious environment to those who live a busy life*





# CONCEPTS





Who are Yi Spa Targeting?

# THE CUSTOMERS





# TARGET CUSTOMER PROFILE

- Up-and-coming young people aged 21-30
  - “Workaholic”:
    - Stress
    - Time constraint
    - Lack of quality sleep
  - Treasure both individual times and times with loved ones
  - Prefers a simple spa



# TARGET CUSTOMER PROFILE

- Homemakers aged 30-50
  - Family responsibilities
  - Muscle strain
  - Poor sleeping quality
  - Desire to stay young and beautiful



# SECONDARY MARKET SEGMENTS

- Corporate Accounts
  - Employee benefit



# SECONDARY MARKET SEGMENTS

- Holiday Makers
  - Couples
  - Friends
  - Families





What is *Yi Spa* Offering to Its Guests?

## SPA MENU

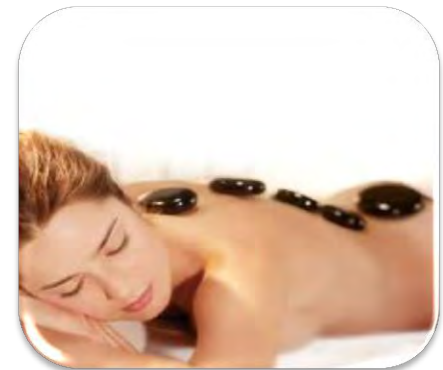


# RESULT-ORIENTED TREATMENTS

- Massage
- Foot reflexology



- Facial
- Body care



	20 min	30 min	45 min	60 min	>60 min
Full Body	X	X			
Neck, Shoulder and Back	X				
Head and Scalp	HK\$160				
Hands and Arms					
Legs					
Foot Reflexology	X				

\*4 Hands Therapy: Same price as

	Chinese Accupressure	Deep Tissue	Aromatherapy	Lymphathatic	Swedish
(Chosen Body Part) @ (Chosen Time)	X	*Additional 10% charge	*Additional 10% charge	*Additional 15% charge	X



Relieve stress, muscular tension, increase circulation by pressing the key healing points.





