



Silver Healing - Massage Therapy

BUSINESS PLAN

A haven for personal healing, growth and discovery.



Prepared By



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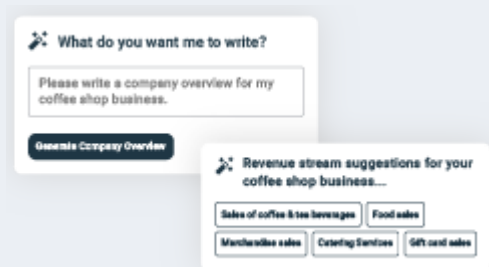
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1.

Executive Summary

Objectives

Mission

Financial Summary

☐ Silver Healing

Silver Healing LLC provides massage and floatation therapy in Northeast Portland. Silver Healing offers state-of-the-art facilities for health and relaxation. We have offered massage therapy in Northeast Portland since 2009 and are in the process of re

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Objectives

☐ Silver Healing

1. Achieve \$39,000 in sales the third month after opening by performing 18 services per day.
2. Achieve \$80.000 in sales the six months after opening by performing 18 services per day.

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Mission

☐ Silver Healing

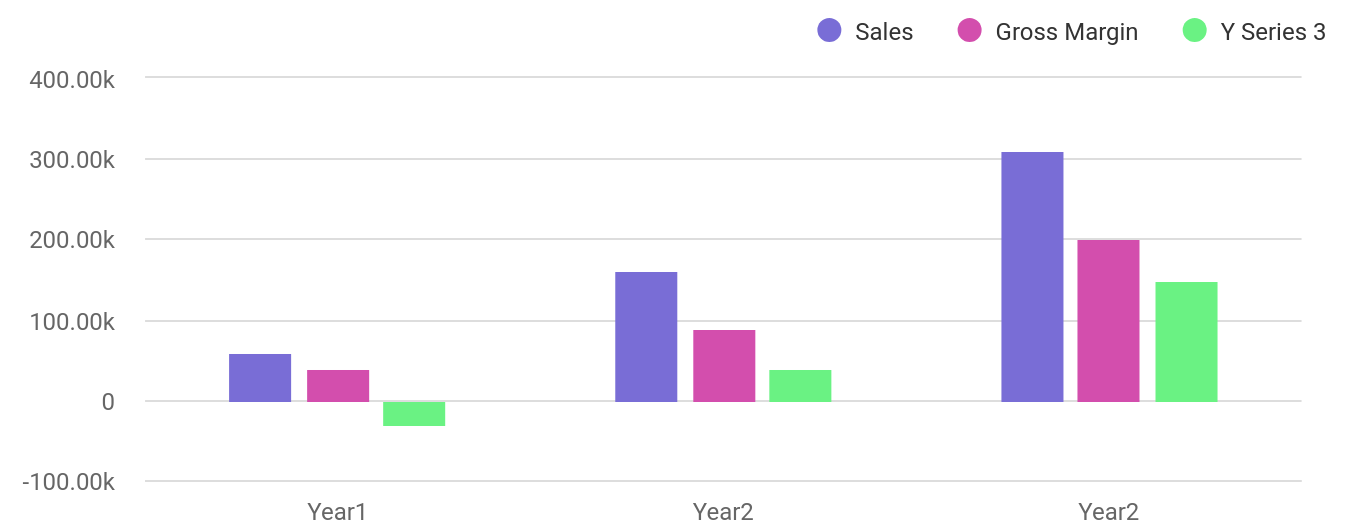
Our mission is to run a profitable business by providing high-end therapeutic massage and aesthetician services in a compassionate, upscale, professional environment.

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Financial Summary

Net Income



Financial Year	Sales	Gross Margin	Y Series 3
Year1	60,000	40,000	-30,000
Year2	160,000	90,000	40,000
Year2	310,000	200,000	150,000

2.

Operational Plan

Business Description

Location

Management and Personnel

Owner's Experience and Background

Legal Structure

Permits and Licenses

Accounting & Record Keeping

Insurance

Business Description

Silver Healing

Silver Healing provides health and wellness to clients by offering floatation and massage therapy services. By adding the ability to offer floatation therapy in one of our three state-of-the-art Ocean Float Rooms, combined with massage therapy

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Service

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Silver Healing

Products for sale include pain-relieving Cryoderm topical gel, Chinese herbal liniments for joints, hot/cold packs, foam rollers, specialty pillows (buckwheat and memory foam), Correct ToesTM, books relating to health and floatina, gift certificates, and Ed

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Retail

Start writing here..

