



**ITEC Level 3 Diploma in Complementary Therapies
Assignment Assessment Form
Unit 349 Business Practice for Complementary Therapies**

INSTRUCTIONS:

- Assessors must use this form to evaluate learner submitted evidence, which may be a combination of some or all of the types listed below. Please indicate with a ✓ which source of information was submitted and accepted, and indicate with an X evidence submitted but not accepted
- Learners may re-submit evidence for further evaluation at any stage of their course in order to achieve success
- When all evidence has been submitted and accepted assessors must place a ✓ in the Assignment Completed box. This indicates a pass mark
- The form must be placed with the assignment evidence for ITEC external verification purposes

Unit 349 Business Practice for Complementary Therapies	Written report	Written survey	Chart	Spider diagram	Graph	Other pictorial presentation	3D-Model	Date accepted
Mission statement	✓							30 April 13
Market research	✓					✓		
Competitor analysis	✓					✓		
Premises/location	✓					✓		
Corporate image and design – business stationery, marketing and publicity material	✓					✓		
Products, services and prices	✓					✓		
Fixed and variable costs	✓		✓					
Staffing requirements and employment opportunities	✓							
SWOT analysis	✓		✓					
Risk analysis	✓	✓						
Marketing and publicity	✓							
Finance – start up and running costs	✓		✓					
Additional professional services	✓							
Legal requirements	✓							
Security and data protection	✓							
Customer service and communication	✓							✓

Assignment Completed – Pass

Learner's Name.....
 Learner's Signature.....
 Assessor's Name..... Derek Lowe
 Assessor's Signature.....
 Internal Verifier's Name..... Gail Lowe
 Internal Verifier's Signature.....
 External Verifier's Name.....
 External Verifier's Signature.....
 Date.....

Internal Verifier's Name.....
 Internal Verifier's Signature.....
 Date.....

ITEC Level 3 Aromatherapy

Unit 385 – Business Practice

Assignment

Lyn Kirwen

April 2013

Devon Academy of Complementary Therapies

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1. Mission Statement

In short, a mission statement is a declaration of intent that pinpoints what a person/business wants to achieve.

(Source: http://en.wikipedia.org/wiki/Mission_statement)

aromatherapy@home

bringing affordable treatments to your door

I want to provide affordable and accessible clinical aromatherapy treatments to people within Torquay and ultimately educate clients about aromatherapy and home use so they can make informed and safe choices to promote their own well-being.

I want my business to be small, but perfectly formed. However, it will not be about what clients see - it will be about what clients get - a high quality service that is value for money and delivered with genuine care attention.



2. Market Research

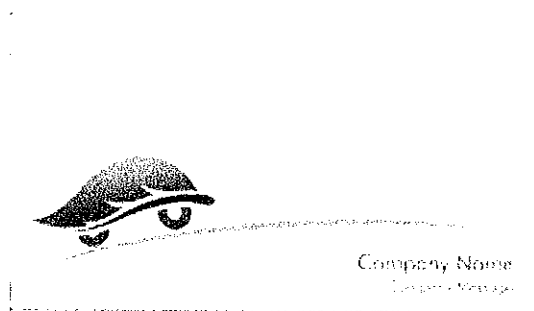
Market research is any organised effort to gather information about what customers want or need. Meeting this need will give an individual or business the advantage over their competition.

(Source: http://en.wikipedia.org/wiki/Market_research)

I intend to start a mobile aromatherapy practice. This will be predominantly aimed at friends and family and referrals made by them. My focus will be people who live in Torquay, although I would consider travelling to neighbouring towns (Brixham, Paignton, Newton Abbot or Totnes) if 2 or more clients book consecutive treatments at the same address.

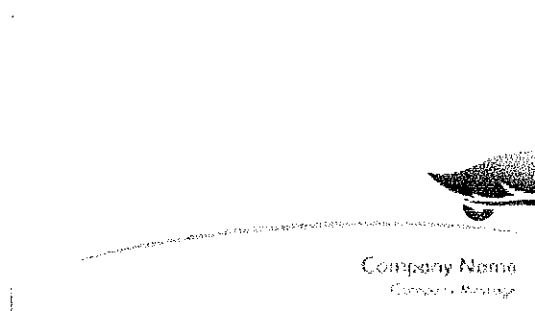
Design idea for Business Card

(front view)



Design idea for Business Card

(reverse view)



Available from Vistaprint: www.vistaprint.co.uk



3. Competitor Analysis

Competitor analysis is an assessment of the strengths and weaknesses of current and potential competitors. (Source: http://en.wikipedia.org/wiki/Competitor_analysis)

If you look up 'Aromatherapy' in the Yellow Pages (Exeter 2012/13) you are referred to 'Beauty Salons & Consultants' and 'Complementary Therapies'. Out of 29 Beauty Salon adverts, only two mention that aromatherapy treatments are available. One of these is in Torquay; The Sanctuary in Wellswood. Of 10 Complementary Therapies adverts only three mention that aromatherapy is an available treatment. One of these is in Totnes; Oasis Float & Therapy Centre.

