

A PROJECT PROPOSAL FOR STARTING A NEW SPA CENTRE IN TRICHY

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ABSTRACT

A Spa is a location where mineral-rich spring water (and sometimes seawater) is used to give medicinal baths. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments, which are also known as balneotherapy. The belief in the curative powers of mineral waters goes back to prehistoric times. The major objective of the study is to know the viability of the Spa centre and their growth in the future. The viability of the spa business has been studied with the dimensions such as financial analysis, marketing analysis, technical analysis, material analysis, entrepreneurial analysis, legal analysis and sales analysis. For the purpose of the study, primary data was used. Data were collected from owners of 50 spa centres in Trichy and 100 samples will be collected from the customers and various statistical tools will be used in this study. From the owner's point of view, it was found that the Spa business will be profitable when allocation of resources such as finance, raw materials, manpower are done properly.

KEYWORDS: Financial analysis, Medicinal treatment, Spa business.

INTRODUCTION:

A Spa is a location where mineral-rich spring water (and sometimes seawater) is used to give medicinal baths. Spa towns or spa resorts (including hot springs resorts) typically offer various health treatments, which are also known as balneotherapy. The belief in the curative powers of mineral waters goes back to prehistoric times. Such practices have been popular worldwide, but are especially widespread in Europe and Japan. Day spas are also quite popular, and offer various personal care treatments. The term is derived from the name of the town of Spa, Belgium, whose name is known back to Roman times, when the location was called Aquae spadane, sometimes incorrectly connected to the Latin word "spargere" meaning to scatter, sprinkle or moisten. In 16th-century England the old Roman ideas of medicinal bathing were revived at towns like Bath (not the source of the word bath), and in 1596 William Slingsby who had been to the Belgian town (which he called Spaw) discovered a chalybeate spring in Yorkshire.

He built an enclosed well at what became known as Harrogate, the first resort in England for drinking medicinal waters, then in 1596 Dr Timothy Bright after discovering a second well called the resort The English Spaw, beginning the use of the word Spa as a generic description.

REVIEW OF LITERATURE:

Noviana, Eka. Fabrication of polystyrene core-silica shell nanoparticles for scintillation proximity assay (SPA) biosensors. The development of analytical tools for investigating biological pathways on the molecular level has provided insight into diseases and disorders. However, many biological analytes such as glucose and inositol phosphate(s) lack the optical or electrochemical properties needed for detection, making molecular sensing challenging. Scintillation proximity assay (SPA) does not require analytes to possess such properties. SPA uses radioisotopes to monitor the binding of analytes to SPA beads. The beads contain scintillates that emit light when the radiolabeled analytes are in close proximity. This technique is rapid, sensitive and separation-free.

Ell, Laura. Codes of Conduct for Indigenous-Inspired Spa and Wellness Tourism. While the growing global tourism industry currently provides best practices guidance and certification possibilities for ecotourism, green spas, and Indigenous tourism, no codes of conduct exist for spas operations that aim to sustainably integrate Indigenous-inspired healing modalities into their menu of services. I interviewed both Indigenous healers and wellness experts around the globe who incorporate ancient healing practices into spas. My analysis of these data culminated with recommended codes of conduct for Indigenous-inspired spas. The need for cultural sensitivity and guidelines unique to this sector is growing. Compared to examples such as handcrafts or cultural dance, wellness experiences are more personal, spiritual or at times even ceremonial.

Cheung, Bryan Chun-Man. A study of the interrelationship of spa guests' motivation, perceived service quality, value, satisfaction, and behavioural intentions. The main objective of this study is to test a hypothesized model constructed for examining the service purchasing process from beginning to end. In the context of the U.S. resort/hotel spa sector, data concerning what motivated spa patrons to visit resort/hotel spas, how these patrons perceived the quality and the value of the services received, and what influenced their levels of satisfaction and behavioural intentions were collected and analyzed. The hypothesized moderating effects of gender and age on the relationship of motivation and service quality were not found.

Finlay, Monica. "Commend me to Strathpeffer": A case study of spa development and destination promotion in Victorian Scotland. Introduced in the mid-nineteenth century, hydrotherapy, a water-based cure, changed the face of health tourism in late-Victorian Britain and played a key role in the decline of the spa market. Yet, in the Scottish Highlands, Strathpeffer Spa defied this trend; indeed, the spa, a health facility based on mineral water treatments, enjoyed increasing popularity. An examination of the promotional literature, including guidebooks, medical journals, and contemporary newspapers, reveals reasons for the spa's survival in this competitive market.