Location

Silver Healing

Silver Healing will be located at 1412 NE Alberta St. Portland, Oregon 97211. You can reach us at 503-442-7177. Space is serene, comfortable, includes handicap access and state-of-the-art equipment including an electric-lift massage table.

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Management and Personnel

☐ Silver Healing

Dana Highfill is the owner and manager. She is responsible for hiring and training 1-2 part-time receptionists, and 1 part-time Licensed Massage Therapists (LMT). Additional staff will be hired as demand increases. Dana will work as a receptionist, to under

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Owner's Experience and Background

☐ Silver Healing

Dana has a Bachelor of Industrial Design from Pratt Institute, studied massage at the Oregon School of Massage, and continues to train in Shiatsu with Akira Imai of The Shiatsu Center in Portland. Since becoming licensed as a massage therapist in 2009, D


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Technical

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☐ Silver Healing

As the owner of Soaring Dragon Massage (now Silver Healing) Dana has grown the business from 5-8 clients per week to 10-18 clients per week over a period of 6 months. Dana attended Mercy Corps NW Business Foundations I & II courses. Dana has cons

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Marketing/Sales

Start writing here..

☐ Silver Healing

In 2015 Dana received the Mercy Corp IDA Grant and used that to complete the first expansion of her business. Dana consistently uses resources such as Mercy Corp NW and PCC's SBDC to learn new and more efficient ways of keeping track of financial records.

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Financial

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☐ Silver Healing

She owns and operates Soaring Dragon Massage. Since 2009 she has consistently grown the business and became a full-time sole proprietor in April 2014.

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Planning/Organizing

Start writing here..

Legal Structure

☐ Silver Healing

Limited Liability Company (LLC)

LLC is the optimal legal structure at this time. It offers the protection of a corporation and tax

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Permits and Licenses

☐ Silver Healing

Silver Healing LLC is registered with the state of Oregon. Registry # 1167003-94 Employer ID # 46-4587306

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Accounting & Record Keeping

☐ Silver Healing

Records include:

Income – Detailed according to the type of service or product and recorded on the

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Insurance

☐ Silver Healing

Business Personal Property insurance policy as soon as space is leased, expected October 2016.

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3.

Market Analysis

Market Needs

Target Market

Market Potential

Market Needs

Silver Healing

Mind-body techniques are ever more popular as the general public pays attention to their health and recognize what they can do to improve their health. Health care providers now understand the long-term benefits of preventative care. Massage and floatation th

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Target Market

Silver Healing

Clients fall into one of four general categories whether coming in for a float or a message:
Injury

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Market Potential

Silver Healing

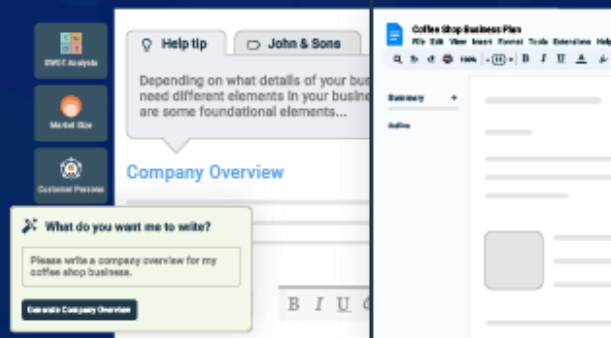
According to the 2014 State of the Float Industry Report by Float Tank Solutions, most float centers offer other forms of wellness services in addition to floating. Massage is the number 1 service paired with floating. Approximately 43% of float centers in the

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4.

Marketing Plan

Mission Statement

Marketing Outreach Plan

SWOT Analysis

Pricing Strategy

Mission Statement

Silver Healing

Helping people improve the quality of their lives through massage and floatation therapy.

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Marketing Outreach Plan

Silver Healing

Clients tend to fall into one or more of the following categories: Injury Recovery, Self-Care/Relaxation, Alternative Care Users, and Athletes. Each group requires a different marketing strategy. Online, in-person and publicity outreach plans will have different goals and strategies.