When searching for 'Aromatherapy' in Google, there are:

a) 3 websites identified in Torquay:

www.ancient-elements.co.uk

www.devon-clinic.co.uk

www.theretreattorquay.co.uk

b) 2 websites identified in Paignton:

www.aromatherapydevon.co.uk

www.rainbowsendaromatherapy.co.uk

Interestingly, neither practice is in Paignton. The former is in Totnes and the latter is in Newton Abbot.

c) 3 websites identified in Totnes:

www.aromatherapydevon.co.uk

www.rainbowsendaromatherapy.co.uk

www.massage-totnes.co.uk

d) 6 websites identified in Newton Abbot:

www.aromatherapydevon.co.uk

www.rainbowsendaromatherapy.co.uk

www.massage-totnes.co.uk

www.hawkinshealthandbeauty.co.uk

www.alwaysanalternative.com

www.indulgedevon.co.uk



There are literally hundreds of names and contact numbers listed on sites which claim to help you find an aromatherapist in your area, but little or no information is given about the therapist, their training, the treatments they offer or the prices they charge.

The most informative page of listings is found on the following sites:

a) www.naturaltherapypages.co.uk

It only had 1 listing for aromatherapy and massage in the Torbay area: Pete's Mobile Massage based in Brixham.

b) www.therapy-directory.org.uk

It only had 1 listing for aromatherapy and massage in the Torbay area: Katrina Chapman (MIGHT, dip) based at Sherwell Valley Medical Practice, 15 Sherwell Valley Road, Chelston, Torquay, TQ2 6EJ.

When searching for 'Aromatherapy Massage' in Google, the following additional sites were identified:

a) in Torquay:

www.ancient-elements.co.uk

www.thesanctuaryofwellswood.co.uk

b) in Totnes:

www.tnhc.co.uk

www.angelic-feet-reflexology.co.uk

c) in Newton Abbot:

www.beauty-time.com

When searching for 'Massage' in Google, the following additional sites were identified in Torquay alone:

www.thaimassagetorquay.co.uk

www.torquaymassage.co.uk

www.stmarychurchbeautysalon.co.uk

www.willowwellbeing.co.uk

www.headmasters.biz

www.revitalisemassage.co.uk

www.massagetorquay.co.uk



Nearly every hairdressers and beauty salon in the area offer 'aromatherapy' massages, but these are not clinical aromatherapy treatments. The massages are generally delivered, using pre-blended oils, by young girls who have trained in 'Aromatherapy Techniques' (a Level 2 qualification offered by South Devon College, the local FE College) that is a basic level practitioner qualification that does not involve the blending of oils.

A selection of the competitors listed in this section can be in Appendix 1.



4. Premises

I will not require premises as I will conduct sessions in the client's home. However, I will have an office at my own home, which will have an internet connection and phone line as well as a lockable filing cabinet in which to store my oils and client records. Within my home, I will also require storage space for my couch, couch accessories, paper rolls and towels as well as the facility to wash and dry towels if necessary.

I do not want to conduct massages from my own home as there is no parking facility available and the entrance to my property is accessed via steps. The house is also in the process of re-decoration so it is not in a presentable state for clients to visit.

I do not want to set up my practice within someone else's business (i.e. a local beauty salon or complementary therapies clinic) as working with or for someone else would require me to pay rental for the premises I use or pay commission on the treatments I deliver. This would increase my costs significantly and I want to keep these as low as possible.



5. Corporate Image

My couch, couch cover, face cushion, pillows, towels, mat, stool, and container for my client's clothing are all black. My uniform (shoes, trousers and tunic) is also black.

It is my intention to upgrade my car as this will be a point of reference for my business, so it will need to look presentable and impeccably clean as it will contain my aromatherapy equipment. The car I have is definitely past its best and not a good advertisement for a successful business.

