

*ARV***E***S*

SPA SOLUTIONS

Innovators-

Raj Shah Shreeya Mahant Varun Sahgal

Our Pillars



Innovation Rationale

System Level



**New Versions of
Grassroots Spa**

**Changes in Service
Delivery**

**“Out of the box”
experience**

**Improvements to
Components**

**New components for
Existing Systems**

**Advance Materials to
Improve Component
Performance**

Component
Level

Incremental

Radical

Tidd et al (2005)

Corporate Philosophy



ARVES

SPA SOLUTIONS

Purpose

To create a paradigm
in the concept of Spa
and Wellness

Values

- Indian Culture
- Pioneering Change
- Social Integration

Strategy

- Social Marketing
- Global Expansion

Success Measures

- Growth
- Awareness
- Well-being



Spasthya

Jagrit Swasthya Aur Jeevan

Enlightened health and life

Vision and Mission Statement

❧ Vision: *Pragatisheel Jeevan aur Behtar Swasthya*

(Transforming life with better health)

❧ Mission: *Badte atmavikas aur jeevanshaili ke path par*

(Creating self-development and developing newer avenues of lifestyle)

Services offered at Spasthya

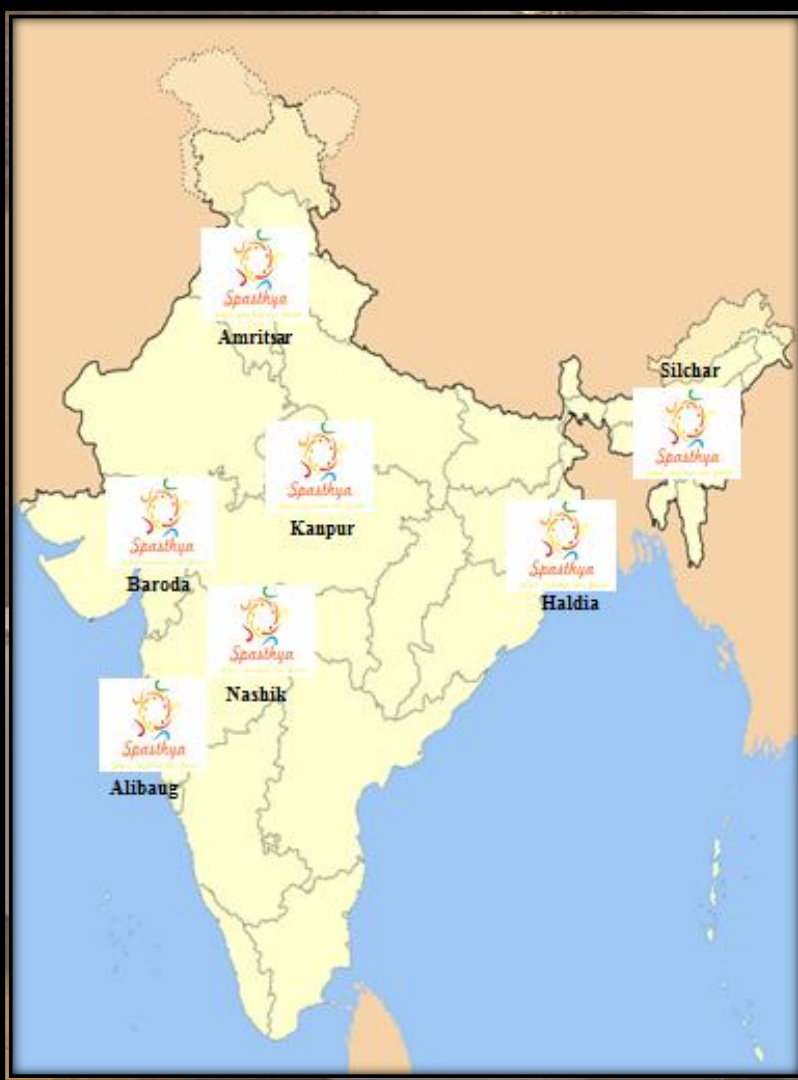
- ❧ Ayurvedic Treatment Therapies
- ❧ Full Body Massages
- ❧ Yoga and Meditation Sessions
- ❧ Dietary Assistance
- ❧ Hair and Body Services
- ❧ Weekly Seminars on Health and Hygiene
- ❧ Food and Beverage Service- *Sattva*
- ❧ Signature Retail Products

