

APPLYING CANVAS TO ASSESS MOVABLE THERAPY SPA BUSINESS MODEL – CASE RESEARCH IN DANANG

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Abstract

The movable therapy spa business is a business model that is portable and caters to busy customers who cannot go to spas to enjoy themselves. This model will help you relax and dispel fatigue. In addition, we use vehicles to move to the spa, which is very attractive to customers because this is a new business form. The author used canvas to solve problems because it has a lot of advantages. Method: Qualitative research (depth interview) to get information related to the components in the Canvas model. We have studied the documents related to the spa's services and information. Besides, we also research and learn from managers or supervisors in spa therapy and researchers or entrepreneurs in the Movable Business Spa to give customers the best feelings when experiencing our spa. Next, it filled the interior of the car with spa tools that are contemporary, high-quality equipment because of the ambition to earn the clients' loyalty, even the most fastidious people. And above all, the authors have a professional team for consulting customers with the most enthusiasm. The study will help business construct new spa model effectively.

Keywords: Canvas, spa therapy, movable business, Da Nang

Introduction

Startup activities and startup ideas are always the top concerns of people in today's development era (Feld & Hathaway, 2020). Everyone needs to own their business model. Besides, training activities at universities also impart knowledge on building business models, and there are many competitions in business model creation (Passaro et al., 2017). It is for these reasons that many business models have arisen. But today's business models mostly fail because people have not paid attention to the feasibility of the business model but implemented it when they have an idea (Mayr et al., 2021). It is a source of severe economic damage, frustration, and confusion for startups.

Those reasons make businesses pay more attention to business model feasibility testing tools—one factor that determines the success of that business model (Sanna Reunanen, 2020).

Those tools will help businesses have an overview of the idea when converted into a real business model and what advantages, disadvantages, and risks may be encountered. Currently, there are many tools to evaluate the feasibility of a topic. And Canvas is a popular tool to assess the feasibility of this project (Sort & Nielsen, 2018b).

Currently, the health status of people is decreasing day by day. Diseases related to the spine, rheumatoid arthritis, stress, and pressure at work not only have negative effects on the quality of work but also affect the quality of work and the daily activities of life (Jessica Lo et al., 2021). These things lead to the need for health care that is being focused on by many people. The therapeutic spa business model was born out of the desire to help people overcome and reduce those injuries. Many people want to use this service, but the problem lies in the convenience of travel and time. In the era of modernization, people have pressures, and what they need is convenience. Everyone is busy with their own activities, and sometimes work has no end, resulting in disruption of physical and mental conditions. I am also involved in activities with family, friends, and relatives that sometimes become the burden of the human mind. It is not surprising that humans have headaches due to tension, high blood pressure, and a pile of other discomforts associated with stress and pressure (Sri Handayani, 2018). Time for them is precious. They could not arrange the time to go to physical therapy spa salons. The traditional physical therapy spa business model is no longer suitable for today's busy people when it requires customers to spend time at the spa. Thus, this movable model was born to overcome the limitations of the traditional business model. It will allow customers to be taken care of and use the service at any place they require. We doesn't stop at just one person. The Author can also serve many people at the same time to save time and not have to wait. Besides, it also integrated the spa treatment car model with many processes at the same time to meet all the needs of users. Therefore, the mobile therapy spa business model was born to meet the needs of customers in this day and age. The team used canvas to assess how valuable this business idea is to society and the feasibility of this topic.

Methodology

First, this study uses a qualitative analysis method to generate an overview of the literature related to the movable therapy spa business model, which is applied by using Canvas, and to get information related to the components in the Canvas model. Qualitative research is a method of collecting information and data in a "non-numeric" form to get detailed information about a research object, survey, or investigation for analysis or in-depth assessment (Maher & Dertadian, 2018). This qualitative research covers all aspects of qualitative questioning through examples and detailed presentations of important and emerging issues (Patton, 2014). This information is usually collected through depth interviews using open-ended questions and is often applied with a small, concentrated sample (Otani, 2017).

After that, the author has an interview with people who are managers or supervisors in spa therapy and researchers or entrepreneurs in the mobile business who are suitable for discussion. The author tries to create a meeting to interview some customers and managers of the spa business in Da Nang City. Because of the negative effect of the COVID-19 pandemic, the author has a meeting online on Google Meet. The author questions them in order to gain a better understanding of the spa therapy industry.

Here are some questions that Author collected from these sources (Osterwalder & Pigneur, n.d.) that are divided into:

Group 1: Infrastructure (Partners, Activities, Resources):

*Look at your most important activities.

-What are the most important programmatic initiatives for us?

Look at the essential resources you'll need to deliver the value proposition to your customers — what financial and non-financial resources are required to ensure the success of our essential activities?

Group 2: Customer Information (Relationships, Segments, and Channels):

How do you figure out who your most important customers are?

For whom is character producing value?

-Who are our most valuable clients?

*Make your customer relationships more clear:

-What types of relationships are most important to our consumers, and how do you cultivate them?