I would consider advertising my business on my car door. Ideally, this would carry the same logo/design as my business card. I am not sure I would want to do this however as it is my intention to see clients I already know or who are 'known' by people I already know. I would not want to conduct a home visit on a 'cold caller' as this would raise an issue of safety for me.

I would like to use an image in my logo that is simple, natural and fresh, and that inspires well-being. I am not interested in perpetuating a young or stereotypically beautiful image, which is the norm for Beauty Salons and Hairdressers. I like Zen-like images for their calm and tranquillity, but do not want to allude to any religious or spiritual beliefs (e.g. Buddhism) as this could discourage some people. I would like it to have 'green appeal', but without being New Age as this could also prove unpopular with some folk. I don't want to perpetuate the notion that 'alternative therapies' are only for 'alternative people'. I would like to convey the idea that aromatherapy can be part of the everyday for everyone.

With regard to colour, I am keen on green (like Rosemary) and purple (like Lavender) because they represent (according to Colour Therapy theory) balance and serenity. I searched the internet for images that appealed to me (Appendix 2), but I have included my favourite image below:



I like this image because it is not fussy or overstated. It does not tie aromatherapy to any one method of use (i.e. a treatment doesn't have to involve massage); it does not target any particular age group or gender as it does not rely on images of stereotypical female beauty.

This image is used by Broadstone Clinic, Poole, Dorset, BH18 8AA to advertise its aromatherapy services and is copyrighted. I would create a similar image for my logo and endeavor to take the photograph myself (I studied a module in photography at University). If this should fail, I would enlist the services of a trusted colleague who is a photography teacher and freelance photographer.

6. Products, Services & Prices

A list of treatments and prices are shown in Appendix 3.

When travelling to a client's house within Torquay, I need to add roughly 1 hour to my time: 10mins to load up my car, 10-15mins to drive to the client's house, 10mins to unload and set up my equipment, 10mins to pack away my equipment and reload my car, 10-15mins to drive back to my house and 10mins to unload my car.

If travelling to neighbouring towns such as Newton Abbot, Paignton, Totnes or Brixham, I would need to add on roughly 1hour45mins. This makes a huge impact on the viability of a treatment. For example, if I travelled to Totnes to give a back massage, my expenditure in time could be up to 2hours30mins. If my charge is £15 and I subtract £5 for travelling expenses, I would be left with £10. If I account for another 30mins to cover my time writing up the treatment and subtract approx. £4 to cover the cost of oils, I calculate I could be working for £2 an hour.

It will make more economic sense to practice solely within Torquay and only travel to neighbouring towns if 2 or more treatments are booked consecutively there. For example, I have friends who are a couple that live in Newton Abbot who would book their massages back to back. Similarly, a family member and her next door neighbour could book their treatments back to back in Paignton. This would make travelling further distances more viable.

As my intention is to simply earn some 'pocket money' because I am not giving up my 'day job' and as I have recently been promoted at work and my wage has increased the necessity for me to earn extra cash has diminished. I would, therefore, consider using an 'alternative currency' to cash. For example, I have a friend who is a yoga teacher. She would like a monthly massage and I would like a monthly private yoga lesson. Hence, we could exchange our area of expertise to benefit ourselves and each another. I think this is actually the way I would like to progress my 'business' practice.



7. Fixed and Variable Costs

- **Fixed Costs** (*remain the same irrespective of volume of business*)

Item	Cost Per Item	Amount	Cost Per Year
Insurance	£59.75	1	£59.75
Professional Body Membership	£55.00 (CNCH) £50.00 - £200.00 (Aromatherapy Council Member Association)	1 1	£55.00 £200.00
Continued Professional Development (20 hours minimum per annum)	£100 per 5 hour workshop 20 hours ÷ 5 hours = 4 workshops minimum	4	£400.00
Public Performance Licence	£60.00 - £100.00 2 people x 52 sessions = 104 performances	1	£100.00

I estimate that I will use my home office for a maximum of 3 hours per week for the purpose of conducting my aromatherapy business. Therefore I have calculated the percentage of the following fixed costs that could be attributed to business use.