# RESULT-ORIENTED TREATMENTS

- Massage
- Foot reflexology



- Facial
- Body care



Ongoing homecare prescription



# Signature Experience

怡  
益  
易  
移

Comfort



Spa  
Gatherings

Wellness



Bye-bye Stress;  
Sleep Therapy

Ease



Massage of  
your Choice

Mobile



Express Treatment:  
15 min Head &  
Shoulder



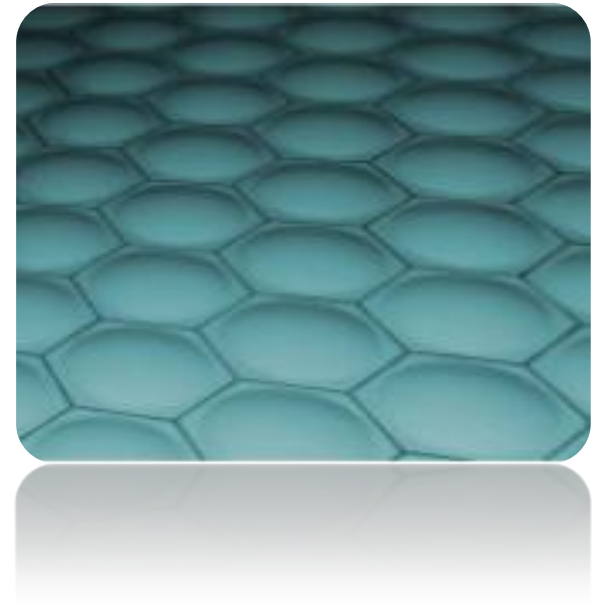
# RETAIL

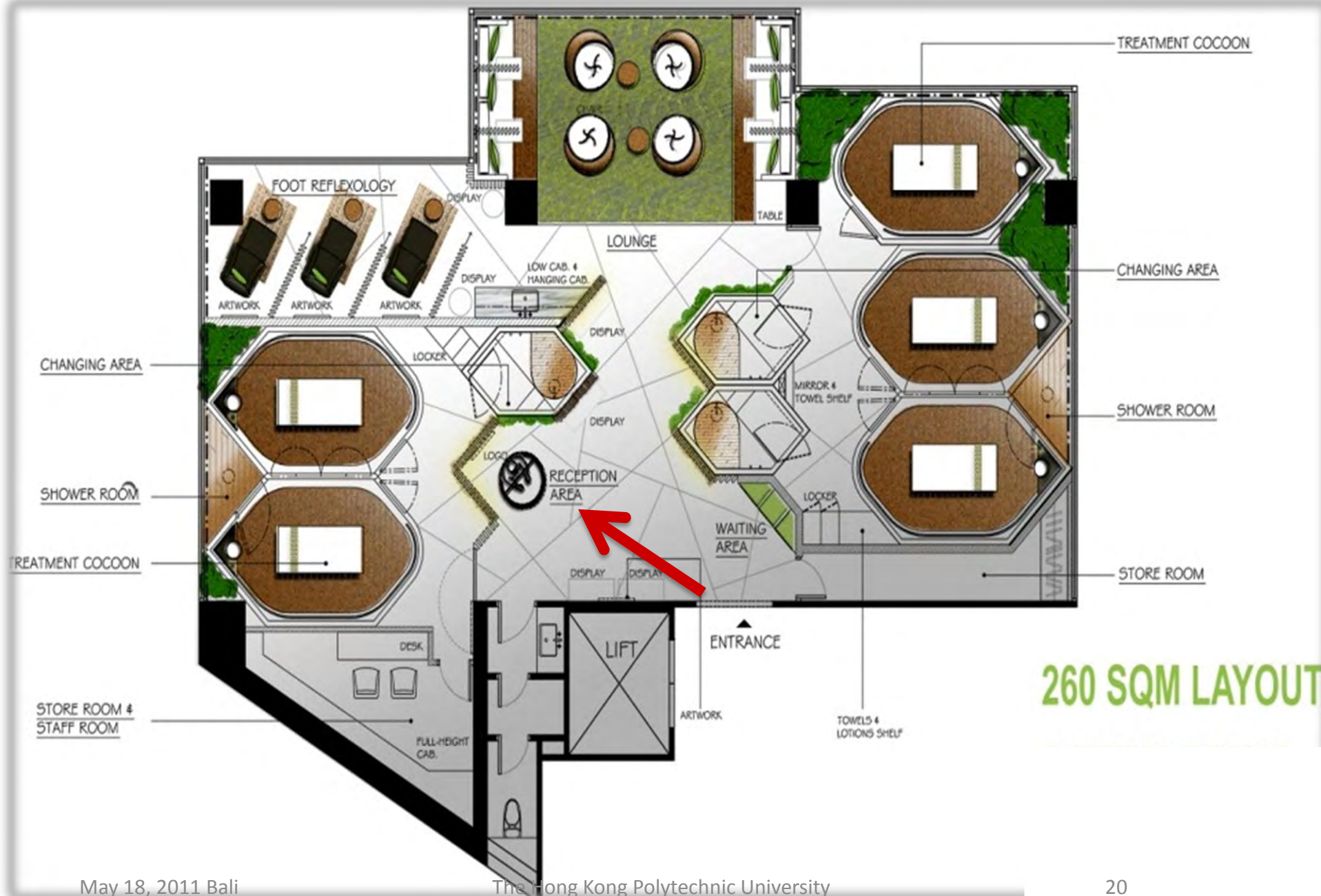
- Skincare
- Body care
- Vendor selection:
  - Use natural resources
  - Shoulder corporate social responsibility



What does *Yi* Spa Look Like?