Signature Retail Products



Also Available at our Online Store

www.arveesspas.webs.com



Marketing Strategy

Website and
Social
Networking
like
Facebook
and Twitter

Radio
Jingles

Event
Management

Local
Intermedia-
ries like E-
choupal
and Village
Panchayats

Alliance
with Hotels
and Travel
Agents

Launch
of
Spasthya

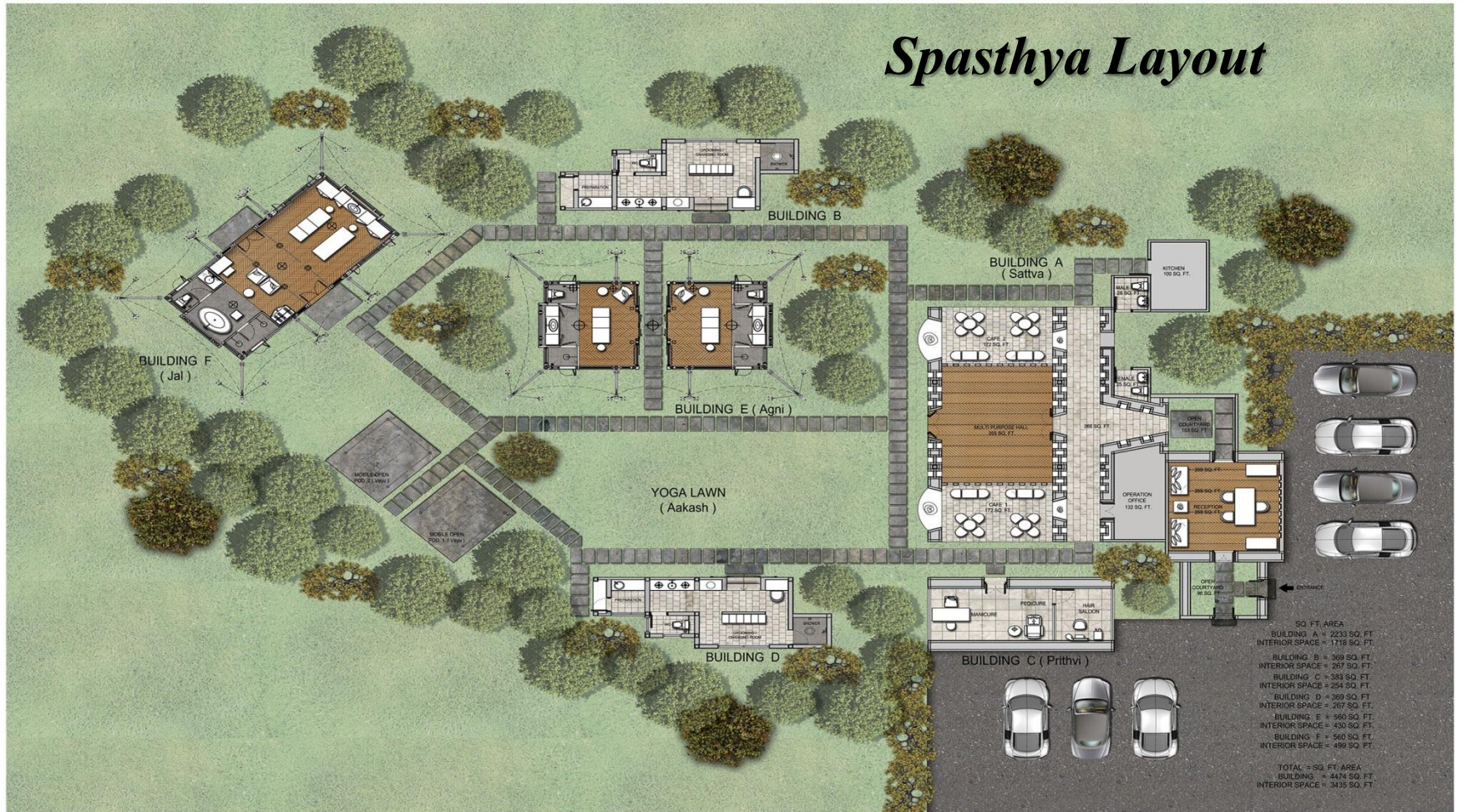
January 2014

June 2014

November 2014

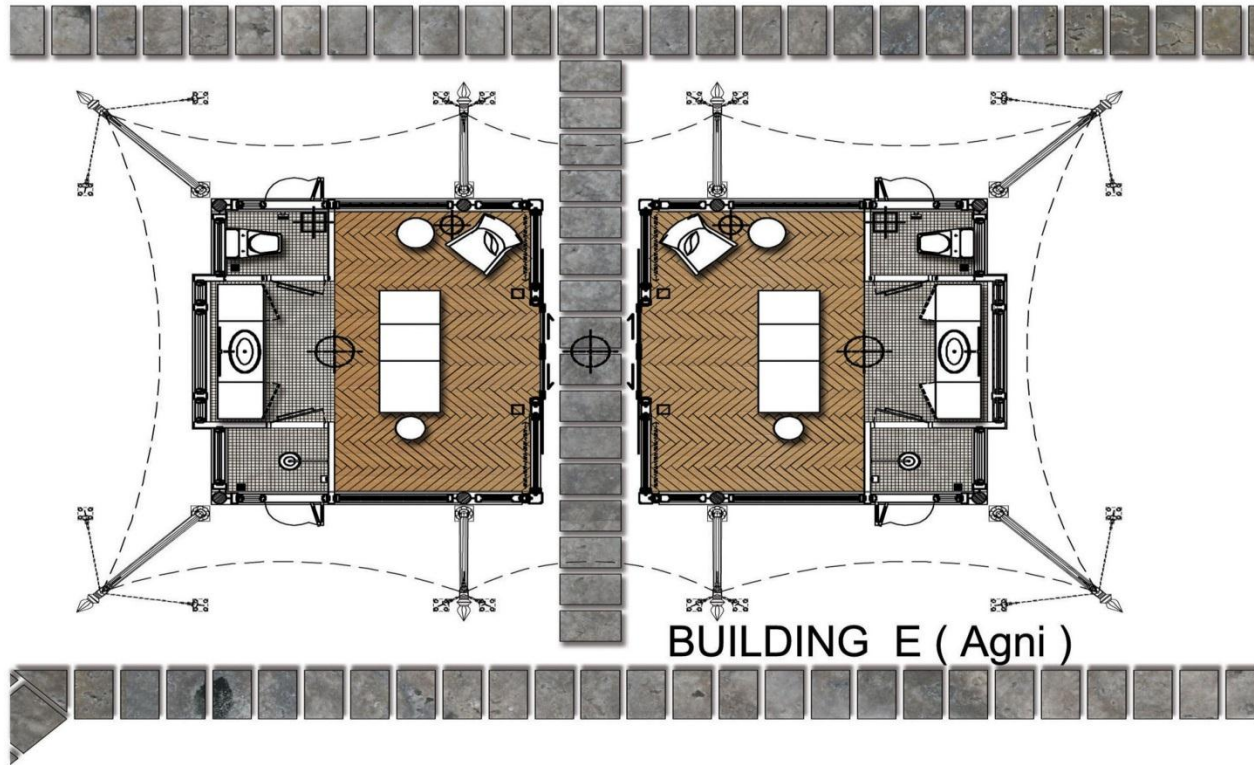
January 2015

Spasthya Layout



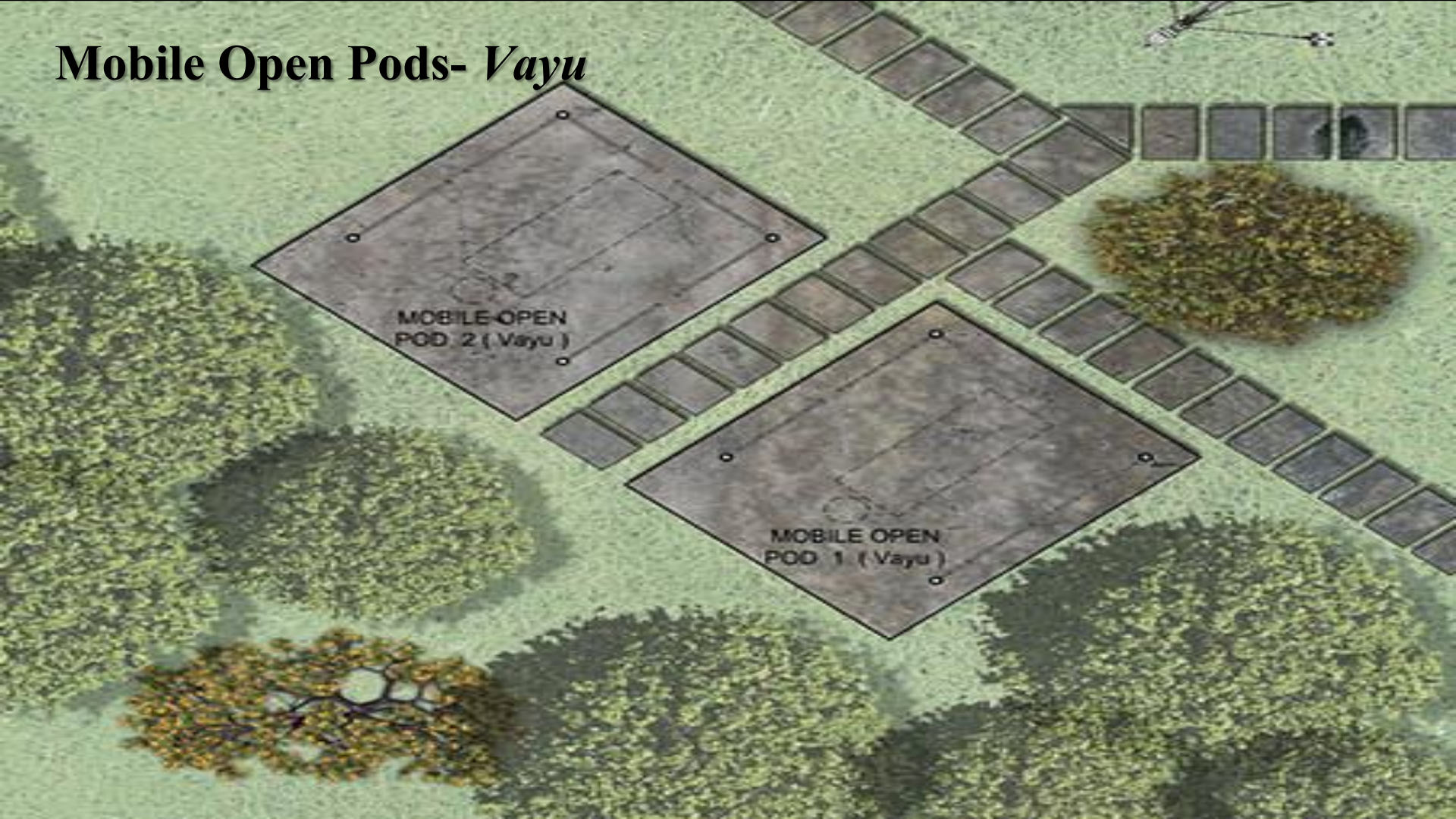


Treatment Room- Agni



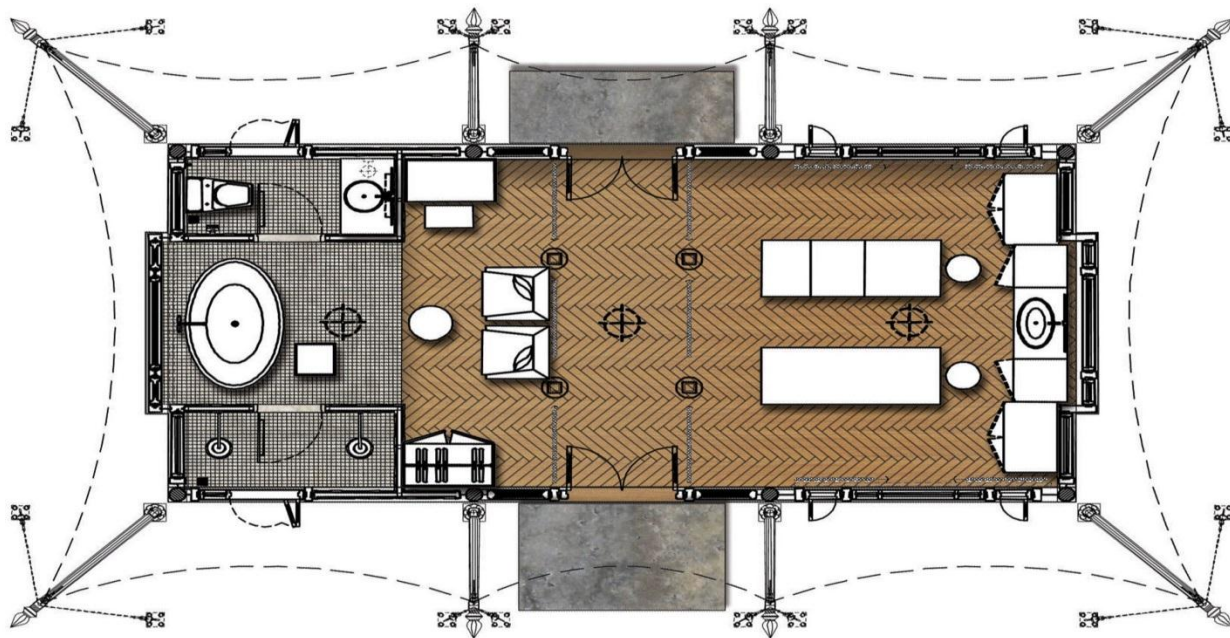


Mobile Open Pods- *Vayu*