Item	Cost Per Item	Amount	Cost Per Year
% Mortgage	£479.00 x 12 months = £5748.00 per annum £5748 ÷ 52 weeks = £110.52 per week £110.52 ÷ 7 days = £15.80 per day £15.80 ÷ 24 hours = £0.66p per hour	3 x £0.66p per hour = £1.98 £1.98 x 52 weeks = £102.96 per year	£102.96
% Council Tax	£117.00 x 12 months = £1404.00 per annum £1404.00 ÷ 52 weeks = £27.00 per week £27.00 ÷ 7 days = £3.86 per day £3.86 ÷ 24 hours = £0.16p per hour	3 x £0.16p per hour = 0.48p £0.48 x 52 weeks = £25.07 per year	£25.07
% Computer Insurance & Maintenance	£5.99 x 12 months = £71.88 per annum £71.88 ÷ 52 weeks = £1.38 per week £1.38 ÷ 7 days = £0.20 per day £0.20 ÷ 24 hours = £0.01p per hour	3 x £0.01p per hour = 0.03p £0.03 x 52 weeks = £1.56 per year	£1.56
% Phone Line Rental	£124.00 ÷ 52 weeks = £2.39 per week £2.39 ÷ 7 days = £0.34 per day £0.34 ÷ 24 hours = £0.01p per hour	3 x £0.01p per hour = 0.03p £0.03 x 52 weeks = £1.56 per year	£1.56

TOTAL Fixed Costs Per Year

£945.90

- **Variable Costs** (*alter depending on volume of business*)

Item	Cost Per Item	Amount	Cost Per Year
Paper Roll	£2.30	12	£27.60
Antibacterial Wipes	£3.00	12	£36.00
Antibacterial Hand Gel	£3.00	6	£18.00
Carrier Oils	£12.00	4	£48.00
Essential Oils	£15.00	4	£60.00

I estimate that I will use my home office for a maximum of 3 hours per week for the purpose of conducting my aromatherapy business. Therefore I have calculated the percentage of the following variable costs that could be attributed to business use.

Item	Cost Per Item	Amount	Cost Per Year
% Gas & Electric	£61.00 x 12 months = £732.00 per annum £732 ÷ 52 weeks = £14.08 per week £14.08 ÷ 7 days = £2.01 per day £2.01 ÷ 24 hours = £0.08p per hour	3 x £0.08p per hour = £0.24p £0.24 x 52 weeks = £12.48 per year	£12.48
% Water	£35.00 x 12 months = £420.00 per annum £420 ÷ 52 weeks = £8.77 per week £8.77 ÷ 7 days = £1.15 per day £1.15 ÷ 24 hours = £0.05p per hour	3 x £0.05p per hour = £0.15p £0.15 x 52 weeks = £7.80 per year	£7.80
% Phone Bill & Internet Connection	£13.00 x 12 months = £156.00 per annum £156.00 ÷ 52 weeks = £3.00 per week £3.00 ÷ 7 days = £0.43 per day £0.43 ÷ 24 hours = £0.02p per hour	3 x £0.02p per hour = £0.06p £0.06 x 52 weeks = £3.12 per year	£3.12
% Petrol	£21.00 ÷ 7 days = £3.00 per day £3.00 ÷ 3 miles per day = £1.00p per mile	2 x 2 mile round trip within Torquay = 2 x £2.00 = £4.00 per week £4.00 x 52 weeks = £208.00 per year	£208.00

TOTAL Variable Costs Per Year

£421.00



8. Staffing Requirements

I do not intend to expand my practice to the extent that I will need to employ staff. I will conduct all the treatments myself and complete my annual Self-Assessment Tax Return. I was self-employed as a dance instructor for 5 years so I know what this entails.

9. SWOT Analysis

STRENGTHS

1. Already established number of clients (adequate for my needs)
2. Flexible working hours
3. Newly qualified/enthusiastic therapist
4. Mobile therapist, so client doesn't have to leave home
5. Independent
6. Low overheads

WEAKNESSES

1. Lone therapist
2. Inexperienced therapist
3. Transport & travel costs
4. Limited number of hours available to work (has to fit around existing job plus 'travel' time wastes 'session' time)
5. Limited client base (only 'known' clients are paid home visits)
6. Limited scope for expansion

AROMATHERAPY

AT HOME

OPPORTUNITIES

1. Potential expansion due to recommendations made by friends & family
2. Potential profit increases due to expansion
3. Potential to reduce hours at existing job due to profit increases

THREATS

1. Lone, female worker 'on the road' and making 'house calls' (even if clients are 'known')
2. Existing work commitments
3. Personal versus professional relationship with 'known' clients could be difficult to manage
4. Ill health
5. Car trouble
6. Competition

10. Risk Management

Risk Analysis is used to identify what could harm the success of a business

Source: [http://en.wikipedia.org/wiki/Risk_analysis_\(business\)](http://en.wikipedia.org/wiki/Risk_analysis_(business))

Risk Mitigation is the plan for what to do about the risks identified by Risk Analysis. It might include:

- Risk avoidance (minimising the potential for the risks to occur by not doing the risky thing)
- Mitigation of the consequences (minimising the severity of the risks if they do occur by having a contingency plan)
- Risk acceptance (if the risk is not likely to occur or will cause negligible harm it may be more cost effective to simply accept the risk)
- Risk transfer (someone else bears the risk for you like an insurance company)

Risk analysis, risk mitigation and risk monitoring make up the process of risk management. It should be a continuous activity to account for ver-changing circumstances.