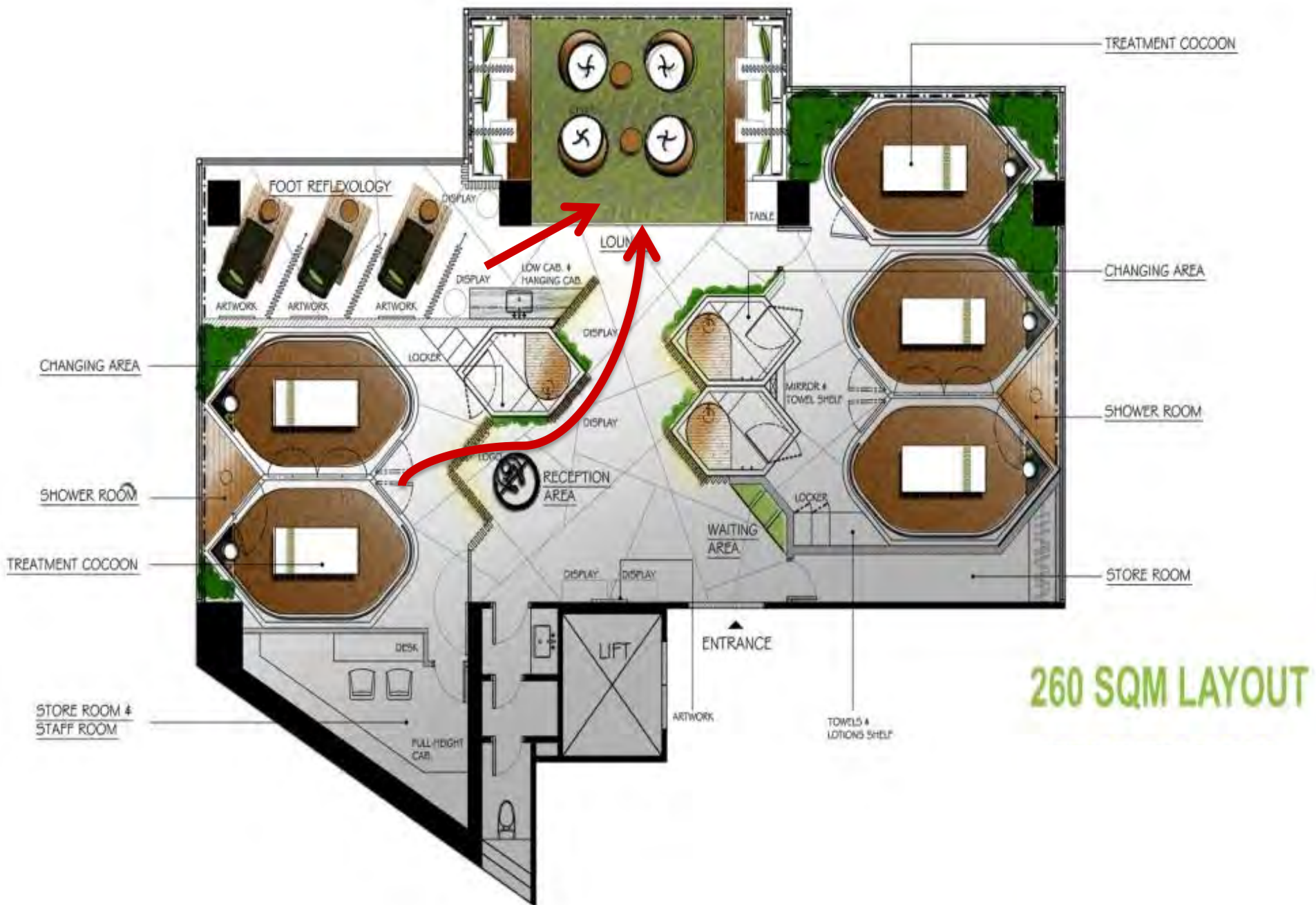
# DESIGN AND FACILITY















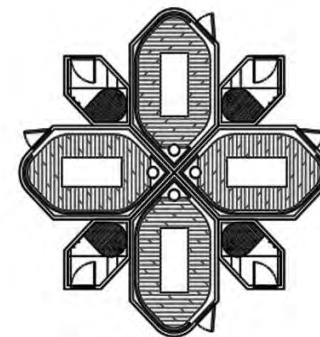
