



# Natural Resources

*Unlocking the full potential of your Spa*



## About Natural Resources

**Natural Resources** (NR) is the wellness management and consulting division of Natural Rendez-Vous (a foreign-invested formulator and manufacturer of 100% natural cosmetics, luxury amenities and spa products, operating under the trademarks *rendez-vous*, AZIAL, *hàrmonis* and *alpha Harmonie* and currently supplying some of the most prestigious spas and hotels).

It was established to provide turnkey solutions for setting up and maintaining spas. With a dedicated specialty TEAM and ALLIANCES to pool the best service providers from all trades involved, **Natural Resources** help maximize the benefits of owning a wellness business.

We offer professional consulting services particular to each phase of the development of a wellness centre, encompassing hotels, resorts, day spas and fitness facilities.

Our **Natural Resources** team is composed of international and local specialists with hands-on experience in designing, starting up, training, operating and turning around the business of a spa. Our references include the most demanding clients and are the proof of the VALUE of our services.



## Our Consulting Team

The team of consultants at **Natural Resources** has been chosen for its expertise, dedication to wellness and YOUR SUCCESS.

All team members at NR are required to sign strict confidentiality agreements, with regards to all aspects of our clients businesses.

**Mr. Stéphane ELOIT**, Chief Business Strategy Consultant is the founder/General Director of Natural Rendez-Vous. Having been an operational and quality consultant in numerous industries for more than 12 years in 36 countries, Stéphane brings a no-nonsense, strategic approach to developing viable spa concepts and to bring them to successful completion. His international management experiences as well as his own start-up enable him to tackle small and large projects alike, while keeping each venture's unique profitability expectations in control to fulfill the needs of the growing spa industry.

**Ms. Hermintje Antoneta AGOHA**, our Senior Consultant, has been involved in the spa hospitality industry for ten years and has a profound understanding of the spa business and spa set-ups including development of Standard Operating Procedures, recruitment, management, marketing and spa retail management.

Passionate for the beauty and wellness industries, Hermintje has solid hands-on experience in products, technique and spa menu development, and has training certification in a wide variety of body massages and facial, with a special focus in Asian holistic treatments which include Asian herbal therapy, Ayurveda and Marma therapy, Korean acupressure, pregnancy and baby massage, ancient Thai Tok Sen therapy, and Zen meditation. Hermintje has also received training in yoga, reiki and First Aid & CPR Response.

Her experience covers hotel and resort spas in Indonesia, Thailand, Malaysia, Maldives and Vietnam, and her high standard is reflected in her role as Spa Manager in SLH (Small Luxury Hotel) resorts.

**Ms. Miyuki WADA**, Chief Business Development Consultant was formerly a top model in Japan. Equipped with a high sense of refinement gained from her years in fashion and earlier experience with the spa industry in Spain, Ms Miyuki Wada, set-up and managed in 2002 Vietnam's most exquisite (and the largest at that time) women-only Saigon Spa in District 3 then Thao Dien District, HCMC. She now operates the very exclusive high-end Rosa Blanca Spa in District 1. Miyuki will advise our clients on the concept brief, the marketing and spa opening strategy. She will also train the spa manager and therapists on the best of rules of engagement in business etiquette and customer relations.

**Ms. Tyna VANN**, our Senior Consultant, is a certified trainer specializing in facial techniques, and has an extensive 20 year history in the cosmetics industry, especially in beauty and spa products. Her international experience stemmed from her tenure at Simone Mahler International where after 3 years in Paris, she covered Taiwan, Hong Kong, Thailand and Malaysia, providing not just technical training but also product education, and sales and marketing training. As a former spa owner, Tyna is also adept at customer relations, and spa management.

**Ms. Za MORAD** is our Chief Design and Communications Consultant. The space and interior design advisory will be led by Za, who cumulates recent assignments including Novotel Phan Thiet, Princess d'Annam Ke Ga, Renaissance Riverside Saigon and Fusion Maia Danang. Za is also head of Marketing and Communications for Natural Rendez-Vous and will consult on spa menu development and design, product recommendation and education, brochure and logo design.



**Mr. Bob NGUYEN**, Chief Construction Consultant has 17 years exposure of Vietnam, as an international contractor, a developer and a marketing expert. Bob lead the bidding team for the lease and design of what would become the Rex La Cochinchine Spa and more recently Renaissance Riverside. He runs the fit out advisory and supervises every facet of the client rapport with the fit out / construction phase from initial contact, to set-up, to follow-up site inspections.