(Source: <http://stackoverflow.com/questions/612967/what-is-the-difference-between-risk-analysis-and-risk-mitigation>)

Risk Assessment is the determination of quantitative or qualitative value of risk related to a concrete situation and a recognised threat (also called hazard).

Source: http://en.wikipedia.org/wiki/Risk_assessment

A Risk Assessment for aromatherapy@home has been completed as Appendix 4.

11. Marketing & Publicity

Since starting this business plan, I have decided against advertising my business on my car. This is because I don't want strangers contacting me. I do not want to increase the size of my business enough to take on unknown clients. I intend to have a business mobile that is completely separate from my personal mobile. I will only give permission for my business mobile number to be passed on to friends of friends/family. I may have business cards made up with my name and business mobile that I will issue to my existing clientele that I wouldn't mind being passed onto someone they know. If someone I didn't know phoned me, I would ask them how they got my number. If they said the name of a friend or family member/existing client, I would say I would need to check my diary for availability and that I would phone them back. I would then contact the person they'd named to get the 'background' on the unknown client and if they knew them well and for a considerable time (i.e. if they were deemed 'safe'), I would phone them back to book an appointment. If they were deemed 'unsafe', I wouldn't contact them. The latter is unlikely as I would make it very clear to my existing clientele that I would not want them to recommend me to anyone they didn't know whom they didn't trust. I know this will 'limit' the expansion of my business, but this is my intention as I do not want to give up my day job and do not want to be working every spare hour I have. I am only looking to make a small amount of extra income each month.

Discounts & Promotions

Once qualified, I would charge for treatments as listed in Appendix 3, which includes the following promotions:

- **Double or more Discount/Mates Rates**

£2.50 reduction per person if 2 or more people book consecutive appointments at the same address (or for individuals if 'mates').

Example 1: If 3 women wanted a face massage at the same address, their treatment costing £7.50 would be reduced by £2.50 each.

Example 2: If 4 people at the same address on the same evening want a back massage (£20) and use their own towels (£15) their treatment will be reduced by a further £2.50 each (£12.50) so they all pay the same. This means there is no benefit in larger parties, but there is no penalty either.

possible service.

I would consider 'mates' to be people who were my case studies throughout my training or actual friends and family members. They would qualify for the 'double or more discount' whether there were 2 people at the same address or not.

My brochure would simply be my price list, which I would issue to clients at their first session or on request. This would give them an idea of the maximum charges I would make for treatments and include information on the 'double discount'. It would not include information on 'mates rates' as I would want to offer this at my discretion and would not want to offend the people I didn't offer it to.

- **Use of own towels**

£5 reduction per person if own towels are used

- **Party Promotion**

Invite a few friends to your home to learn about the world of aromatherapy; smell the essential oils; try a treatment and pick up safety tips for home use. What's in it for you? It's an enjoyable way to meet up with friends and learn something new, plus you'll receive a voucher, redeemable within 6 months, for an aromatherapy treatment of your choice. What's in it for me? I get to meet potential 'known' clients.



12. Finance - Start Up & Running Costs

- **Start Up Costs**

These are one-off costs associated with setting up a business. They are also known as start-up expenses, preliminary expenses, or pre-opening expenses. (Source: <http://www.businessdictionary.com/definition/startup-costs.html#ixzz2RWD4U4b4>)

My Start Up Costs include the cost of attending my training to qualify and purchasing the equipment I need to conduct an aromatherapy session.

