

Chapter 9 Competencies

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

- Plan a six-month countdown for opening a new spa retail operation.
- Gather information about competitors through the use of a market survey.
- Determine retail layout, fixturing, and lighting needs for spa retail operations.
- Select point-of-sale computer software to maximize efficiency and profitability.
- Create a merchandise plan and budget for a spa retail operation, based on information provided in the *Uniform System of Financial Reporting for Spas*.
- Describe sales and inventory procedures that need to be implemented prior to opening.
- Use a retail calendar to plan marketing promotions for a new spa retail operation.
- Prepare job descriptions for retail sales positions within the spa and plan retail training for all spa staff.