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Online/Social Media

What	Frequency	How to measure	Target Market	Cost
Google	Clicks per day cost	Number of new inquiries/month	Alt. Care, Injury Recovery	\$5 - \$20/day
Yelp	Quarterly deals	Number of purchases	Self-Care	18% discount off our services
Facebook	Daily posts to engage & educate	Customer engagement vs. the number of new customers	Ads specific to each of the 4 main categories	\$10/day
E-newsletter	Monthly	Number of clicks	Self-Care	\$20/month
Healthprofs.com	Monthly	Inquires/month	Alt. Care, Injury	\$30/month

People/Networking

What	Frequency	How to measure	Target Market	Cost
Attend health, sports, or business events in the Portland area	1 per month	Number of interactions and demographics collected	Athletes, Injury Recovery	Varies
Offer discounted floats to organizations	1 organization every 2 months or 6 orgs per year	Number of new clients	Alternative Care, Self-Care Injury Recovery	15%-40% discount
Float scholarships to underserved communities	Depends on demand	Number of new clients	Alternative Care, Injury Recovery	Matched pay-it-forward program

What	Frequency	How to measure	Target Market	Cost
Discounted gift certificates	1-2 per year, i.e. Holiday Gift Certificates	Number of gifts certificates sold	Self-Care	15%-40% discount
Reach out to health care practitioners	3 people each month	Referral network increase	Injury Recovery, Alternative Care	Varies

Other Promotion and Publicity

What	Frequency	How to measure	Target Market	Cost
Direct mailing Postcard	2 per year for client birthday & anniversary with us	Number of new bookings from that client within a month	All categories – specific postcard for type of client	\$0.35 per postcard average \$15 per month
Direct mailing Brochure	Every 3 months to a different adjacent neighborhood	Educational Number of new bookings or inquiries/month	Alternative Care, Athletes, Self-Care	\$0.49 per letter – average \$30 per month
Direct mailing Postcard	Thank you card to all new clients	Clients retained	All categories	\$0.35 per postcard avg \$15 per month
Magazine and blog articles	1 per quarter	# of new inquiries/quarter	Injury Recovery, Alternative care, Athletes	Varies
Anniversary/Client celebration event	Once per year	How many people show up	All categories	\$200-300
1 Month before opening offers online, print	Membership + a free float + 10% off retail for \$60	Number of new members	All categories	Varies

SWOT Analysis

Strength

- Experienced existing business owner and manager
- Owner is an expert in massage therapy and floatation therapy
- Existing massage clientele
- Pro-active marketing plan in place
- Emerging float industry is growing exponentially
- Combining 2 successful growing industries – floatation (15-20 float centers in the US in 2009 to over 271 centers in 2015 according to Time Magazine) and massage therapy (expected to increase 23% by 2022 according to US Dept. of Labor)
- Owner uses business educational resources such as classes, webinars and mentors to improve business practices
- Owner is client oriented
- Population of Portland as a whole utilizes alternative health care
- Owner has the support and guidance of existing float centers in town

Weakness

- Not enough existing clientele to run at capacity immediately following build out
- Owner is new to the float industry
- Owner is new to large scale marketing
- Will need a loan to fund build out and first year
- Owner is currently running the business solo and will need to manage construction/build out and run the existing business
- It will take at least 1 year to gain the experience to run the center optimally

Opportunity

- Now is an ideal time to join the float industry which has been increasing in the public awareness through mass media from “Dr. Oz” to the “New York Times” to “The Simpsons”, more people are familiar with and utilize floating than at any other time
- Build upon existing clientele
- Create a community and a fan base
- Shift the general public perception toward floating as preventative health care
- Participate in floatation research projects, i.e. The Fibromyalgia Project
- Portland is a unique city and one that supports emerging trends
- Profit is high for floats, average spent on materials per float is about \$5, COGS 7%
- Profit is average for massage therapy: COGS 45%
- Profit is high for insurance related massage therapy: COGS 18%
- Product sales increase revenue
- Provide an exceptional experience that is not found elsewhere in Portland
- Long term goal to expand Silver Healing's business model to multiple locations

Threat

- Industry growth could drop off due to an unforeseen shift in the public's interest in wellness
- Loans diminish profitability until they are paid off
- First year will be financially tight while we gain customers and pay off loans
- Competition in the area could increase
- Management of employees (especially LMTs) requires time, money and effort
- Multnomah County Health Department could change their non-regulatory status and decide to regulate float tanks

Pricing Strategy

☐ Silver Healing

We educate clients about regularly receiving the benefits of floating and massage therapy as part of their self-care practice. Monthly memberships start at \$60/month and come with benefits.

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☐ Silver Healing

\$60 for 1 float per month. Additional floats \$55 each. 10% off retail. No contract required. Automatic monthly payments. Cancel at any time. May be shared with 1 person. Personal audio storage up to 2GB. Earn \$5 for every referral. No expiration on floats u

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Membership

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☐ Silver Healing

The lowest price we offer for a float is \$45 or 40% off. The lowest price we offer for massage is \$64/hour or 20% off. These prices are not advertised regularly but are reserved for special promotions. We are not interested in attracting clients looking for a de

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Gift certificates available.