Start Up Item	Cost Per Item	Amount	Initial Outlay
Aromatherapy Starter Kit	£199.00	1	£199.00
Massage Couch	£89.00	1	£89.00
Foot Stool	£5.00	1	£5.00
Business Cards	£2.99	1 x 250	£2.99
Floor Mat	£5.00	1	£10.00
Couch Cover	£18.00	1	£18.00
Face Pillow	£15.00	1	£15.00
Head Pillow	£4.00	1	£4.00
Tunic	£27.00	2	£54.00
Trousers	£20.00	2	£40.00
Shoes	£20.00	1	£20.00
CD	£12.00	4	£48.00
CD Player	£69.00	1	£69.00
Training Course	£349.00	1	£349.00
Travel Costs to Devon Academy Training	20 mile per day x 0.50p per mile = £10.00	No of days = 9 9 x £10.00 = £90.00	£90.00

TOTAL Start Up Costs	£1012.99
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I could omit the cost of CDs and CD player as these are items I already possessed. In fact, out of my 6 case studies, only 1 person likes me to play music. Only 1 of my individual treatment people wanted music played and this was the individual's own CD that was played in his own house for his own use, which does not require a Public Performance License. Therefore, I conclude that CDs, a CD Player and PPL are not essential. If a client wants background music, I could suggest they can play one of their own CDs. ✓

- **Running Costs**

This is the amount I have to regularly spend to keep my business in operation.

(Source: <http://www.businessdictionary.com/definition/running-cost.html#ixzz2RWJBmWFb>)

I have calculated my Running Costs based on the premise that I will:

- a) Deliver 1 massage per week per year = 52 massages in total. Therefore, I have divided the cost of each item specified by 52, which gives me an estimate of the running cost of a single massage. Items include Start-Up, Fixed and Variable Costs.

- b) I will recoup my Start-Up Costs within the first year.

I have over-estimated expenditure and under-estimated my income to calculate these costs. Realistically, I should not expect to recover my initial outlay within the first year of starting my business; 5 years is more likely. Also, I do not foresee the need to replace any of my equipment (couch, cover, pillows etc.) or uniform within 1 year. Given the expected low level of use, I would estimate that 3 years is a more likely figure.

A table showing my running costs is on the following page.



Running Cost Item	Cost Per Item	Amount	Cost Per Client
Maximum cost of Essential Oils per full body massage	Cost of Aromatherapy Starter Kit ÷ no. of oils Cost per bottle ÷ least no. of drops per bottle x no. of drops used per massage	$£199.00 \div 42 = £4.74\text{p}$ per bottle $£4.74 \div 10$ drops = $£0.47\text{p}$ 7 drops x $£0.47\text{p} = £3.32\text{p}$	£3.32p
Average cost of Carrier Oil per full body massage (Sweet Almond or Grapeseed Oil)	Cost of Carrier Oil per bottle ÷ ml of oil in bottle x no. of mls used per massage	$£12.00$ per litre ÷ $1000\text{ml} = 0.01\text{p}$ per ml $25\text{ml} \times £0.01\text{p} = £0.25\text{p}$	£0.25p
Massage Couch	$£89.00 \div 52$ massages	1	£1.71p
Foot Stool	$£5.00 \div 52$ clients	1	£0.10p
Insurance	$£59.75 \div 52$	1	£1.15p
Professional Body Membership	CNCH $£55.00 \div 52$ Aromatherapy Council Member Association $£200.00 \div 52$	1 1	£1.06p £3.85p
CD	$£48.00 \div 52$	1	£0.92
CD Player	$£69.00 \div 52$	1	£1.33
CPD (20 hours min)	$£400 \div 52$	1	£7.62
Business Cards	$£2.99 \div 52$	1	£0.06
Paper Roll	$£27.60 \div 52$	1	£0.53
Floor Mat	$£5.00 \div 52$	1	£0.10
Couch Cover	$£36.00 \div 52$	1	£0.69
Face Pillow	$£30.00 \div 52$	1	£0.58
Head Pillow	$£8.00 \times 52$	1	£0.15
Antibacterial Wipes	$£36.00 \div 52$	1	£0.69
Antibacterial Hand Gel	$£18.00 \div 52$	1	£0.35
Tunic	$£54.00 \div 52$	2	£1.04
Trousers	$£40.00 \div 52$	2	£0.78
Shoes	$£20.00 \div 52$	1	£0.38
% Mortgage	£0.66p per hour	1	£0.66
% Gas & Electric	£0.08p per hour	1	£0.08
% Water	£0.05p per hour	1	£0.05
% Council Tax	£0.16p per hour	1	£0.16
% Computer Insurance & Maintenance	£0.01p per hour	1	£0.01
% Phone Line Rental	£0.01p per hour	1	£0.01
% Phone Bill/Internet Connection	£0.02p per hour	1	£0.02
% Petrol	£1.00p per mile x 2 mile round trip within Torquay = £2.00	1	£2.00
Public Performance Licence	$£100 \div 52$	1	£1.92

TOTAL Running Costs per massage (based on 1 x massage per week)

£31.57

The running cost per massage would actually decrease the more massages I conducted as follows.

