

## **BUSINESS STATEMENT**

**Business Name:** 262 Phoenix Massage SPA

**Business Physical Location:** 262 Castro St Mountain View, CA 94041

**Business mailing address:** 341 Castro St Ste D Mountain View, CA 94041

**Business Hours of operation:** Monday to Sunday 10am – 10pm (Excluding major holiday)

**Service type:**

- Professional Massage therapy: Primary Service
- Professional Acupuncture service

**Business Contact:** HuiBo Carol Chen & Orson Jiang

### **COMPANY OVERVIEW**

262 Phoenix Massage Spa is founded by a team of professional massage therapists and licensed acupuncturists who have experience in the business for over a decade. We specialize in providing customers with a refreshing experience and relaxation by applying authentic Chinese massage techniques with a comfortable atmosphere. Located in the heart of the bustling city of Mountain View, the company's goal is to serve the residents and neighbors as a sanctuary to reset their physical and mental wellness at a reasonable and assessable cost.

### **DESCRIPTION OF BUSINESS OPERATIONS**

The company management team has extensive experience, and our staff have been actively practicing massage therapy providers as well as actively practicing acupuncturists for many years in the city of Mountain View. The team is quite familiar and comfortable with the unique culture of the community and shares the same values that continue to make Mountain View a prosperous and peaceful place. We are planning to develop the business in 2 phases, i) establishment phase and ii) sustained phase.

The company site occupies 3,357 sq ft, and the operation hours will be from 10am to 10pm Monday through Sunday. Since we rely solely on human capabilities to provide service, there will not be any special equipment or appliances on site.

### **Furniture and equipment:**

Room #1 - #8: 1 massage table and 1 foldable tray table per room.

Room #9 - #11: 1 massage table, 1 infrared heat lamp, 1 foldable tray table per room. 1 medical mobile utility cart for all the three acupuncture rooms share to use.

Room #12: 1 desk, 1 computer, 1 file cabinet and 2 shelves.

Front desk: 1 counter, 1 telephone, 1 printer, 1 file cabinet.

Storage Room #1 - #2 (with door): Shelves.

Storage area (E) (open space): 1 utility sink, 1 shelf

Utility Room: 1 Water heater, 1 sink.

Employees' room: 1 long table, 10 chairs, 1 small refrigerator, 1 microwave, 1 couch.

Laundry room: 1 Washer, 1 dryer, 1 folding table.

Bathroom #1- #2: 1 toilet, 1 hand sink, one foldable baby table per bathroom.

For acupuncture service, room arrangement and furniture would be identical as the massage service. The Licensed acupuncturist will carry her own acupuncture supplies (carry on box) to the site. No other equipment needed besides infrared heat lamps used as needed during acupuncture treatment.

Therefore, both massage and acupuncture service will not generate any environmentally unfriendly waste or cause any excessive noise and air pollution.

### **Room Usage:**

In total, there will be 12 rooms.

Room #1 - Room #8: usage as Massage Therapy room

Room #9 - Room #11: usage as Acupuncture room

Room #12: usage as an office

### **Scope of Practice (California):**

Licensed Massage therapist: According to CAMT

- Asian massage (TuiNa), Swedish Massage, Deep tissue, Lymphatic Massage, Shiatsu Massage, Thai Massage, Heat, Cold, Water, Lubrication, Salt scrubs, body wraps, or other topical preparations, and electromechanical devices that mimic.
- Our store will only focus on Asian massage, oil and heat- hot stone therapy.

Licensed Acupuncturist: According to the California Business and Professions Code (Division 2, Chapter 12, Article 2) it states that an acupuncturist license authorizes the holder thereof:

- To engage in the practice of Acupuncture.
- To perform or prescribe the use of acupressure, Asian massage (TuiNa), breathing techniques, exercise, heat therapy- cupping, moxibustion, GuaSha, magnets, nutrition counseling, diet, herbs,

plant, animal and mineral products and dietary supplements to promote, maintain and restore health

- Our store acupuncturist will focus on acupuncture, cupping, infrared heating lamp, and herbs.

During the i) establishment phase, which is estimated to span within the first 24 months, our main goal would be to expand our influence and make ourselves known to the residents and neighbors. That means we plan to make it clear and easy for them to understand our company's core values and what services we provide. The Number of full-time employees is projected to be 7 people. This includes 5 massage therapists, one licensed acupuncturist and one store manager. This also means the peak number of customers on site at any given time is also projected to be around 7 people.

#### **Daily numbers # of employees in the store working hours:**

1-2 store manager working hours: 10am-10pm (Rotating shifts)

5-8 licensed massage therapists: working hours: 10am-10pm, with each massage therapist working 5 days per week, rotating shifts as needed.

1 California licensed acupuncturist: working hours: 10am to 5pm (By Appointment only)

Acupuncturist works 3 days per week

As the business grows, the company will enter the ii) sustained phase. During this phase, the company will have built a foundational customer base after earning the trust of the residents and neighbors. The number of full-time employees is projected to increase to a maximum peak of 8 massage therapists, 1 acupuncturist, and 1 store manager with the peak number of customers on site at any given time being 10 employees. If all rooms are in service status, then we will have the maximum capacity of 11 customers in the store at same time.

#### **Time/ Session:**

Message service: 30 minutes, 60 minutes, or 90 minutes per session. Time customizable per client request.

Acupuncture treatment: 60-90 minutes per session per patient

#### **Appointments / Walk in:**

For massage services: both appointments and walk in service are accepted.

For Acupuncture services: by Appointment only, no walk in service.

### **Business Marketing Plan:**

We understand how important the growing pedestrian traffic on Castro Street is. It also impacts our business growth.

We have made a business marketing plan to build up our new business as well as attracting new customers to visit the Mountain View downtown area.

