

## **Chapter 8 Competencies**

After successfully completing this chapter, the reader will be able to:

- Identify the purpose of retail marketing for spas.
- Conduct a SWOT analysis to evaluate the spa, its retail area, and its competitors.
- Use a customer profile to determine marketing goals and direction.
- Develop a retail marketing calendar.
- Describe the strengths and weaknesses of various external and internal marketing pieces.
- Explain the roles of employees, vendors, and others in the marketing process.
- Plan and execute a retail marketing plan.
- Identify opportunities for a variety of marketing promotions.
- Evaluate the effectiveness of marketing efforts.