

## Example Spa

Current state: Embody Wellness is doing well but faces the challenges of maintaining customer engagement and growing their online presence.

Desirable dream state: They aim to be a top wellness provider in Cape Town, offering a more extensive range of services and becoming a go-to place for holistic health.

Roadblocks: They face competition in the wellness industry and may struggle with limited marketing reach and engaging customers consistently.

Solution Improving marketing strategies, enhancing online presence, and building community connections could help them grow