### **Goals:**

Our customers will come from all over the bay area. Local customers from Santa Clara County are estimated to constitute roughly 60%. The remaining 40% is estimated to come from San Francisco/ Oakland/ Fremont area. Our new store will attract customers not only from the local area but also from as far as North Bay and Easy Bay, especially during weekends.

Our store has 11 rooms, and it is open from 10am to 10pm, which means 12 hours per day. If these 11 rooms are fully in service with 12 hours, we will then have a maximum of 132 customers per day, 924 customers per week, or 3960 customers per month.

### **Objective:**

1. Grand opening promotion (first three months): buy-one-get-one-free for New Customers only (If you are a new customer and you paid for a massage service, you can bring a friend or family member next time for a free massage service.)
2. Join our company membership and get a free gift.
3. Buy membership for 10 visits and get the eleventh visit for free.
4. A member gets one hour of free massage within his/her birthday month.
5. Our store is planning to purchase 5 -8 massage chairs. We will participate in the MTV city street fairs on Castro St. to promote the store
6. Almost every three months we will provide new promotion plans to attract new customers to come to our store as well as downtown Mountain View.
7. During major holidays, we will have half-price promotions.
8. We will also modify our store decoration to align with the city themes during festivals/holidays, such as Halloween Trick-or-treat, Christmas decoration/lightings, Easter holidays, Wine or Beer festivals, Dog water bowls, animal friendly equipment/facilities, etc.
9. We also have Acupuncturists' referrals from neighboring acupuncture clinics on Castro St. for patients who require massage service as a supplemental treatment. Patients will be referred from the city of Palo Alto, Sunnyvale, San Jose, and Mountain View,

### **Ground floor display / Window display and products shelves**

These are some of the methods that "262 Phoenix massage SPA" plans to use to fulfill the obligation of proper advertisement and consistent street traffic.

### **Northern Window with platform**

- A Neon LED open sign
- Acupuncture model (small statue) and small plants for a pleasant viewing experience.
- A flat Bagua diagram, which is made up of black and white hot-stones.
- Medical hammers, a scraping board, cupping, and other small items.
- There will also be essential oil night light lamps placed on all four sides of the windows platform, and these lights will be on at night.

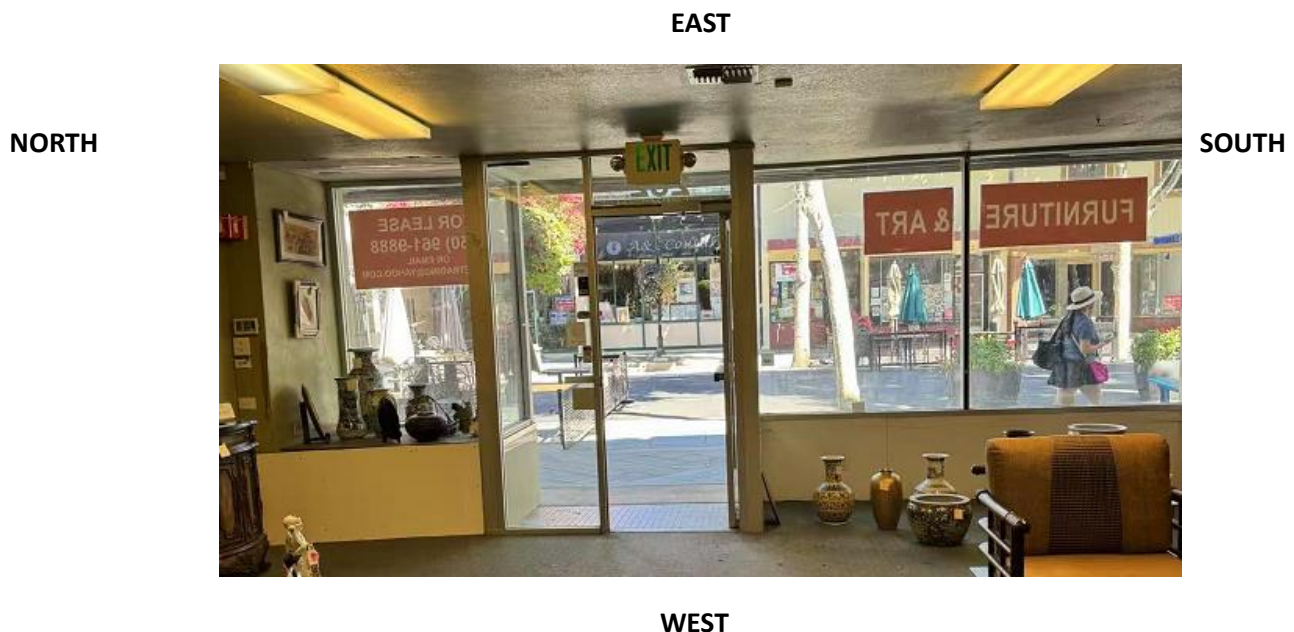
### **Shelves:**

Inside of the waiting area, we will have the Southern side wall filled with shelves stacked with products that will be for sale. We will be selling Health products such as Heating pads, Bottled Herb powder, massage tools, aromatherapy products, Lotions, massage soaps, face masks, etc.)

### **CONCLUSION:**

Our company is confident that it will be a welcome addition to the bustling streets of downtown Mountainview and will have no problem immersing and integrating itself into the Mountain View community harmoniously and without issue.

### **POV of inside of store facing the front door / Castro Steet**



**Frontside of the store on Castro Steet**

**WEST**

**NORTH**



**SOUTH**

**EAST**

**Backside of Store Building - on the Bryant St parking lot #2, between Villa St and W Dana St.**

**EAST**

**NORTH**



**SOUTH**

**WEST**