Start writing here..

5.

Financial Plan

Monthly Personal Budget

Expansion Costs

Sources of Financing

Overhead Business Costs

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Monthly Personal Budget

Silver Healing

The owner’s personal monthly expenses total \$1,650. Dana will draw \$1,800/month as her sole source of income until one full year in the new location. At the one-year mark, Dana will reassess and may increase the owner’s draw to \$2000/month until all

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Expansion Costs

Silver Healing LLC	
Project Budget SOURCES & USES Breakdown	
Requirements:	
Store supplies	\$1,368
Website design	\$3,000
Advertising (Launch campaign)	\$2,000
Legal & accounting	\$200
Store interior paint	\$3,500
Marketing	\$3,000
Insurance & other contingencies	\$500
Signage	\$3,145
Store furniture & fixtures	\$15,000
Plans & Permits	\$9,000
Epoxy & Tile Flooring	\$10,000
Plumbing	\$7,000
Natural Gas	\$2,000
Electrical	\$7,000
HVAC	\$5,000
Sound Proofing	\$13,000

Silver Healing LLC	
Total Expenses	\$84,713
Assets	
3 Ocean Float Rooms	\$124,000
Tankless water heater	\$3,471
Computer system	\$2,116
Store telecommunication	\$200
LG True Steam Washer Dryer	\$3,000
Working capital	\$27,000
Total Assets	\$159,787
Total Expenses plus Assets	\$244,500
Funding:	
Owner investment	\$50,000
Outside financing	\$194,500
Total Funding Requirement	\$244,500

Sources of Financing

Source	Amount
Personal Savings	\$85,000
Bank Loan	\$196,725
Total	\$281,725

Overhead Business Costs

Expenses	
Rent	\$6,000
Utilities	
Phone/internet	\$140
Gas/Electric	\$100
Water	\$250
Garbage	
Employees	\$2500
Paychecks	
Health Insurance	
Maintenance/repair	
Liability insurance	\$16
Health insurance	
Loan payment	\$550
Taxes	\$833
Promotion	\$258
Professional license fees	\$23
Professional fees (legal or accounting)	\$300
Office Supplies	\$25
Repair / Maintenance	\$300
Misc. expense	
Total expenses	\$11,325

Projected Profit and Loss

	2024	2025	2026
Revenue	\$259,284.20	\$430,054	\$718,913.40
Individual Massage Sessions	\$127,340	\$228,703.20	\$410,720
Unit Sales	1,592	2,859	5,134
Unit Price	\$80	\$80	\$80
Group Therapy Sessions	\$56,769.20	\$80,940.80	\$115,403.40
Unit Sales	2,838	4,047	5,770
Unit Price	\$20	\$20	\$20
Wellness Workshop Sales	\$75,175	\$120,410	\$192,790
Unit Sales	150	241	386
Unit Price	\$500	\$500	\$500
Cost Of Sales	\$7,440	\$7,200	\$7,320
General Costs	\$7,440	\$7,200	\$7,320
Massage Supplies	\$5,400	\$5,400	\$5,400
Massage Oils	\$2,400	\$2,400	\$2,400
Towels and Linens	\$1,800	\$1,800	\$1,800
Massage Tables Maintenance	\$1,200	\$1,200	\$1,200
Wellness Workshop Materials	\$2,040	\$1,800	\$1,920
Printed Materials	\$600	\$600	\$600
Workshop Supplies	\$1,440	\$1,200	\$1,320
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$251,844.20	\$422,854	\$711,593.40
Gross Margin (%)	97.13%	98.33%	98.98%
Operating Expense	\$319,020	\$325,154.46	\$331,396.92
Payroll Expense (Indirect Labor)	\$277,020	\$282,560.40	\$288,211.68
Massage Therapists	\$100,080	\$102,081.60	\$104,123.28
Senior Massage Therapist	\$57,600	\$58,752	\$59,927.04
Junior Massage Therapist	\$42,480	\$43,329.60	\$44,196.24
Administrative Staff	\$84,900	\$86,598	\$88,329.96
Receptionist	\$34,500	\$35,190	\$35,893.80
Office Manager	\$50,400	\$51,408	\$52,436.16
Wellness Workshop Instructors	\$92,040	\$93,880.80	\$95,758.44
Yoga Instructor	\$42,480	\$43,329.60	\$44,196.24
Nutrition Consultant	\$49,560	\$50,551.20	\$51,562.20
General Expense	\$42,000	\$42,594.06	\$43,185.24
Facility Costs	\$24,000	\$24,300	\$24,604.20
Rent	\$18,000	\$18,180	\$18,361.80
Utilities	\$6,000	\$6,120	\$6,242.40
Operational Costs	\$6,000	\$6,120	\$6,242.40
Massage Supplies	\$3,600	\$3,672	\$3,745.44
Equipment Maintenance	\$2,400	\$2,448	\$2,496.96
Marketing and Advertising	\$12,000	\$12,174.06	\$12,338.64
Digital Marketing	\$7,200	\$7,278.06	\$7,344.72
Print Advertising	\$4,800	\$4,896	\$4,993.92