Do different segments of our consumer base have distinct needs?

*Examine your customer contact channels.

-What are our clients' preferences for how they want to use our services?

-How would our consumers like to be contacted?

Group 3: Financial viability (Costs and revenues)

* Cost Structure: Which of our company model's costs are the most important?

*Revenue Structure: How much are our customers ready to pay for our services? (How did the you figure this out?)

Group 4: Analyze Market Demand: Are there any sectors that the author could target that fit our description of the most essential customers?

- Are there any clusters of clientele that you could tap into through distribution points?

The key parts of using Canvas to examine the moveable treatment spa business model will be contrasted, analyzed, and aggregated using this data. Secondary data will be collected and processed with keyword, primary concept, and technique research.

Results and Discussion

In this section, we describe the results from in-depth interviews with experts from spa businesses, researchers, and startups with mobile business models. Survey results from questions inherited from Osterwalder and Pigneur's (2010) BMC will evaluate the value and feasibility of this business model. We built the canvas model for the project according to the surveyed parts and have the following results:

What are our key programmatic activities?

Ms. Duyen: The therapy spa business has many methods. Depending on the customers you are targeting, you will choose one of the following methods:

Aromatherapy is a therapy that uses aromatic essential oils with natural scents to bring moments of relaxation to the user.

Water Therapy: Water symbolizes initiation and purification. Hydrotherapy is the use of water in combination with equipment (washing - herbal bath, etc.). This therapy aims to clean, maintain, and restore health.

Heat therapy is a treatment method of physical therapy. In which heat-inducing agents (sauna, etc.) are used to bring about a therapeutic effect.

Herbal tea therapy, acupuncture, massage

Reflexotherapy is also known popularly as foot massage.

Yogi, Yoga Therapy, Meditation

What kinds of financial and non-financial resources are required to make our key activities successful?

Mr. Tri: Based on the treatments that the therapy spa business provides, someone also divided the interior design of the space accordingly as:

Vichy ShoAuthor (Vichy ShoAuthorr)

Sauna area (dry, author, infrared, spaceship)

high-tech treatment room and body massage room.

a foot massage room, a consulting room, and a

These function rooms may vary according to the spa treatments you provide. Because the features of this spa model are: 2 functions of spa and treatment. The spa treatment must pay attention to the color arrangement and separate white and yellow lights for all these zones.

Mr. Binh: Starting a business requires capital, so plan the amount of money you intend to invest. Selling mobile cars is a business model with little capital but high profit. Once you have an approximate number, you get that number. Besides borrowing from friends and relatives, you can also refer to ways to save capital for investment.

Q3: How do you identify your key customers?

Ms. Nhi: Depending on your spa expertise, choose the design and accompanying services. The demand for beauty and health care through natural therapy and Oriental medicine is expanding with many diverse customer segments. Age, gender, and class are all unlimited when using spa treatments.

Ms. Thy: With therapy spa business model, customers are mainly elderly people with osteoarthritis and spine pain, office workers with stressful work nature and need to relieve themselves after stressful working hours. The spa treatment is according to each therapy, so there are product packages suitable for customers' income.

Who is the author creating value for?

Mr. Hung: With a mobile business model, customers are the people who are going. They combine with the purchase of products without having to travel. Besides, the variety of products for them to choose from does not differ from the local business model.

Who are our most important customers?

Ms. Vy: To determine which customers are important, the author needs to see what therapy our physiotherapy spa products have and which customers are suitable for that process.

Ms. Thy: Aromatherapy and hydrotherapy are often applied to office workers with high work pressure. Heat therapy, herbal tea, acupuncture, massage, and reflexes are used for people who are elderly or have chronic diseases in their bones and joints.

What kind of relationship is most important to our customers, and how does the author develop that?

Ms. Nhi: Each customer object has its own unique ways of creating relationships and the same approach. For customers of skincare, beauty, Author often has combo product packages with preferential prices to hit the psychology of women. For customers simply after stressful working hours, Author also has therapeutic care combos with preferential prices for each time frame, especially rest hours during the working shift.

Is this different for different segments of our customer base?

Ms. Duyen: In the business of spa services, the customer segmentation is different. At the store, Author rely on how the customer uses the process to approach. But there is some other spa that relies on income to create different care packages. But like other services, the service business segment also relies on age-based customers to reach.

How do our customers want us to reach them?

Ms. Thy: For our spa service, with a relatively large number of guests, the author has an official website and a page on Facebook to contact guests besides the hotline. Customers will book the service in advance to reserve seats, receive information about product packages, and specifically confirm time.

Ms. Vy: Our Spa service combines with apps and e-wallets to reach young customers, who will receive discounts when using services on other platforms. Through that service, the author reaches more customers.

Q8: How do our customers want to use our services?

Mr. Tri: With the approach of a high-class spa service, Author always wants to improve the service through customer feedback on our website, Facebook, as well as OTA channels such as Traveloka, Tripadvisor, Agoda, etc.

Ms. Duyen: Besides regularly monitoring OTA channels to know how customers evaluate us, Author always has an online survey channel via email to improve our service better and better.