TOTAL Running Costs per massage (based on 2 x massage per week)	£15.79
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TOTAL Running Costs per massage (based on 3 x massage per week)	£10.52
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TOTAL Running Costs per massage (based on 4 x massage per week)	£7.90
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It is my intention to earn a profit of roughly £100 a month. In order to do this I will need to earn enough from my aromatherapy practice to clear my expenditure including tax payable + £100.

To clear £100 a month from my aromatherapy practice, I calculate that I will need to earn £27.70 taking into account that I will need to pay 20% income tax on my earnings:

$$£100.00 \text{ per month} \times 12 \text{ months} = £1200.00 \text{ per annum}$$

$$£1200.00 \div 52 \text{ weeks} = £23.08 \text{ per week} + £4.62 \text{ (20\% income tax)} = £27.70$$

Based on the maximum running costs per massage and the minimum number of massages (1 per week), I calculate that I will need to earn £65.58:

$$£31.57 \text{ (running costs)} + £6.31 \text{ (20\% income tax)} = £37.88$$

$$£37.88 + £27.70 = £65.58$$

This is the amount I will need to make each week to obtain the profit I want each month, cover my running costs and recoup my start-up costs within 1 year.

This will require me to do 6 x double discount/mates rates massages per week!! The chances of this are slim.

- **Start Up/Business Loans**

The income I earn as a full-time administrator has funded my aromatherapy practice to date. My wage from this work will continue to fund my business until my business can fund itself. I do not foresee a need to borrow money as my Start-Up Costs have already been met and my Running Costs can be subsidised by my earnings from my job as an administrator.



13. Additional Professional Services

I do not foresee the need for an accountant/book keeper, solicitor, interior designer, or business manager. I will not need to spend money on marketing as I will rely on my business to develop by 'word of mouth'. I am not interested in expanding my business beyond my capacity to accommodate this number of extra clients. It is not my intention to give up my full-time job as an administrator or reduce my hours. I will only need to pay industry-related costs that will include membership fees to a professional body and insurance cover. These have been included within my Fixed Costs.

14. Legal Requirements

As I will be self-employed and the sole worker, and operating in clients' homes, I will not need to obtain planning permission, meet building regulations or comply with employment law (other than register with HMS Revenue & Customs and submit my annual tax return and pay the relevant tax amount).

I will comply with the Disability Discriminations Act by visiting customers in their own home, which makes the service I provide accessible to all. I can make 'reasonable adjustments' to a treatment to ensure that the client's disability is accommodated and no client will be treated any less favourable than another.

If I need to enlist the services of a solicitor I know one that my family has used for years who charges a reasonable rate.

I am aware that, as I use part of my property for business purposes, I may have to pay business rates on the part of my property that I use. This will depend on whether the Valuation Office Agency (VOA) gives part of my home a 'rateable value'. I anticipate that my non-domestic use is sufficiently minimal so as not to warrant assessment for business rates. The VOA can be contacted for advice and to arrange an assessment on 03000 501 501.

I must comply with the Health & Safety at Work Act 1974.

Public Liability insurance covers you if you are held legally liable for personal injury or damage to property. It usually includes legal costs. Premiums depend on the type of business, turnover and number of employees etc. It is vital to keep the policy up-to-date to reflect any changing circumstances. For my circumstances, I must ensure that the policy covers my 'off-site' work and covers me for 'home visits'.

Product Liability insurance is required if you manufacture or supply goods as there is the possibility that your product could cause damage to property or another person. With regard to aromatherapy, it will cover damages that might be caused by the treatments if the oils or creams are defective in some way. Quality control measures

can reduce the risk of this. For example, oils stored at a correct temperature and out of direct sunlight and checked to ensure they are in date etc.

I can help to safeguard against claims by conducting maintaining a high degree of professionalism, which includes (but is not limited to) the following:

- Maintain an accurate record of treatments and any problems arising
- Adhere to procedures which adequately explain the risks involved in a treatment and the aftercare required
- Ensure client signs a consent form and/or disclaimer prior to treatment
- Respond immediately to complaints and maintain a record of action

Membership to a professional body will entitle me to legitimate insurance cover. I will register with the Complementary and Natural Healthcare Council (CNHC), established with government support to regulate the following complementary therapies: Alexander Technique teaching; Aromatherapy; Bowen Therapy; Craniosacral Therapy; Healing; Hypnotherapy; Massage Therapy; Microsystems Acupuncture; Naturopathy; Nutritional Therapy; Reflexology; Reiki; Shiatsu; Sports Therapy; Yoga Therapy. Their key purpose is to protect the public. The Department of Health recommends that people seeking a complementary therapist should only consult with someone who is CNHC registered.

