

# A Salon by Debbie

Founded: 1990  
CEO: Debbie Nazelrod

## BUSINESS DESCRIPTION

A Salon by Debbie Corporation is comprised of three spas and salons: Spa In The Valley, Spa On The Avenue and Spa At The Crossing. Each spa was intelligently designed as an oasis for its clients. The company's vision is one of tranquility and indulgence – ensuring that its clients enjoy their spa experience to the fullest. In fact, clients remain the top priority of every employee, and A Salon by Debbie aims to continue growing its skills and services to go above and beyond their expectations.

## TARGET CUSTOMER

Unlike other types of businesses, spas cater to a wide range of people. A Salon by Debbie targets both women and men (yes men!), teenagers to senior citizens, groups and businesses. From sweet sixteen parties to 60th birthday “spa day” celebrations, the spas gladly provide the best service in the most relaxing atmosphere possible.

## MOST MEMORABLE SALE IN 2006

Spa In The Valley takes the crown for hosting the most memorable sale of 2006. In fact, the result of the sale will not occur until 2007. Next February, Spa In The Valley is reserved to host a

group of 30 women celebrating a bachelorette party. With plenty of room in the 16 spa body treatment rooms, 20 hair styling stations, eight manicure and 12 pedicure chairs, plus the Tuscan Room that features a 14-person warm, jetted therapeutic pool, Spa In The Valley will accommodate this entire party as its biggest group yet.



## BUSINESS PLANS AND CHALLENGES FOR 2007

The company's main priority for 2007 is to increase its profits by 25 percent over 2006. A Salon by Debbie will do this with the help of unique marketing campaigns, referrals and client rewards and incentives.

The biggest challenge the company faces is staying one step ahead of its clients' needs while providing the atmosphere of a destination spa, locally.

## MOST IMPORTANT ISSUE FACING THE INDUSTRY IN 2007

The most important issue facing this type of business in the next year is competition. Every spa must consistently work to make their offerings better to the client. From educating staff and hiring the most talented employees, to bringing in the best retail products and offering the latest edgy services, members of the spa industry must always be on top of what clients want.

A Salon by Debbie spas is constantly individualizing its services to give the clients more than is expected.