



All-inclusive fit, relax&spa centre exclusively for women



ABOUT THE PROJECT

All-inclusive fit, relax&spa centre exclusively for women would be first of its kind in region. This concept would offer full capacity and provide everything that is needed for healthy lifestyle and relaxation. On the other hand, it would provide employment for number of unemployed women while ensuring great opportunity, space, equipment and clients.

The project will make a **tourist offer** even more desirable, will improve life standard of both -users of services and employees and enable gain of healthy habits all in one place.

LOCATION: Sarajevo, Bosnia and Herzegovina

NUMBER OF PLANNED EMPLOYEES: 40+ (exclusively women)

MODE OF COOPERATION: Joint venture, buying franchise

PLANNED INFRASTRUCTURE: Building with all necessary equipment, swimming pool, parking places

PLANNED INVESTMENT: €3.000.000, 00

ROI: Between 5th and 7th year after start of business



VISION AND MISSION

Target market are business women and tourists in segment of higher-middle and high class.

Vision is becoming regional leader in this branche that will be recognizable among GCC tourists.

Great focus is on branding, visual identity and interior design.

Mission of this project is improvement of quality of life and tourist offer with a holistic approach with a final aim of raising standard of life and making strong network of women.



MAIN OBJECTIVES

Main aims of this project are:.

- Adding value on tourist offer, especially for tourists from Middle East, East and South-East Asia and Gulf region and promoting it as a comparative advantage in comparison with countries in region.
- Promotion of healthy lifestyle giving alternative to stressful life, especially to business-women.
- To become leaders in region as a *female friendly tourist destination*.



OFFER/facilities

- Top-to-toe body massages.
- Haircare, Facial cleansing and skin treatments.
- Nutrition advise and detox program planning.
- Education and conuseling on physical and psychological health and other female issues With special focus on spine difficulties.
- Exclusive non surgical cosmetic treatments and purchase.
- Leisure facilities: spa, gym and swimming pool.
- Spa tea Lounge.
- Special event programmes and membership cards and fees/packages on daily, weekly, monthly, season and annual basis.
- For moms that are not provided by baby/kids care, there will be available separate facility for baby-sitting/entertainment for kids while they are in Centre.

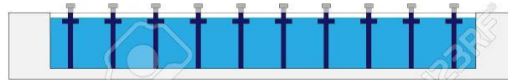
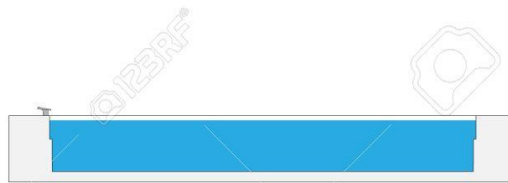
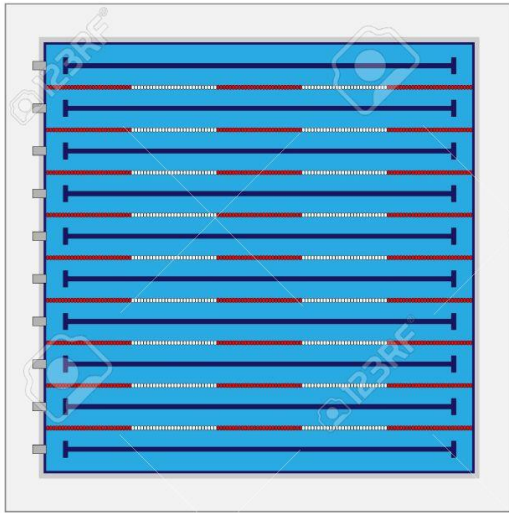
OFFER –how it should look like?



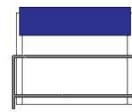
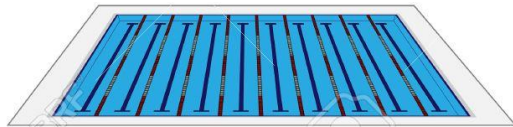
The facility should be positioned near the Centre, that is easy accessible, with enough parking space. Architecture should follow modern standards and acquire privacy for every single woman. Even outside terrace should be positioned in a way that outside effects do not disturb clients.