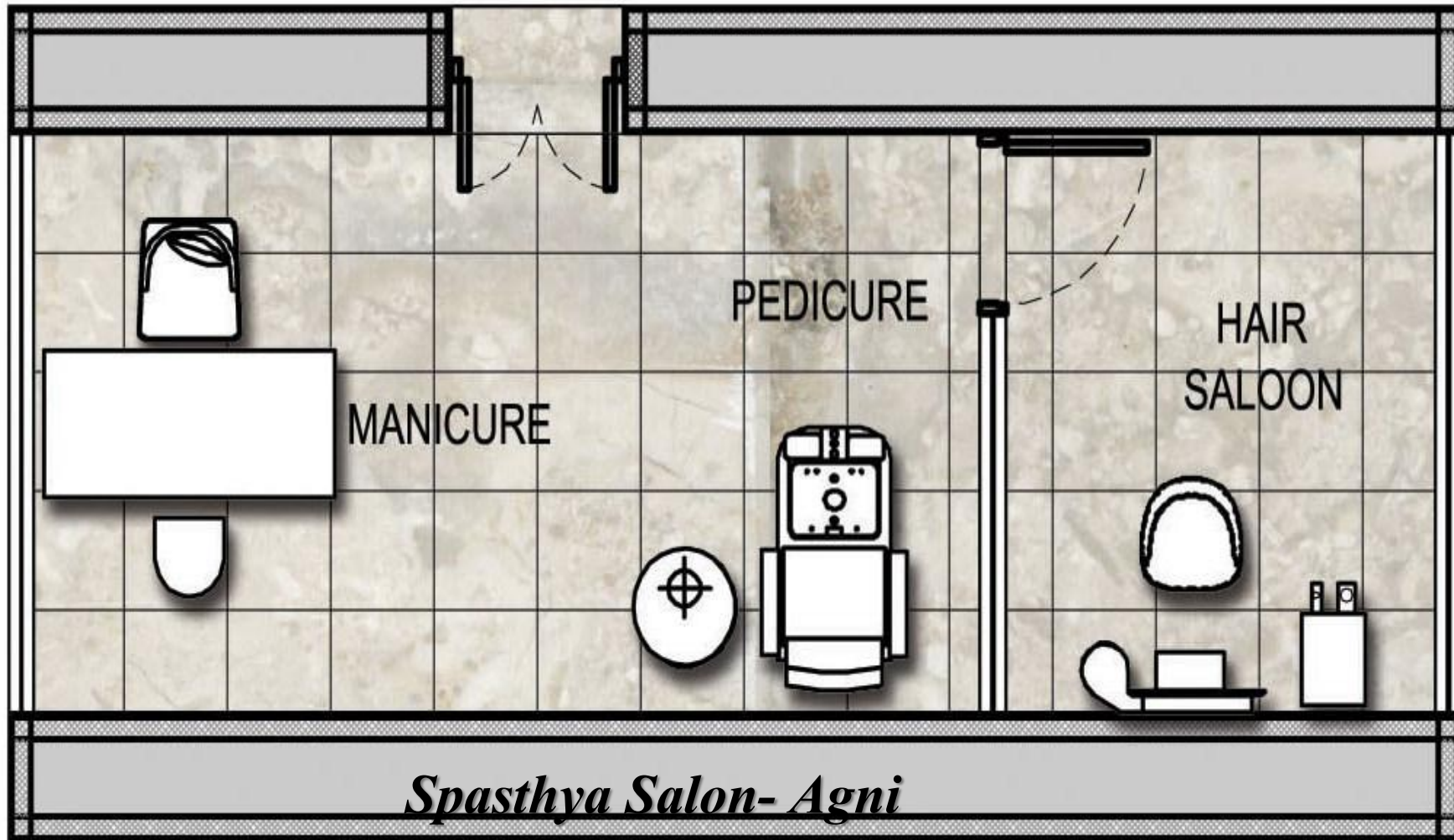




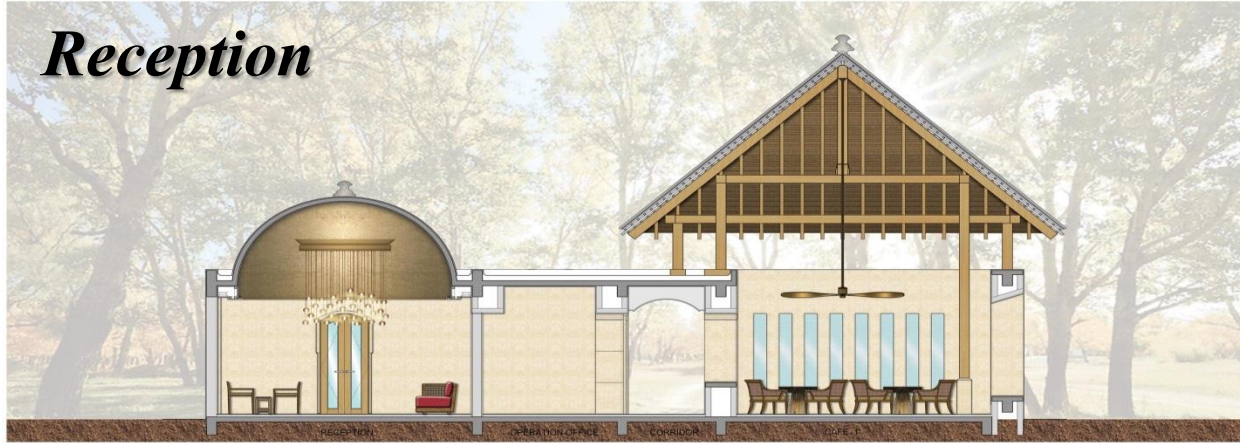
Couple's Treatment Room- Jal







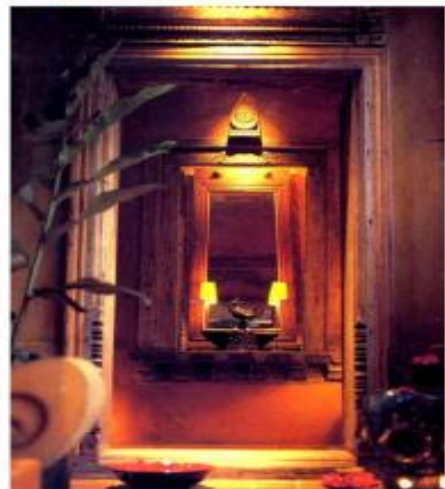
Reception



Sattva







Arvees Spa Solutions Website Design

Arvees Spa Solutions

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About Us