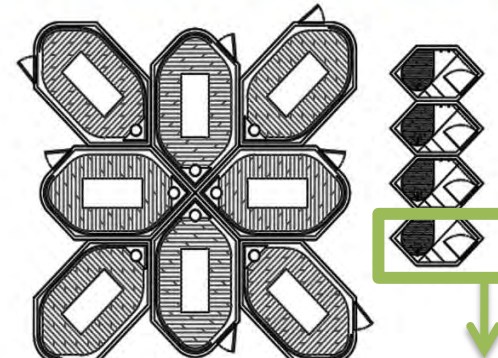
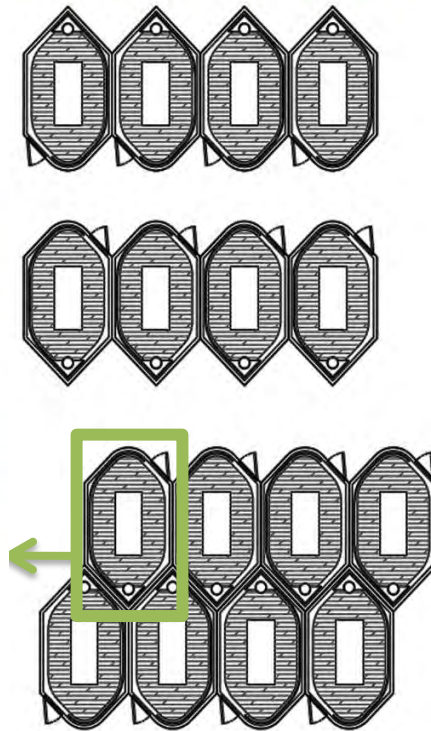