**Ms. Lan Anh LE** is our Chief Spa Training Consultant. She is in charge of recommending the spa treatment menu. Supported by 4 in-house trainers for technical training and product knowledge training, Ms Lan Anh also teaches specialty massage techniques. She has certification in acupuncture.

**Ms. PHAM Ngoc Yen** is our Senior Spa Operation Consultant, graduated with Holistic Beauty Therapy and Master Herbalist diplomas from the U.K. Ms. Yen is involved with sales & marketing coaching, reporting system audit, and business growth strategy, guest service excellence and quality service compliance.



## Our Services

At whatever stage of development you are with your spa project, we can assist you with a portfolio of a-la-carte services or with a service package.

Because a spa is most and foremost an investment, our support commences with the initial feasibility study, cost planning of the facility and operational budgeting.

### AN INVESTMENT

Because a spa is a business, we can imagine a product that will offer a unique spa treatment concept to attract clients, carry out a market research to validate this concept, and a price survey to set the price of our menu all the way through to on-going marketing communication campaign, supervision and management.

### A BUSINESS

Because a Spa is a place of beauty and art, we will create interiors to capture the perfect ambiance that satisfies the five senses.

### A PLACE OF BEAUTY

Because a Spa is a ritual, we will insulate the spa from initiation failure by offering your therapists in-depth technical training, retraining and monitor over time that the techniques have kept their edge.

### A RITUAL

Because your Spa is also a part of larger scheme, a hotel/resort, a property or a brand chain, it is a valuable communication tool to enhance image, and for that we must put in place the processes and the rules to promote excellence of service and prevent any reputational risk to the core business.

### A PART OF A LARGER SCHEME



## PRE-DEVELOPMENT PHASE

**SURVEY, PROJECT FEASIBILITY & BUDGET:** Will the spa you plan to develop be profitable? What are the costs of operations, including the initial investment? What are the risks and how will you address them? All the answers you seek will determine your future business and your initial investment commitment. Our feasibility study and financial report includes:

- Competitive analysis of spa facilities, treatments and pricing
- Initial set-up costs and operating budget
- Revenue projections
- Salary profiling

### SPA PHILOSOPHY, CONCEPT & FUNCTION:

Today, guests are spa savvy and expect a unique experience into the spa ritual that is inspiring, energizing and wholesome. We will guide you through the most crucial stage of (re)shaping or (re)positioning your spa – creating soul and identity, vision, purpose, style and ambiance to attract new guests and retain loyal clients. We will work closely with you in defining the following:

- Spa concept, philosophy and identity
- Spa style, theme and ambiance
- Define the spa requirements according client's brief and space allocation
- Recommend functionality, flow, dimension, specifications for lighting, sound and ventilation, and equipment required.

## SPA DEVELOPMENT PHASE

**SPA DESIGN ADVISORY & REVIEW:** We will work with your appointed architect or interior designer to review the layout, function, flow, and efficiency, and also to look into creating the special ambiance befitting of a spa, that fulfills the five senses. Indeed, it is important that a spa's style be matched with appropriate equipment and profitable use of space.

- Review and advice on floor plans and layout provided by the appointed architect
- Review and advice on engineering drawings for mechanical, electrical and plumbing (ME&P) placement and sound system from

an operational and functional layout point of view

- Advice on local government spa regulations and permits required
- Review interior finishes scheme and samples provided by architect / interior designer

**FIT-OUT AND PROCUREMENT:** We provide you with peace of mind by overseeing the coordination of the development of the spa set-up process from start to finish.

- Assist the client in an owner-representative capacity to monitor construction to ensure design integrity and proper equipment and systems setup and installation
- Identify and review specifications of furniture, fittings & equipment (FF&E), and operating supplies and equipment (OS&E)
- Provide start-up lists for accessories, ancillary goods, signage, software systems and amenities

**MENU DEVELOPMENT & SPA PRODUCTS:** A customized menu of services and a portfolio of products will be discussed and proposed, in accordance to your spa facilities. We offer a wide range of body and facial therapies based on Western techniques and also authentic Asian rituals based on Thai, Balinese, Indian Ayurveda, Chinese and Korean traditions, with options to include reiki, yoga, taichi and meditation.