Who We Are



Arvees is a lifestyle and wellness oriented company with a concept of providing highest degree of Ayurvedic Spa treatments, of the most value oriented kind in all the different segments of the market with a Corporate Social Responsibility (CSR) initiative.

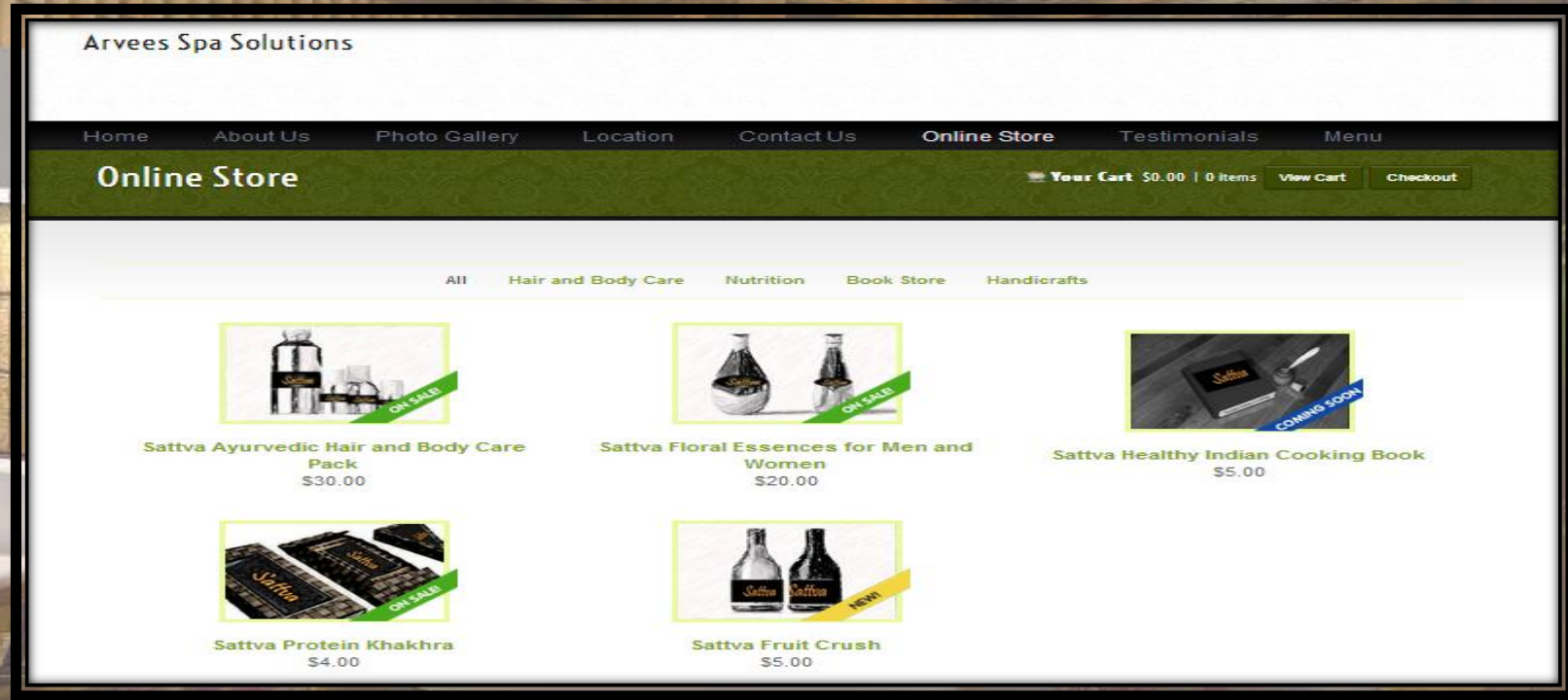
With a variety of offerings to choose from, we're sure you'll be happy working with us. Look around our website and if you have any comments or questions, please feel free to contact us. We hope to see you again! Check back later for new updates to our website. There's much more to come!