## LOUNGE & PASSAGE WITH SEATING NICHE



# ANALYSIS

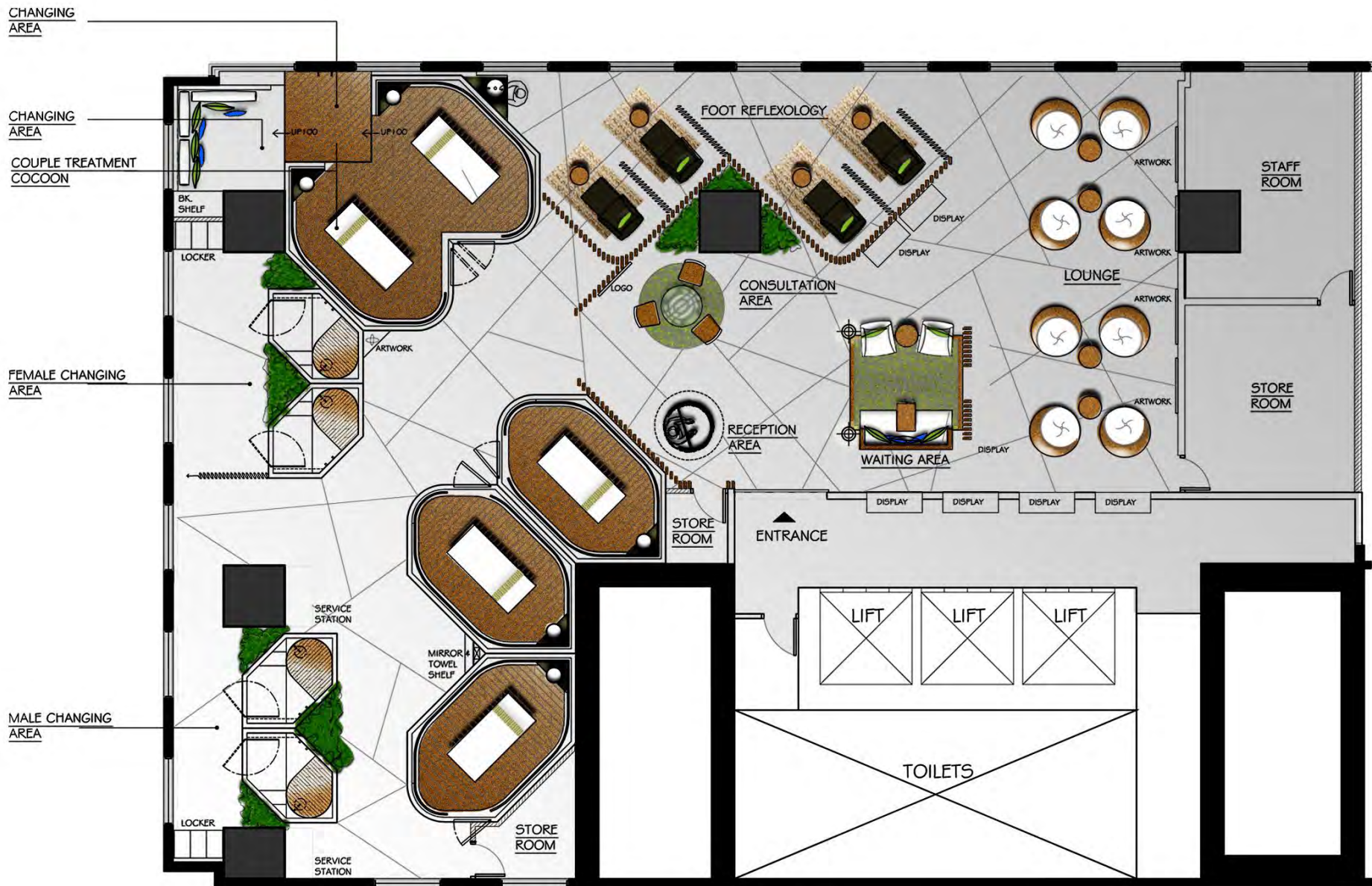
HIGH RENTS IN HONG KONG FORCE TENANTS TO RELOCATE FREQUENTLY



# IDEA

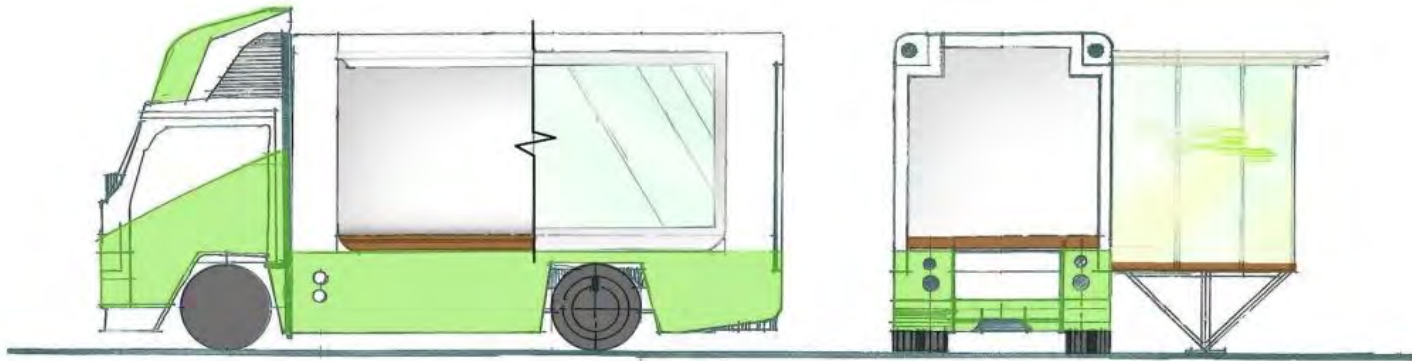
PREFABRICATED MODULAR TREATMENT & CHANGING ROOMS  
CAN BE MOVED TO VARIOUS LOCATION AND REUSED