- Create the treatment menu and packages
- Product recommendation and selection
- Define pricing policy and cost of service matrix
- Menu concept, design and layout
- Copywriting for menu content

**RETAIL & ACCESSORIES SOURCING:** Product retail is an excellent means for guests to acquire spa products and extend their spa experience at home and create extra sales and revenues. We provide guidance in the creation of a boutique (adjacent or integrated) that offers not only our 100% natural cosmetics products by AZIAL and *rendez-vous*, but also unique hand-picked gifts, accessories and other "impulse buy" items.

- Advice on the utilization of products in treatment with ability to purchase for home use

- Create a vendor matrix that addresses the majority of skin care needs allowing technicians the ability to recommend skin care with confidence
- Advice on retail strategy

**OTHER SERVICES:** We can also provide:

- Input on spa equipment technology aspects from hydro systems to technology innovations (eg meridian energy detection)
- Advice on uniform designs to complement the spa concept and theme
- Work in conjunction with your chef to develop a specialized spa cuisine

## OPERATIONAL START-UP

**MARKETING BUSINESS DEVELOPMENT:** We can prepare action plans to launch marketing, advertising and sales promotions as they are crucial to acquiring and retaining MARKET SHARE, long-term.

Because, marketing, image development and public relations are crucial steps in assuring the financial success of your spa, we will provide guidance in defining an integrated marketing strategy, website advertising, image building and a promotional plan.

**THERAPIST TRAINING:** A vital component of any successful spa operation is well-trained staff. Our training philosophy revolves around professionalism with an EMPHASIS on customer satisfaction. We can facilitate technical training even if the spa menu is already in place or if support is needed to develop or enhance spa services. Our specialized training caters to all levels of spa staff.

- Technical training in accordance to the treatment menu
- Training manuals
- Standard operating procedures (SOP) for treatments
- Education on product knowledge and usage
- Spa etiquette training

**SPA MANAGEMENT SKILLS ENHANCEMENT:** We will provide leadership and skills enhancement training to your spa manager in the form of courses at our training centre in Ho

Chi Minh City. We will guide your spa manager through:

- Procedural checklists
- Service revenue reporting and business analysis
- Stock management, control and planning
- Marketing and promotion
- Product retail
- Customer relations protocols
- Advice on HR, PR and crisis management, as well as health, safety and emergency issues

**DOCUMENTATION, MANUALS & PROCESSES:**

These are necessary to provide staff and management support for maintaining smooth operations in accordance to the appropriate standards required. And, subject to our review of the existing POS system of the hotel, we can also propose accounting and statistical forms that will allow the monitoring of the spa revenue performance and streamline end-of day balancing.

- Standard operating procedures (SOPs) for every aspect of the spa
- Employee handbook
- Quality control system
- Billing and accounting reporting forms
- Stock control systems
- Guest data collection
- Guest feedback procedures

**EXECUTIVE RECRUITMENT OR SELECTION, & STAFFING:**

With our technical understanding of the wellness sector we can assist your HR by identifying and presenting a pre-selection of experienced talents vital to the success of a new spa. Our services include:

- Conduct an executive search for supervisors, managers, therapists and receptionists
- Organize interviews and assist in staff selection
- Provide detailed job descriptions and responsibilities
- Provide salary recommendations based on local industry trends
- Develop an effective buddy trainer system
- Conduct training on SOP, customer relations protocols and customer relationship management (CRM)

## POST-OPENING SUPPORT

**SERVICE EXCELLENCE:** Because guest satisfaction drives repeated business, referrals and profitability, we offer a 2-day refresher course and go through best-practice for customer service etiquette, quality spa service delivery through case studies, and the CRM principles. Our optional “mystery visitors” program will perform audits from time to time to evaluate proper compliance and measure spa therapists’ and employees’ performance and consistency.

**THERAPIST RETRAINING & CONTINUING EDUCATION:** Effective training being key to keeping your team satisfied and loyal, our spa educators provide upgrade sessions for spa techniques and regular staff appraisal, and if required, the appropriate retraining sessions to ensure standards are constantly achieved.

**AUDIT:** We provide full operational review and a projection of your spa’s future profitability.

**BUSINESS TURNAROUND STRATEGY:** This can lead to the need of an overhaul of the spa operation, which we can implement in a spa management capacity or assist the spa manager with a remedy action plan.