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$67,175.80)	\$97,699.54	\$380,196.48
Additional Expense	\$5,228.50	\$4,476	\$4,476
Long Term Depreciation	\$4,476	\$4,476	\$4,476
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$71,651.80)	\$93,223.54	\$375,720.48
Interest Expense	\$752.49	\$0	\$0
EBT	(\$72,404.30)	\$93,223.54	\$375,720.48
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$331,688.50	\$336,830.46	\$343,192.92
Net Income	(\$72,404.30)	\$93,223.54	\$375,720.48
Net Income (%)	(27.92%)	21.68%	52.26%
Retained Earning Opening	\$0	(\$90,404.30)	(\$5,180.76)
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	(\$90,404.30)	(\$5,180.76)	\$362,539.72

Projected Cash Flow

	2024	2025	2026
Cash Received	\$259,284.20	\$430,054	\$718,913.40
Cash Paid	\$327,212.50	\$332,354.46	\$338,716.92
COS & General Expenses	\$49,440	\$49,794.06	\$50,505.24
Salary & Wages	\$277,020	\$282,560.40	\$288,211.68
Interest	\$752.49	\$0	\$0
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$67,928.30)	\$97,699.54	\$380,196.48
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$30,000	\$0	\$0
Net Cash From Investments	(\$30,000)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$30,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$67,999.99	\$8,000	\$8,000
Loan Capital	\$50,000	\$0	\$0
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$12,000.01	(\$8,000)	(\$8,000)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$85,928.29)	\$3,771.25
Cash In	\$339,284.20	\$430,054	\$718,913.40
Cash Out	\$425,212.49	\$340,354.46	\$346,716.92
Change in Cash	(\$85,928.29)	\$89,699.54	\$372,196.48
Ending Cash	(\$85,928.29)	\$3,771.25	\$375,967.73

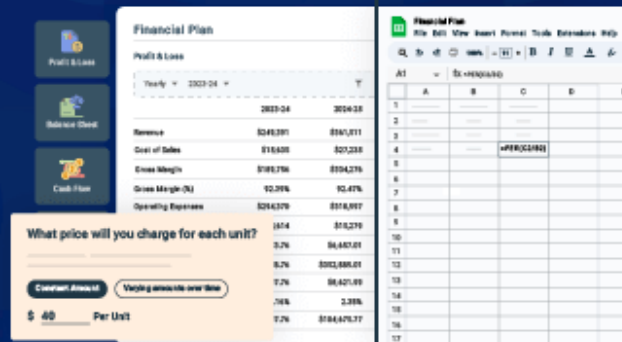
Projected Balance Sheet

	2024	2025	2026
Assets	(\$60,404.29)	\$24,819.25	\$392,539.73
Current Assets	(\$85,928.29)	\$3,771.25	\$375,967.73
Cash	(\$85,928.29)	\$3,771.25	\$375,967.73
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$25,524	\$21,048	\$16,572
Gross Long Term Assets	\$30,000	\$30,000	\$30,000
Accumulated Depreciation	(\$4,476)	(\$8,952)	(\$13,428)
Liabilities & Equity	(\$60,404.30)	\$24,819.24	\$392,539.72
Liabilities	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0
Long Term Liabilities	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0
Equity	(\$60,404.30)	\$24,819.24	\$392,539.72
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$30,000	\$30,000	\$30,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$90,404.30)	(\$5,180.76)	\$362,539.72
Check	\$0	\$0	\$0

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-04. It shows a table with columns for '2023-04' and '2024-04'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

	2023-04	2024-04
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.4%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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6.

Appendix

Sales Forecast

Personnel

Profit and Loss

Cash Flow

Balance Sheet

Sales Forecast

Insert Monthly Sales Forecast data

Personnel

Insert Monthly Personnel Forecast data

Profit and Loss

Insert Monthly Profit and Loss Projections

Cash Flow

Insert Monthly Cash Flow Projections

Balance Sheet

Insert Monthly Balance Sheet Projections

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

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