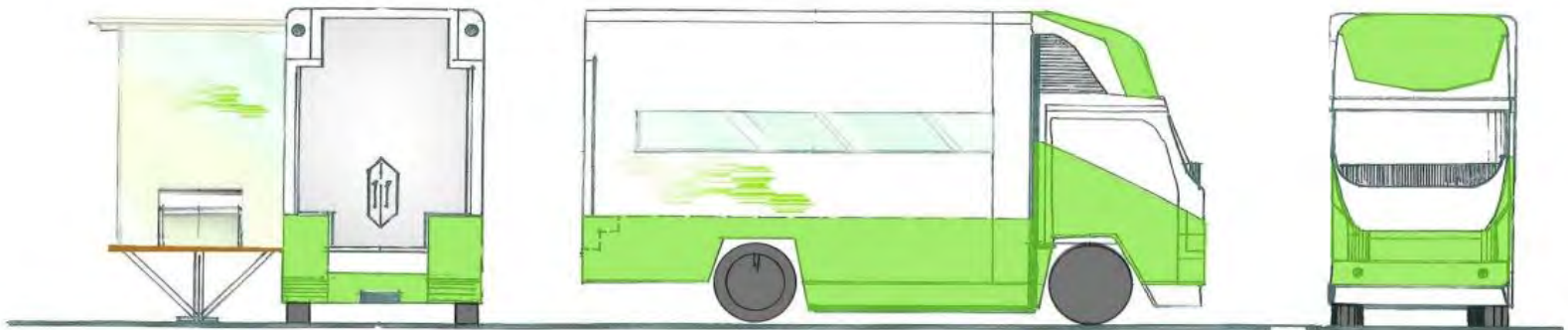


# YI SPA ON THE GO

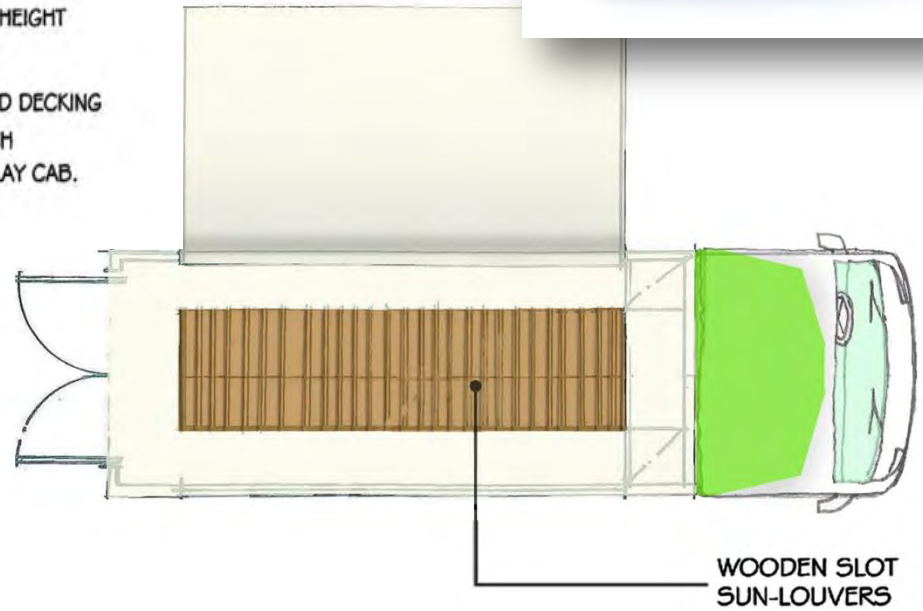
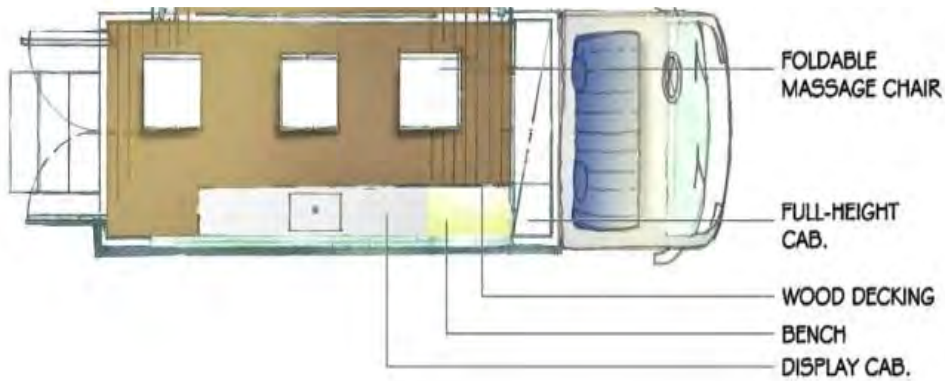


