

FINANCIAL & COMMERCIAL MASTERY — MODULE 11

Signature Treatment Development Plan

Take a treatment from concept to commercial launch.

Name:

Date:

Concept

TREATMENT NAME

GUEST NEED IT ADDRESSES

WHAT MAKES IT UNIQUE (CAN'T BE FOUND ELSEWHERE)

Protocol & Requirements

STEP-BY-STEP PROTOCOL (SUMMARY)

PRODUCTS REQUIRED

EQUIPMENT NEEDED

TRAINING REQUIRED

Costing

Cost Element	Amount (£)	Notes
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Therapist time (at hourly rate)		
Products consumed		
Room cost allocation		
Linen/consumables		
Total direct cost		
Selling price		
Margin (£)		
Margin (%)		

Launch Plan

Action	Owner	Deadline	Status