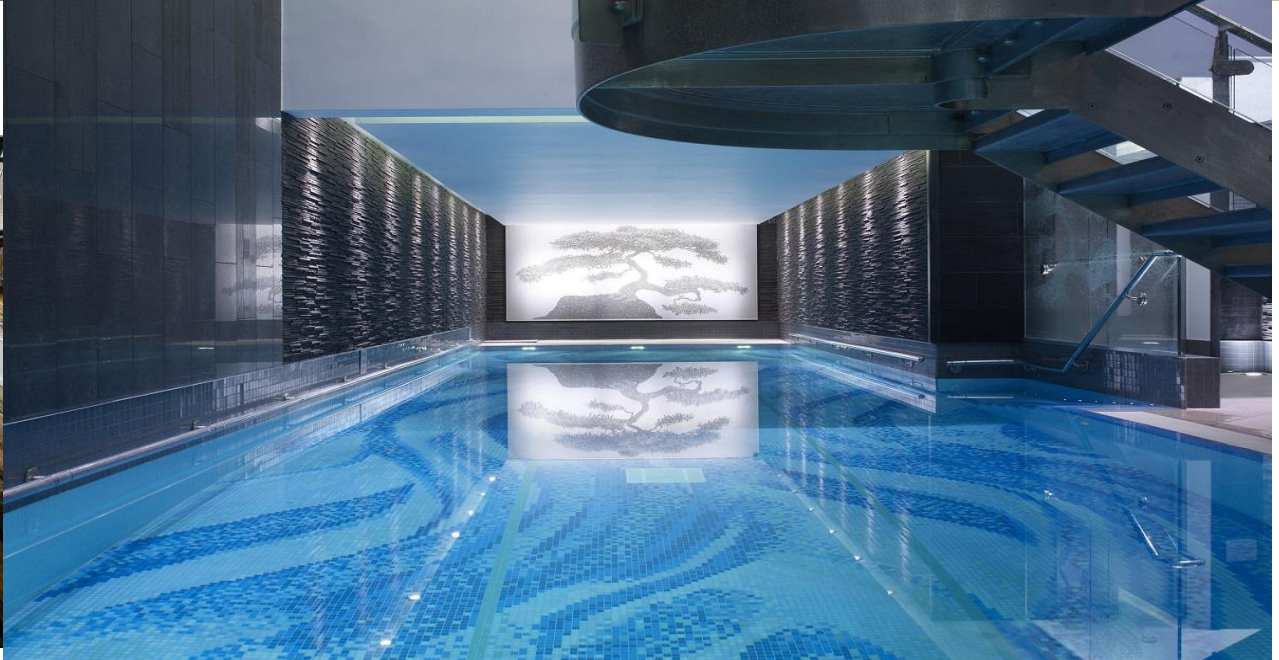
This picture represents a role model of possible architecture

OFFER –how it should look like?



Most important part of facility will be **semi-olympic pool** with whirlpools, that will be first only-women swimming pool in the City.





The pictures represent a role model of possible architecture



Working staff

- Project is already gathered educated staff in above mentioned facilities who will provide the services:
- Hair dresser
- Physicians
- Dermatologist
- Cosmeticians
- Nutritionist
- Gym trainer
- Yoga teacher
- Pilates teacher
- Baby sitter



FURTHER DEVELOPMENT

This project has great potential of further extension and development, with upgrading it into business center, hotel accommodation, spa education center that is positioned exactly between East and West, settled in Europe and affordable.

As it is stated, privacy has to be ensured, even in outside space that is part of facility. Massage rooms would be positioned separately in order to provide full relax treatment. For active ones, gym should acquire all equipment and enough space.

Price range will be closer to GCC and Middle East standards and affordable for higher-working class in Bosnia and Herzegovina.

Offer of this Centre can be part of general tourist offer and in package with certain visits. Our main aim is to attract families of GCC and Middle East business owners and offer facility and capacity for relaxation / entertainment of every family member with special focus on women and by that to make a relation between those regions even more attached.



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Thank you for your time.