SIDE VIEW

BACK VIEW



# YI SPA ON THE GO



# YI SPA ON THE GO (SPA CAPSULES)





# SUSTAINABILITY



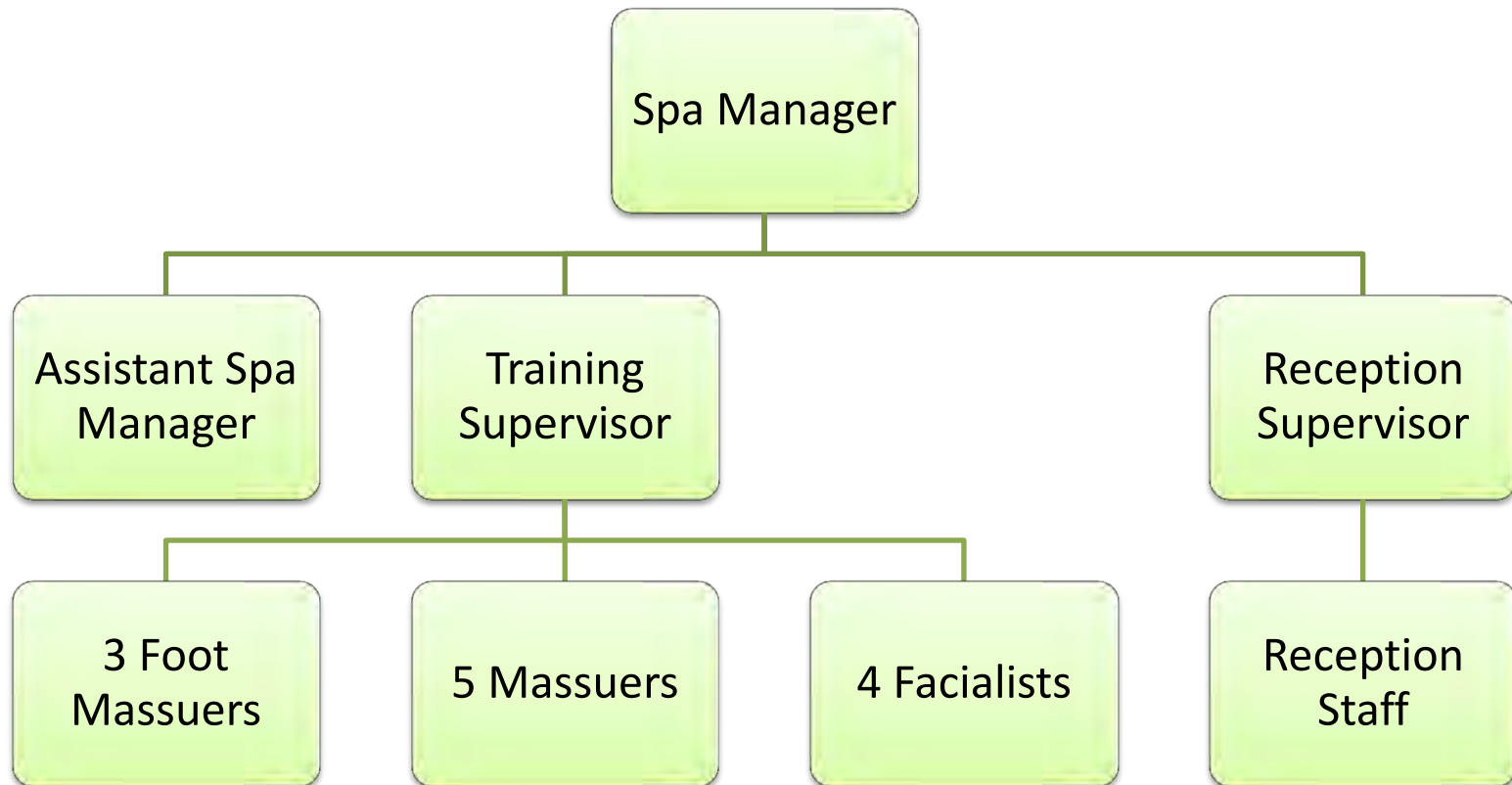
How is *Yi Spa* Operated?

