

GROWTH & STRATEGY — MODULE 20

New Concept Business Case

Design a new wellness concept with a full commercial proposal.

Name:	Date:
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CONCEPT NAME

ONE-SENTENCE DESCRIPTION

TARGET GUEST PROFILE

WHAT IT INCLUDES

WHAT MAKES IT DIFFERENT

Operational Requirements

Requirement	Available?	Cost to Acquire	Lead Time

Financial Projection

Metric	Month 1-3	Month 4-6	Month 7-12	Year 1 Total
Bookings per month				
Price per booking (£)				
Revenue (£)				
Direct costs (£)				

Net contribution (£)				
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Launch Plan

Phase	Actions	Timeline	Owner