

STRATEGIC MARKETING PLAN FOR AESTHETIC INTEGRATED SERVICES COMPANY VERTIENT DAY SPA FOR THE PERIOD 2009 - 2013

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SUMMARY

Nowadays people have become a culture of caring about their body health and beauty, for that this event has spurred the opening of specific places where people can meet these needs. The ideas to become “Vertient Day Spa” were generated from the consumer's needs, and then allow the development of a new facility to meet them. This research is based on the follow question: Which are the reason to the low positioning of the Aesthetic Integrated Services Company Vertient Day SPA in the context of its action and which would be the appropriate mechanisms to improve it? For that, the research was established as a settlement proposal the implementation of a Strategic Marketing Plan. The most relevant definitions and theories relating to the company were considered, like strategic planning and marketing. After that the tools through which they conduct field research in order to determine the causes of the problem were picked. The explicit research was obtained from current customers of the company and also from the potential customers, which helped to shape the Strategic Marketing Plan. This will determine the strategic objectives for each area, the operational objectives, strategies and focusing on the development of an Annual Operating Marketing Plan.