Walden, Keema M. Perceptions of leisure and complementary and alternative medicine among spa practitioners. The problem of the research was to determine the perceptions of leisure and Complementary and Alternative Medicine among spa practitioners. Both the leisure and health literature fail to adequately explain the relationship between leisure and Complementary and Alternative Medicine. More specifically, neither of the disciplines examines leisure as a dimension of Complementary and Alternative Medicine.

STATEMENT OF PROBLEM:

As the choice differs from one customer to another especially in Spa industry some of the factors taken into this study. But the customer choice would vary based on the satisfaction which can result in loyal too. This study can help to know the Choice of Spa centre in Trichy. And the research helps to identify and improve the area in which the experience of the customer is concentrated. Based on the brief review the problems found will be addressed in this study with the help of analysing certain factors related to Spa centres.

OBJECTIVE:

The objective of the study is

- To study the viability of the Spa centre business in Trichy city through customer feedback.
- To study the advertisement and promotional tools by the Spa centres.
- To study the influence of interior design (ambience) in the Spa.
- To study the influence of quality of service on the selection of Spa.
- To study the Brand preference on the selection of Spa.

- To find out the mode of investment.

LIMITATION:

- The study was based on the primary data collected from the population Spa owners by survey method facilitating Trichy city area. Therefore, the study area was too limited.
- The researcher has a limited time period.
- The study of customer choice towards Spa centres in Trichy is a very vast subject consisting of a number of influential factors. Only a few factors / aspects were studied in this study.
- The Spa owners are hesitant to share the details of sales and profits due to competition.

RESEARCH METHODOLOGY:

- Research methodology is a systematic and objective process of identifying and formulating the problem by setting objective and the methods for collecting, editing, tabulating, evaluating, analyzing, interpreting data in order to find justified solution.

DATA ANALYSIS AND INTERPRETATION:

VARIABLES	CATEGORY	FREQUENCY	PERCENTAGE FREQUENCY
Gender	Male	39	78
	Female	11	22
Age	20-25	4	8
	25-30	16	32
	30-35	17	34
	35-40	12	24
	40-45	1	2
Experience	1-5	18	36
	5-10	25	50
	10-15	1	2

Business model	Own business	36	72
	Franchise model	14	28
Spa centre	Registered	40	80
	Unregistered	10	20
Type	Family business	16	32
	First Generation	34	68
Ambience	Disagree	1	1
	Neutral	23	23
	Agree	44	44
	Highly Agree	32	32
Price	Highly Disagree	34	34
	Disagree	3	3
	Neutral	5	5
	Agree	32	32
	Highly Disagree	26	26

FINDINGS:

- Out of 50 respondents 39 respondents are male and 11 respondents are Female
- Majority of the respondents (17) are in the age of 30-35 and followed by 16 respondents are in the age of 25-30, 4 respondents are in the age of 20-25, 12 respondents are in the age of 35-40 and 1 respondent is in the age of 40-45.
- Majority of the respondents (50%) are in the experience of 5-10 years and followed by 36% of the respondents are in 1-5 years experience.
- It was found that most of the customers are not satisfied with the price structure of the Spa centres.
- It was found that most of the Spa centres are carried through the own business model and rest of them are franchise model. Most of them belong to first generation.

RECOMMENDATIONS:

- The interior design and ambience of the Spa centre can be improved as customers are giving importance to it.
- The results of the study indicate that more publicity is required to reach customers.
- In the future the price structure can be made more affordable as most of them are not satisfied with the price.
- Spa centre need to get feedback from their employees relating to safety programme, health programme and welfare measures.
- It shows that business class people are going frequently to Spa centres and they have to target the Income class people also as there is more business opportunity.

CONCLUSION:

From the study it may be concluded that quality of service plays a major role for customers going to the Spa centres, the second major part which influences the customer's attitude is the interior design and the ambience. Then the next factor is brand image of Spa which causes more delight for the customers to show their social status.

Finally, it may be inferred that the Spa business is viable from the view point of Spa owners and the customers if brand image is established.

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