I will also need to join one of the Aromatherapy Council Member Associations:

- Aromatherapy & Allied Practitioners Association - AAPA
- Association of Physical & Natural Therapists - APNT
- British Register of Complementary Practitioners - BRCP
- Complementary Therapists Association - CThA
- International Federation of Aromatherapists - IFA
- International Federation of Professional Aromatherapists - IFPA
- International Holistic Aromatherapy Foundation - IHAF

Each has a different criterion of membership. Acceptance is dependent on a therapist's training covering what the Aromatherapy Council considers the 'Core Curriculum'. This is benchmarked to the National Occupational Standards for

Aromatherapy. A therapist needs ACMA membership to be able to register with the CNHC (the regulatory body for complementary therapies).

Any advertising is governed by the Trades Description Act. Any products sold must be of a suitable quality and fit for purpose in order to comply with The Supply of Goods and Services Act. The Consumer Protection Act covers goods and services and protects the customer from fraud if a seller prices a product incorrectly or claims a product can do something it cannot.



15. Security & Data Protection

Data Protection legislation must be adhered to:

Clients must give their consent before their personal data is stored and the information retained should be strictly limited to the data required. I do not intend to take cards as a method of payment; no debit or credit card details will be required from clients and retained.

Client information must be kept secure. Client records will be handwritten and kept in a locked filing cabinet and stored in my home office. The keys to the filing cabinet will be unidentifiable and stored somewhere anonymously in my house.

Any computer records will remain anonymous with aliases or case numbers used to identify clients and access will be password protected.

Confidentiality will be observed at all times and information will not be shared with third parties.

The physical safety of my clients as well as my own safety is also an issue of security. Minimising the chance of either is greatly enhanced by conducting regular risk assessments.

Theft of equipment could also be a concern and procedures to limit this should be adhered to.

16. Customer Service & Communication

I hope to retain a client's custom by maintaining a quality of service and the best value for their money. My prices are cheaper than my competition because I will not pay salon hire or be using my own home as a venue. I differ from the majority of my competition because I take my practice to the client, so the therapy happens within the comfort of the client's own home. The advantage of this for the client is that he or she does not have to drive home feeling 'spaced-out' following a relaxing massage or be seen looking dishevelled, which can deter some people from visiting a salon. I hope that this, combined with my genuine concern and care for clients on an individual basis, will be what makes 'aromatherapy at home' special.

I have a Level 2 qualification in Customer Service and was recognised by my employer, South Devon College, for providing an excellent Customer Service in 2007. This was the year that Ofsted awarded them the grade of 'Outstanding' at inspection. It meant a lot to me that I was nominated and won the College's Staff Award for Customer Service at a time when the College had been identified as being at the pinnacle of its performance. It is my intention to maintain this level of service today for my aromatherapy clients. I am always prepared to appropriately meet the suitable needs of my clients and 'go that extra mile' to ensure their satisfaction.

I will maintain verbal and written communication with my clients. I will thoroughly explain each treatment (and possible reactions to a treatment) to my clients before each session and answer any questions they might have prior to, during or after each treatment. Clear and thorough aftercare advice will be given verbally at the end of each treatment and written instructions will be issued to support this. For example, a slip of paper regarding the appropriate use of recommended oils will be given to clients. This will contain information such as how many drops of essential oils to use with the correct measure of carrier oil etc. (i.e. 2 drops of essential oil per 2.5ml of carrier oils and/or 6 drops of oil in a little milk in a warm bath etc.). I will specify which oil the client is to buy and recommend a trusted supplier. Clients will have access to a business email account and business mobile number so they can communicate with me should they need to prior to or following a treatment. I will give clients the option of receiving a copy of their treatment record. This could be

typed up and emailed or photocopied and posted if the client provides a stamped, addressed envelope.

All clients will be asked to provide customer feedback. I will issue a client evaluation sheet at the end of each session and request that it is completed by I leave. This will inform how I conduct the next treatment for that client so I can tailor-make the session to meet the appropriate specific needs of that client and provide them with the best possible service.

