



Massage Practice Competitive Analysis Form

Competitive Business: <i>Kneaded Massage</i>	Phone #: <i>222-333-4444</i>
Address: <i>222 Anywhere Street Suite 000</i>	Phone #: <i>800-222-3333</i>
	E-mail: <i>info@kneaded.com</i>
City: <i>Any City</i> State: <i>ZZ</i> Zip Code: <i>00080</i>	Business Owner: <i>Mary</i>
Website: <i>www.uneedtobekneaded.com</i>	Date: <i>4/29/09</i>

Services	Fees	Services	Fees
<i>Swedish 60 minutes</i>	<i>\$60</i>	<i>Salt glow 60 minutes</i>	<i>\$60</i>
<i>Swedish 90 minutes</i>	<i>\$80</i>	<i>Herbal body wrap 90 minutes</i>	<i>\$60</i>
<i>Deep tissue 60 minutes</i>	<i>\$70</i>	<i>Deluxe any massage: This means the client gets a paraffin dip and foot soak with the massage</i>	<i>\$20</i>
<i>Deep tissue 90 minutes</i>	<i>\$90</i>		
<i>Sports massage 60 minutes</i>	<i>\$70</i>		
<i>Sports massage 90 minutes</i>	<i>\$90</i>	<i>Massage club offer: The client allows credit card charge for one massage a month but gets great discounts in return.</i>	<i>1st of month = \$60 then \$45</i>
<i>Pregnancy 60 minutes</i>	<i>\$70</i>		
<i>Pregnancy 90 minutes</i>	<i>\$90</i>		
<i>Hot stone 60 minutes</i>	<i>\$80</i>		
<i>Hot stone 90 minutes</i>	<i>\$100</i>		

Target Clients	Needs/Wants of Target Clients
<i>General public</i>	<i>A nice range of services, but nothing too fancy or strange. Good value for money.</i>
<i>Athletes</i>	<i>An understanding of fitness, health, nutrition, injury. An upbeat environment with a modern feel.</i>
<i>Pregnant clients</i>	<i>A warm, relaxing environment where every effort is made to provide comfort. A staff knowledgeable about pregnancy.</i>
<i>People with a mild interest in spa</i>	<i>The option to try one or two spa treatments, but not pay the high prices of a fancy spa.</i>
<i>People who make massage part of life</i>	<i>The massage club (actually called Relaxologist Club) gives people who want regular massage a great deal.</i>



Item	Strengths	Weaknesses	How Do I Compare?
Branding	NA	No logo, no consistent use of color/font/image	My branding is also weak. My logo needs an update.
Signage	Huge sign easy to see from the main road.	No logo and no lights. At night the sign would disappear.	My sign is great. It's big, bright, and it clearly defines my business.
Printed Materials	Wow—they have a separate brochure explaining each different treatment in depth.	Different color schemes and fonts and layouts for each thing; they don't hold together.	I could do a better job of providing the detailed benefits of services.
Website	Simple and easy to navigate.	They should take the info from brochures and have it online.	My new website is spectacular!
Services	Good range w/out being overwhelming	NA	It's a great idea to add one or two spa services to round things out.
Fees	Market rate.	NA	Same as my fees.
Parking	NA	Parking on the street was stressful. It took me 10 minutes to find a spot.	I'm lucky to have two dedicated spaces and a street lamp!
Facility/Decor	Lovely. The owner has put a lot of time and attention into the look and feel of the facility.	Her printed materials could be developed using the same color scheme as the facility to tie it all together.	Everything needs to be deep cleaned and I need to repaint and think about clutter in the treatment room.
Greeting	NA	The receptionist didn't look up when I came in and didn't acknowledge me until I went up to the desk. Rude!	I try to wait at the front door for clients, open the door for them, and shake their hands. My greeting is great!
Paperwork	NA	Minimal; poor copy quality.	I could streamline my paperwork so that it doesn't take clients so long to fill out.

Massage	<i>Very good. The therapist used a range of techniques and was grounded and focused.</i>		
Promotion	<i>The Relaxologist Club is a good idea and I think clients like it.</i>		<i>I could add a similar concept.</i>
Other: Bathroom	<i>The bathroom was beautiful and I appreciated how clean it was.</i>		<i>My bathroom could seriously use some help!</i>

Two areas I need to improve to compete with this business:	Two areas where I outshine the competition:	Two ways to highlight my strengths in my marketing plan:
<i>Add Massage Club idea where clients are charged automatically one time a month for a massage and they get a discounted rate on the rest of their massages that month.</i>	<i>My parking is much better.</i>	<i>I should make sure to let people know that there are dedicated parking spaces. No one wants to search for parking.</i>
<i>Pay more attention to the decor of my space. The competitor's space is clean, well decorated, and very relaxing. My space is cozy, but not in the same league.</i>	<i>My website has a beautiful design! I'm so proud of the work I put into making it special!</i>	<i>I need to do some sort of promotion to drive more people to my great website. Maybe I could have a registration form and pick a winner for a free massage each month.</i>

Other Comments:

I realized through this process that it is not enough to give a great massage. I need to think strategically about every aspect of my business. The decor of my facility doesn't measure up. My printed materials need a lot of work and I could work on the diversity of my services and the way in which they are presented on the menu. I have some work to do but I feel very positive about it.