## MANAGEMENT SUPPORT

**INTERIM SPA MANAGER / THERAPIST (HR) SERVICE:** Whether by leave of absence or unfilled position or permanent departure of a spa manager, our interim spa manager keeps morale up, momentum going and quality control working. The interim spa manager will work through the opening period of say two to three months, bridging the management gap, strengthening your organization and streamline processes, until the baton is passed to your permanent operational spa manager.

Additionally we can provide fully trained interim therapists (according to your spa facility) to kick start operations whilst the recruitment and training of the permanent therapists is under way. The assignment can be extended or shortened according your HR requirements.

## EXAMPLE OF A SERVICE PACKAGE

**SPA OPENING COACHING:** Managing a spa opening successfully often requires... “having done it”. Our team can provide peace of mind by guiding the spa manager along the delicate early steps of the spa.

### PRE-OPENING

The pre-opening phase is fully supervised by the NR management team.

- Conduct a dry-run for all staff and therapists
- Operational procedures are refined and adjusted
- Marketing and promotional materials are finalized and implemented
- Employee schedule templates are implemented

### SOFT OPENING

The soft-opening phase is fully supervised by the NR management team.

- Implement amendments to SOPs following guest satisfaction feedback
- Refine SOPs and Customer Service procedures

### OFFICIAL OPENING

The full-opening is fully supervised by the NR management team.

- Grand opening launch
- Ongoing training and development for employees, Customer Service and Spa Managers



**SPA MANAGER CONTRACT HIRE:** Spa staff turnover rate, especially for the spa manager position, has become a major HR concern for hotel operators. Watchful of this market trend, we have designed for our clients a unique original offer to ensure continuous business operations. Our spa manager contract hire service provides seamless spa management every single day of the month, holidays included.

**FULL SPA MANAGEMENT:** Spa development is our specialty: we keep up to date with industry trends, customer needs and desires. Spa management requires specialized and technical expertise, and we believe our management service can optimize revenue stream while providing the excellent spa experience that today's guests expect.

We DO ALL THE WORK, will supervise payment on your behalf of most of the running costs, and handle all the management duties and reporting. We will be responsible for all spa personnel from management, receptionists, and therapists to cleaning staff, and handle hiring, evaluation and training.

Under **Natural Resources** management, the success of your spa becomes as important to us as it is to you since the profit of YOUR BUSINESS is a key performance indicator that determines the profit of OUR BUSINESS.

Our management fees typically amount to between 50% and 60% of the spa income, all recruiting, training, salary and treatment costs being our responsibility.

## EXAMPLE OF A SERVICE PACKAGE

**FULL PACKAGE:** Consultation for spa design and implementation, from a simple embellishment to a full green field design, is carried out following the development, with the spa owner, of the spa's philosophy or mission statement to fully define the business concept and create the underlying spirit of the spa.

### 1<sup>st</sup> STAGE: DESIGN AND CONCEPT

Working with the appointed architect or designer, stage 1 will address:

- Feasibility assessment
- Site assessment data – facility design and layout
- Product Development & Merchandising
- Signage
- Detailed concept strategy

### 2<sup>nd</sup> STAGE: PROJECT AND PRODUCT DEVELOPMENT

- Spa construction / fit-out
- Equipment and inventory selection
- Team selection and building
- Staff education and training
- Customer Service excellence
- Uniform design

### 3<sup>rd</sup> STAGE: SERVICE DEVELOPMENT

- Marketing
- Retail strategies and quality control
- Soft opening and full operations

Our consulting fees typically amount to between 5% and 10% of the spa design, construction and equipment cost.



## Spa Client Portfolio

We have been involved in spa consulting, in partial to full consulting capacity, for the following hotels and spa.

- LA COCHINCHINE SPA, REX HOTEL HO CHI MINH CITY ★★★★★
- MGALLERY LA VERANDA PHU QUOC ★★★★★
- NOVOTEL PHAN THIET ★★★★★
- FORESTER SPA MUI NE
- COCO PALM RESORT DUNIKOLHU, BA'A ATTOL, MALDIVES ★★★★★
- COCO PALM BODU HITHI, NORTH MALE ATTOL, MALDIVES ★★★★★
- PRINCESS D'ANNAM RESORT & SPA (KE GA) ★★★★★
- SAILING CLUB, MUI NE ★★★★★
- NOVOTEL NHA TRANG ★★★★★
- RENAISSANCE RIVERSIDE SAIGON HOTEL ★★★★★
- MANGO BAY, PHU QUOC ★★★★★
- BELHAMMY RESORT & SPA HOI AN, MANAGED BY MERCURE ★★★★★
- NAMSON RESORT & SPA DALAT ★★★★★
- STAR CITY HOTEL SAIGON ★★★★★
- NEW WORLD HOTEL SAIGON ★★★★★
- ROSEMARY SPA
- MGALLERY OPERA HA NOI ★★★★★
- NOVOTEL HOI AN ★★★★★
- FUSION MAIA RESORT ★★★★★
- SWISS VILLAGE SEASIDE RESORT & SPA ★★★★★