# OPERATIONS MANAGEMENT



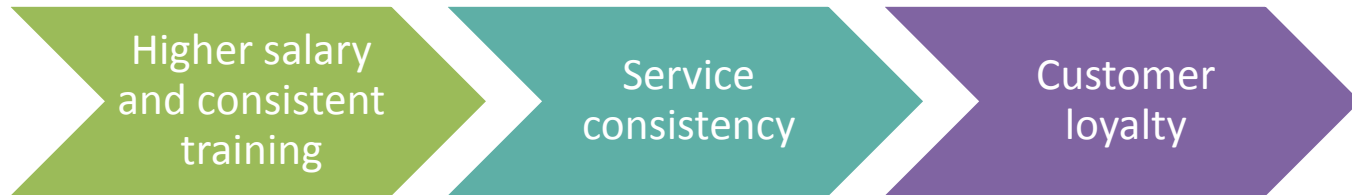
# OPERATION

- Human Resource



# OPERATION

- Human Resource





# OPERATION

- E - Technology



# OPERATION

- Revenue Management

## RevPATH

- Revenue per available treatment hour (RevPATH)
- The impact of treatment duration

## Time Management

- Maximize occupancy
- Reduce time between customers

## Dynamic Pricing

- Different price for different customers



How well is Yi Spa Performing?

# FINANCIAL ANALYSIS





# FINANCIAL ANALYSIS

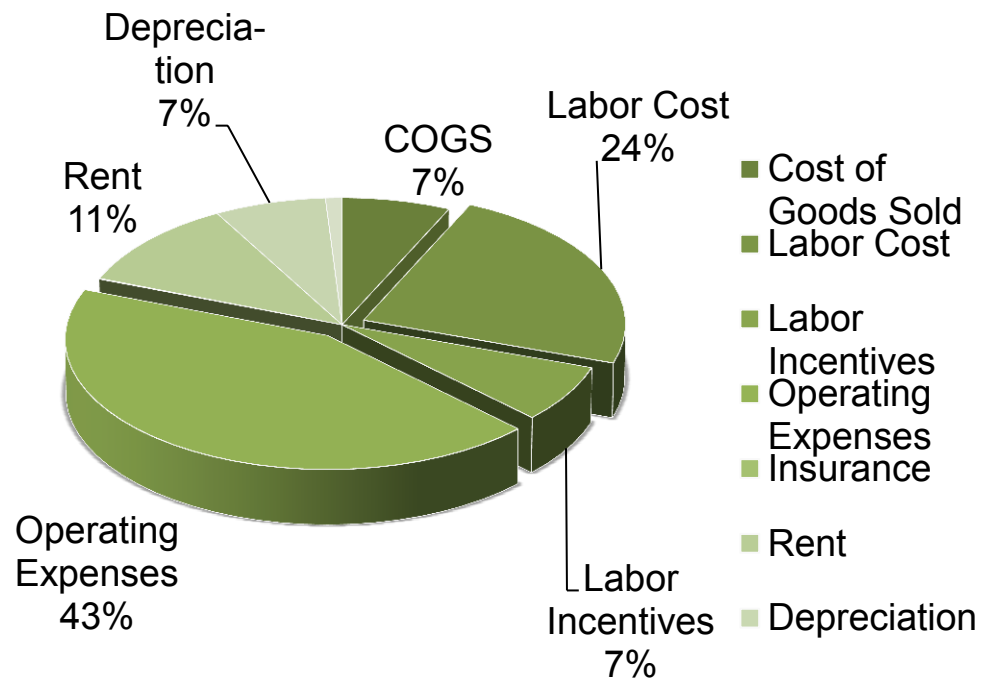
## Revenue Mix

Massage	49%
Skincare	42%
Retail	9%

Projection Period:  
5 years

Estimation based on  
conservative ratios &  
inflation rate

## Cost Structure





# FINANCIAL ANALYSIS

Required Rate of Return  
(WACC)

8.7%

Payback period  
2.8 years

IRR

26.32%

RevPATH

US\$24.72



# GROWTH STRATEGY



First 3 Years  
Stabilization



Year 3 -5  
Market  
Penetration



Year 5 & after  
Expansion



# UNIQUE SELLING PROPOSITIONS



# ACKNOWLEDGEMENT

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