What are the most important costs inherent in our business model?

Mr. Binh: With the Juice Truck business model, the cost of energy used in a mobile business truck will differ from that of a conventional vehicle. It requires a large amount of energy, so with the car's battery, it will be difficult to guarantee the capacity. Author use solar panels to help save costs besides using battery poAuthorr

Mr. Hung: Our business model is to sell food and drink items for tourists, so the amount of raw materials for processing is quite large. Author needs a large space for large trucks, so the cost for large trucks such as ISUZU QKR270 usually falls to 530 million, Jac X5 about 310 million.

Ms. Thy: With high-class spa business services, steam and sauna equipment are invested at a high cost. Currently, on the market, there are supplies at different prices. In addition, herbal raw materials need to be imported from China with an abundant supply and better quality than in the country.

What are our customers really willing to pay for? (How does the author know this?)

Ms. Nhi: we often stress customers accessing spa treatments at work. They need to change their mood, release possible stress. This is shown through direct feedback or channels on the internet.

Are there sectors that the author could reach that match our definition of most important customers?

Ms. Duyen: Depending on the customer, the therapy spa services approach different design styles. For those who like modernity, small spa rooms often choose simple modern decoration details. Minimalist, Nordic, Zen, Tropical are trends that have a lot in common with the Modern

style. The feature is the use of light colors such as white, gray, yellow, metallic gold to bring a subtle elegance to your space.

The spa room should be mixed with objects like the classic: the main white color should be mixed with black or gray, or a mysterious purple tone. Decorate with dried flowers, or design detailed wall hangings, golden ceiling chandeliers, etc. They all highlight the luxurious and classy beauty of the spa.

Are there clusters of potential clients served by distribution points that the author can tap into?

Mr. Tri: For therapeutic spas, it is necessary to have combo packages to shape each customer segment, especially the elderly, who often suffer from joint pain, back pain, leg pain, shoulder pain, and neck pain. They need to use acupressure and massage treatments. For those who are office workers or business owners with high work pressure, they need hydrotherapy and incense after stressful working hours or lunch breaks.

Movable therapy spa business model shortens the distance between us and our customers. Authors serve you at your place, helping you feel comfortable and reducing stress. Spa therapies have direct effects through the body, through the skin, on muscles and nerve receptors, causing neurohumoral and endocrine changes, helping to increase metabolism, absorption or excretion, the ability to regenerate cells, affecting the whole body. This mobile will be very attractive to customers because moving anywhere is like advertising for our spa. Besides, convenient for busy customers who can't go to fixed spas. Disadvantage. Environmental pollution will cause discomfort and lower the service of the business. Some customers won't feel comfortable and look elsewhere better than us. Author used canvas to manage this business. This has many advantages: Easy to understand, focused, flexible, customer focus, fast and convenient. In summary, the development of spa shows that people have a high sense of being taken care of, body and mind. If we met the needs of the body and mind, the result is that the soul remains intact. That is called holistic health, is being healthy outside and inside the body. And direction of this project will present below:

Key Partners

- Looking for trucks large enough to design spa treatments to meet the needs of customers
- Searching for herbal sources from home and abroad (China)

Key Activities

- Bathing area - exfoliating (Vichy Showers)
- Sauna area (dry, infrared, space-ship)
- High-tech treatment room, Body Massage room
- Foot massage room, consulting room.....

Key Resources

- Trucks are designed according to the mobile business model.
- Professional Vichy shower bed MPS 211
- Airbag massage Author right loss suit
- Infrared sauna
- Bio light machine
- Light spectrum luminance, skin whitening
- Channel

• Mobile vehicles reach elderly customers who can't move and office customers who don't have time

Cost Structure

- The cost of designing a truck with a large space
- Therapeutic spa equipment
- Skilled technical staff
- Energy for the vehicle

Value Proposition

- Design style
- Treatment packages suitable for each type of customer
- Reach customers everywhere
- Competitive price

Revenue Streams

- Elderly customers will use combos of reflexology, massage
- Office clients will use hydrotherapy and aromatherapy

Relationship

• Design combo package with customer segment channel
• Mobile vehicles reach out to elderly customers who can't move and office customers who don't have time

Customer segment

- Elderly customers suffering
- Office customers, business people are stressed, work pressure

Potential development in future

Mobile therapy spas are a relatively new service in Vietnam, particularly in Da Nang. The author also employs the canvas model to assess all aspects of this service. Users will gain a new perspective on the traditional spa field as a result of our research. Contributes indirectly to the growth of our service industry. Spa owners should continue to optimize and improve services, especially in light of the current epidemic, so that Author does not fall victim to the situation and Vietnam can develop further in the service industry, allowing people to enjoy the best that Author has to offer. The author's goal is to provide the best benefits to the Vietnamese people.

Limitation:

This study is based solely on the experiences of managers and entrepreneurs in the Therapy spa and Movable model. To increase the project's workable level, the researcher conducts a survey with customers to learn more about their needs

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