

# SPA LOUNGE

## PROJECTS BASIC ELEMENTS:

**-CURRENT STATE** → back pain(or muscle pain), lots of stress, trying to find an entertaining/unique experience

**-DESIRABLE DREAM STATE** → no more stress, no more pain, rejuvenated, high energy levels

**-ROADBLOCKS** → They don't know or they haven't tried an effective way to relieve stress, pain, or have a fun/unique experience(they haven't tried going to a spa), they think that there are better spas(or that the analogy between our spa and the quality of services isn't good enough)

**-SOLUTION** → get a specific treatment/experience that will make your stress and pain go away, and will rejuvenate you

**-PRODUCT** → go to this cool spa, where you can get massages and other treatments

## MARKET AWARENESS:

- Level 3 cause they are aware of their problems(pain, stress) and are aware that spas can help them solve these problems(relieve stress, fun/unique experience)

- Some people can be level 2 though cause they might not be aware of certain unpopular treatments/therapies

- **HOW YOU LEAD THEM** → see ad(tiktok, fb, IG), here you get them from level 2 and tease the solution OR talk about the solution and send them to the website → visit profile and

click on the link to visit website(where they get from level 3 to level 4) → purchase

### **MARKET SOPHISTICATION:**

- Stage 4 if we are talking about popular therapies and treatments
- Stage 3 for unpopular ways of treatment(few are using, might need to take it to level 4)