Why Us?

TMVision: *Pragatisheel Jeevan aur Behtar Swasthya*
(Transforming life with better health)

—
TM Mission: *Badte atmavikas aur jeevanshaili ke path par*
(Improving self-development and working towards a better lifestyle)

Arvees Spa Solutions Website Design



Revenue Management

RevPATH

- ❧ Demand-Control Strategy
- ❧ Membership Programs
- ❧ Discount Allocation
- ❧ Distribution Channels
- ❧ Supporting Services- *Sattva and Signature Retail Products*

Human Resource

- ☞ Centre Manager
- ☞ Ayurvedic Consultant
- ☞ Trained Masseurs from different parts of India
- ☞ Administrator
- ☞ Housekeeping
- ☞ Stewards/ Servers/ Chefs

Key partnerships <ul style="list-style-type: none"> Herbal Products Events and Marketing Knowledge Management 	Key Activities <ul style="list-style-type: none"> Operations Processes Training Therapies Key Resources <ul style="list-style-type: none"> Angel Investors Indigenous Products Therapist through CSR 	Value Propositions <p>Health Wellness</p>	Customer Relationship <ul style="list-style-type: none"> Culture Value creation Social wellbeing Channels <ul style="list-style-type: none"> Events Village Intermediaries Online Portals 	Customer Segments <ul style="list-style-type: none"> Senior Citizens Middle-Aged Professionals Youth & Enthusiasts
Cost Structure <ul style="list-style-type: none"> Raw Materials Operational Costs Corporate Social Responsibility 	Revenue Streams <ul style="list-style-type: none"> Membership fee Receipts 			

Financial Projections

Initial Investment :

\$218,181.82

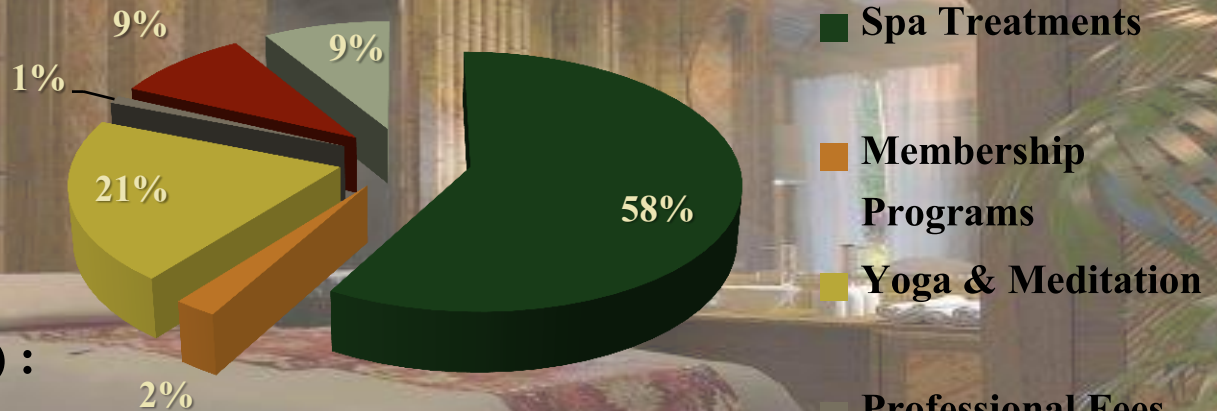
Net Profit % : 11.03%

Return on Investment (ROI) :