## Strategic Partners



**Salonwares Pty Ltd** is an Australian software design firm which has been developing for the past 23 years the most outstanding Industry specific salon & spa programs available globally. Incorporating full client management & financial cash management systems, Multiple Cashbooks, Petty Cash, Commissions /Bonuses, Sales, Appointment Book, 2-way SMS Messaging, VAT & Resource Management, this software is the hassle free, "tried & trusted", state-of-the-art spa management system for providing spa owners/operators with total control over their business. **Natural Resources** has been appointed as Salonwares sales and training agent.



## Development Initiative

### NATURAL SPA FRANCHISES:

#### **PLANTATION SPA, ORCHARD & GARDEN SPA.**

In association with our architect partner we are working, for the account of an investor, on imagining a tourism project "The Natural Domain" which will feature at its core a totally new concept of wellness center, intimately linked to a Plantation dedicated to the growing and harvest of fruit, flowers and plants from which we can extract pure essential oils and other natural ingredients for the needs of the cosmetics industry. The whole concept, business process and appealing design will be developed with the purpose of promoting the investor's SPA franchise internationally. This large Spa seeks to become a leading trademark at the forefront of health tourism, while a smaller city spa version will be considered for urban areas.

#### **SPA & HOSPITALITY ACCESSORIES &**

**FURNITURE:** Our vision of spas goes to developing home spas products, natural living artifacts and home ware and any such items that will create wellness, value and innovative lifestyle. We have a plan to manufacture and export a whole range of spa related sundries, using Vietnam's labor force and its traditional handicraft techniques and habitat at its best, whilst revisited by a young modern and dynamic design team.



**MYBESTSPAS.COM WEBSITE** will become the reference website for the spa industry and for spa aficionados seeking information on the best spas. The site will contain a compendium of all spa operators and spa product, spa equipment vendors and service providers.

It will also feature a billboard for recruitment opportunities, a chat forum, access to an online spa management software, an advertising area with discount and blind visitor coupons.



*“Spa :  
Caressing the body to enhance the mind;  
Caressing the mind to reach Wisdom.”  
Anon.*

At **Natural Resources**, our goal is to equip your spa with the long lasting competitive edge of an exquisite environment and ritual that delivers EXTRAORDINARY timeless sensory experience. We are \*not\* a franchise nor do we own wellness centers. Our business is about making your spa a sustainable SUCCESS and providing efficient, workable, timely, cost effective SOLUTIONS to the daily or exceptional challenges of your operation.

Whether you are launching a new venture, modernizing or expanding an established spa facility or you want to improve your revenues, your spa team skills and service delivery, we offer a comprehensive PORTFOLIO of services a-la-carte, from which you can select what you need today and differ / spread over time what you may / will require in due course to fit your operating BUDGET. Because each spa is SPECIAL, our services can be tailored to YOUR NEEDS and covers many aspects of planning design, hiring, purchasing, management, operations, and training, as follows:

**[ Consulting ]** New spa development feasibility study • Business concept • Operation audit • Turnaround strategy • Pre-opening budget • Pre-opening technical advice

**[ Operation ]** Spa menu definition • Brochure design • Soft opening coaching & assistance • Pre-opening sales & marketing • Blind visitor mission

**[ Fit out ]** Concept & design • Project Management • Specifications for spa fittings • Specifications for equipment & accessories

**[ Human Resource ]** Executive searches for human resources • Contract hire • Temporary job replacement

**[ Training ]** Wide variety of massage techniques • Spa management skills enhancement • Continuing education • Retail sales

**[ Management ]** Spa set up assignment • Full spa management contract

## **Natural Resources**

Spa consulting & management division of  
NATURAL RENDEZ-VOUS  
38, Thach Thi Thanh, District 1, HCMC, Vietnam  
Tel: +848 3820 7646 Fax: +848 3825 1086  
Email: info@naturalrdv.com

[www.naturalrdv.com](http://www.naturalrdv.com)

