

**FREE VERSION OF GROWTHINK'S  
ULTIMATE WELLNESS CENTER BUSINESS  
PLAN TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Wellness Center Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Wellness Center Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Wellness Center Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Wellness Center Business Plan Template, please go to <https://businessplantemplate.growththink.com/wellness/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## **Sample from Growthink's Ultimate Wellness Center Business Plan Template:**

[Company Name], located at [insert location here] is a new wellness center that will offer a range of services to promote optimal wellness for our clientele. Our business helps individuals reestablish a connection with their mind, body, and spirit.

### Products and Services

[Company Name] will offer programs designed to stimulate the body's natural healing power. These services include:

- Massage therapy
- Aesthetic treatments
- Nutritional counseling

Return to our [wellness center business plan](#) page.

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

[Company Name], located at [insert location here] is a new wellness center focusing on a range of services designed to promote optimal wellness for our clientele. Our business helps individuals reestablish a connection with their mind, body, and spirit.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been operating in the wellness sector for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, during this time, [Founder] went to Austin, TX for a health retreat. During his trip, [Founder's Name] met an entrepreneur who has enjoyed tremendous success with wellness properties...

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that affect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

[Company Name] directly or indirectly competes against other wellness centers. There are over 20,000 wellness centers in the United States.

According to a report by The Global Wellness Institute, Wellness is a multi-trillion-dollar market. Global spending on wellness services amounts to more than \$4 trillion each year, and the institute forecasts continued strong growth over the coming years. This bodes well for [Company Name]; since there are no truly dominant competitors, barriers to entry are not as high as many other industries, and a start-up can expect to have success in this growing market...

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

[Company Name] will primarily serve consumers in the Chicagoland area.

The precise demographics of the town in which our location resides is as follows:...

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

The following Wellness Retreats are similar to [Company Name], thus providing either direct or indirect competition for customers:

#### **The Palace**

In business for nearly 50 years, The Palace is a wellness brand that specializes in integrating health and wellness. The Palace operates 6 centers from which it provides and develops health spa programs, treatments, cosmetic products and food supplements that promote healthy living, wellness and successful aging. The company has a unique approach to wellness, offering preventative and regenerative...

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

#### ***The [Company Name] Brand***

The [Company Name] brand will focus on the Company's unique value proposition:

- Capable of providing world-class wellness treatment options in a conveniently local facility
- All staff is highly trained and discreet
- Competitive price point
- [Founder's Name] is a naturopath with experience in providing a range of holistic wellness services

#### ***Promotions Strategy***

[Company Name] expects its target market to be consumers throughout the Chicagoland area. The Company's promotions strategy to reach these markets includes:

Local Publications: [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, local magazines, and similar channels will be a major promotion effort...



## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Service Functions

- Housekeeping
- Grounds maintenance
- Spa treatments
- Health services
- Wellness and fitness services

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products...

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Wellness Center Business Plan Template:***

[Company Name] is led by [Founder’s Name], who has been a naturopath for 20 years. While [Founder] has never run a Wellness Center, he has successfully run a private practice for 10 years. As such [Founder] has an in-depth knowledge of the wellness industry including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.)...

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/wellness/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

[Company Name]'s revenues will come primarily from bookings and services rendered, and secondarily from the sale of spa and wellness products.

As with most services, labor expenses and supplies are the key cost drivers for wellness centers. This labor-intensive industry encompasses many aspects, from front-of-house activities, such as front desk and related activities, to all back-of-house activities, including general management, accounting, marketing, room cleaning and therapeutic services...

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### **Capital Requirements and Use of Funds**

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[Company Name] is currently seeking \$600,000 to launch. Specifically, these funds will be used as follows:

- Buildout: \$500,000 to build out the facility including construction and furnishings
- Working capital: \$100,000 to pay for marketing, salaries, and operating costs until [Company Name] reaches break-even

## Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
In Store	\$2,700,000	\$2,891,700	\$3,097,011	\$3,316,898	\$3,552,398
<b>Total Revenues</b>	<b>\$2,700,000</b>	<b>\$2,891,700</b>	<b>\$3,097,011</b>	<b>\$3,316,898</b>	<b>\$3,552,398</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$1,890,000	\$2,024,190	\$2,167,907	\$2,321,829	\$2,486,679
Lease	\$75,000	\$76,500	\$78,030	\$79,591	\$81,182
Marketing	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Salaries	\$430,000	\$430,000	\$474,075	\$497,779	\$522,668
Delivery van expenses	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$5,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$2,415,000</b>	<b>\$2,545,690</b>	<b>\$2,735,012</b>	<b>\$2,914,198</b>	<b>\$3,105,529</b>
<b>EBITDA</b>	<b>\$285,000</b>	<b>\$346,010</b>	<b>\$361,998</b>	<b>\$402,700</b>	<b>\$446,869</b>
Depreciation	\$56,240	\$56,240	\$56,240	\$56,240	\$56,240
<b>EBIT</b>	<b>\$228,760</b>	<b>\$289,770</b>	<b>\$305,758</b>	<b>\$346,460</b>	<b>\$390,629</b>
Interest	\$28,600	\$22,880	\$17,160	\$11,440	\$5,720
<b>PRETAX INCOME</b>	<b>\$200,160</b>	<b>\$266,890</b>	<b>\$288,598</b>	<b>\$335,020</b>	<b>\$384,909</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$200,160	\$266,890	\$288,598	\$335,020	\$384,909
Income Tax Expense	\$70,056	\$93,412	\$101,009	\$117,257	\$134,718
<b>NET INCOME</b>	<b>\$130,104</b>	<b>\$173,479</b>	<b>\$187,589</b>	<b>\$217,763</b>	<b>\$250,191</b>

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Wellness Center Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Wellness Center Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal!** **Los Angeles Times** **Inc.**

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