14.14%

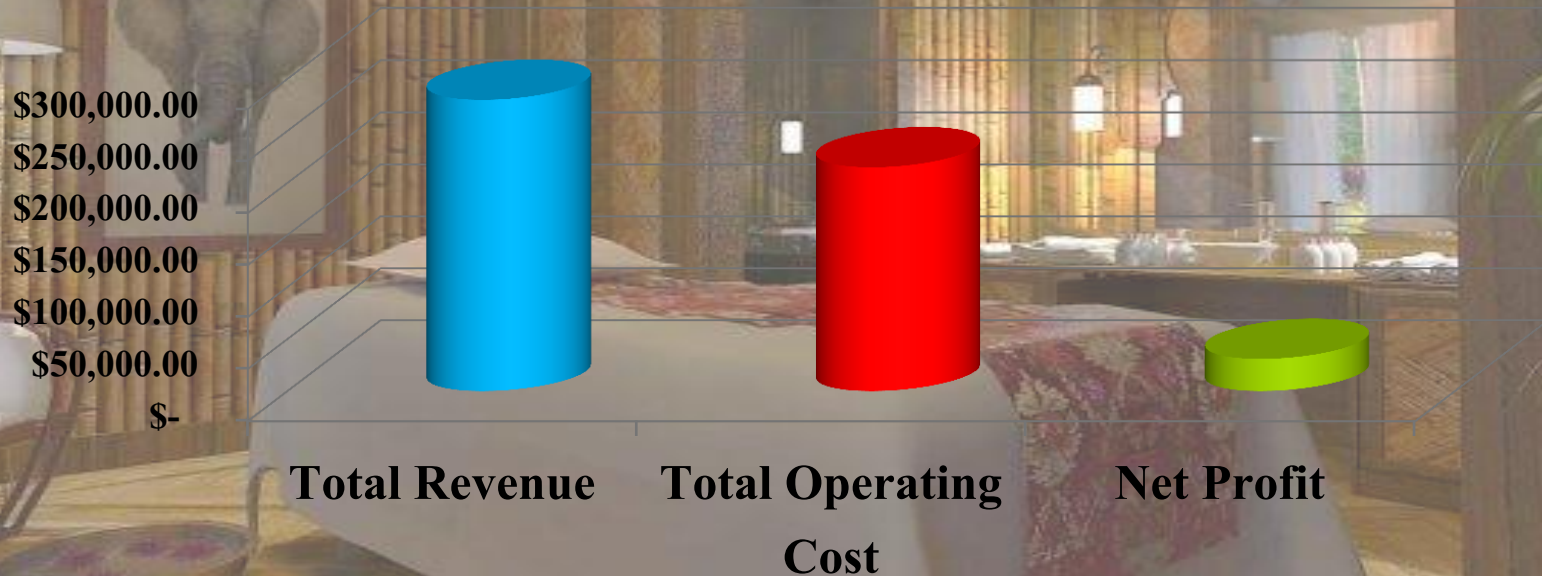
(7 years)

Revenue Stream



Income and Expenditure Statement

(All units in USD)



Break Even Analysis

❧ Average per unit variable cost : \$5.49

❧ Estimated monthly fixed cost: \$9,753

❧ Break Even Point Treatments: Monthly- 974

Annually- 11,688

Break Even Point: Monthly- \$15,102.05

Annually- \$181,224.60

Growth Plans

Global Expansion



Russia



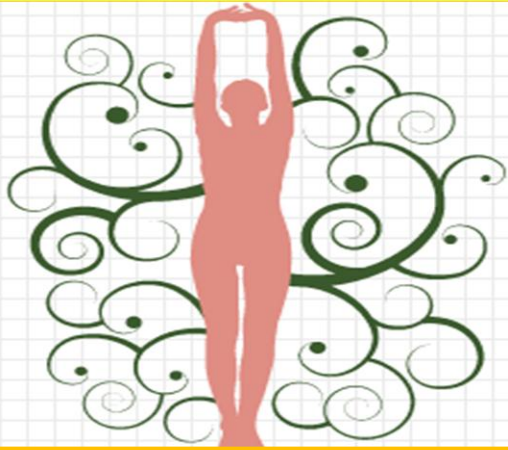
Middle East



South Africa



Brazil



Spakriti

Explore Your
Nature...

...and by 2030, its upscale avatar

...in 2020, await our midscale brand



Vedaspas

Holistic Tranquility



Namaste..