

## INDEX

1. Outlet Name
2. Location
3. Concept
4. Operating Hours
5. Design Features
  - 5.1 General Layout
  - 5.2 Furniture and Fittings
  - 5.3 Music System
6. Marketing & Pricing Objectives
7. External Promotions
8. Internal Promotions
9. Promotional Material
10. Language
11. Music
12. Manning
13. Uniforms
14. Operating Equipment Inventory & Setup
  - 14.1 Linen Par Stock
  - 14.2 Juice Bar Par Stock & Setup
  - 14.3 Treatment Room Equipment Setup
  - 14.4 Treatment Store Products Par Stock
  - 14.5 Treatment Room Products Par Stock & Setup
15. Standard Treatment Room Setup

1. *Outlet Name:* The Spa
2. *Location:* 7<sup>th</sup> and 8<sup>th</sup> Floor – with guest access from the guest elevators to the 8<sup>th</sup> Floor
3. *Concept:* Health Club for use by hotel guests, paid members and external paying guests  
  
Relaxation Spa offering Dead Sea, La Prairie, Jessica and Haslauer beauty and relaxation treatments for Health Club Members, Hotel Guests and the general public
4. *Operating Hours:*

Health Club	6.00am – 10.30pm	(Sat – Thu)
	8.00am – 10.00pm	(Friday)
Spa Treatments	9.30am – 7.30pm	(Daily)
5. *Design Features:*
- 5.1 *General Layout:* 8<sup>th</sup> Floor
  - Main Reception
  - Lounge Area
  - Female Hair Salon
  - Male Hair Salon
  - Ladies Spa Entrance & Reception & Sitting Area
  - Ladies Locker Room:
    - 60 x full-size lockers
    - 3 x change cubicles
    - 4 x showers
    - 2 x toilets
    - 2 x basins
    - vanity counter
  - Juice Bar and Relaxation Area
  - 7 x Treatment Rooms:
    - #1 Manicure Room with Spa Bath & Basin
    - #2 Massage Room with Spa Bath & Basin
    - #3 Facial Room with Spa Bath & Basin
    - #4 Massage Room with Spa Bath & Basin
    - #5 Soft Pack System with Shower and Basin
    - #6 VIP S.P. System with Shower and Basin
    - #7 Sugar/Waxing Room with basin only
    - \*\*Rooms 1, 2, 3, 4, 6 view an artificial forest feature
  - Wet Area:
    - Jacuzzi
    - Sanarium (45dc sauna with light steam)
    - 2 x Showers
    - 1 x Toilet
    - 1 x Vanity counter & basin
    - 1 x Rasul Chamber (4 persons)
    - 2 x Showers

Aerobic Studio

Elevator to 7<sup>th</sup> Floor

5.1 General Layout (Cont'd)

Ladies Gym Locker Room:

- 40 x Lockers
- 2 x Showers
- 2 x Toilets
- 2 x Basins
- 1 x Vanity Counter

Ladies Only Gym:

Men's Spa Entrance, Reception & Sitting Area

- Men's Locker Room:

- 60 x Lockers
- 3 x Changing Cubicles
- 4 x Showers
- 4 x Toilets
- 4 x Basins

- Juice Bar and Relaxation Area

- 4 x Treatment Rooms:

- #1 Manicure Room with Spa Bath & Basin
- #2 Soft Pack System with Shower and Basin
- #3 Soft Pack System with Shower and Basin
- #4 Massage Room with Spa Bath & Basin

\*\*All rooms view an artificial forest feature

- Wet Area:

- Jacuzzi
- "Experience Shower" (5 jet shower features)
- Sauna
- Steam Room
- 2 x Showers
- 1 x Toilet
- 1 x Rasul Chamber (2 persons)
- 2 x Showers

7<sup>th</sup> Floor

Sitting Area

Main Gym

- 1 x Physical Assessment Room
- 2 x Ladies Toilets
- 1 x Men's Locker Room
  - 60 x Lockers
  - 2 x Changing Cubicles
  - 4 x Showers
  - 4 x Toilets
  - 4 x Basins

2 x Indoor Swimming Pools

2 x Jacuzzis

4 x Treatment Rooms

5.2. Furniture & Fittings:

8<sup>th</sup> Floor

Main Reception:	2 x Green Pot Plant (medium) 1 x Terracotta Pot Plant (Large) 1 x Dell Computer 1 x 'Meridian' Telephone 1 x Large Fruit Bowl 1 x Framed Photo of HM King Abdullah 3 x Promotional Photo Frames
Main Lounge Area	3 Pce Lounge, Blue 3 Pce Lounge, Green 2 x Lounges, Red 2 x Chairs, Red 3 x Coffee Tables, Glass & Wood 4 x Side Tables, Glass Top & Chrome 6 x Chairs, Bronze & Steel Art Deco 3 x Side Tables, Glass Top & Base 2 x Green Pot Plant (Medium) 2 x Small Pot Plants 2 x Small Cactus Pots
Female Hair Salon	
Male Hair Salon	
Ladies Spa Entrance	3 x Black Framed Paintings
Ladies Spa Sitting Area	1 x Green Sofa 1 x Glass 'Tear Drop' Coffee Table 1 x Glass & Chrome Side Table 1 x Black Leather & Wood Chair 1 x Framed Painting (Pink)
Ladies Locker Room	1 x Blue Leather Sofa 3 x Banqueting Chairs 1 x Hairdryer 1 x Cane Towel Basket
Juice Bar/Relaxation Area	5 x Cane Stools 4 x Cane Chairs (Blue) 2 x Cane & Glass Tables 2 x "Gyver" paintings
#1 Manicure Room	Spa Bath & Basin Beautician Trolley Beautician Stool Lighted Cabinet
#2 Massage Room	Spa Bath & Basin Massage Bed Beautician Stool Lighted Cabinet
#3 Facial Room	Spa Bath & Basin Massage Bed

#4	Massage Room	<ul style="list-style-type: none"> <li>Beautician Stool</li> <li>Lighted Cabinet</li> <li>Spa Bath &amp; Basin</li> <li>Massage Bed</li> <li>Beautician Stool</li> </ul>
#5	Soft Pack System	<ul style="list-style-type: none"> <li>Lighted Cabinet</li> <li>Shower and Basin</li> <li>Soft Pack System Bed</li> </ul>
#6	VIP S.P. System	<ul style="list-style-type: none"> <li>1 x Glass Table</li> <li>Shower and Basin</li> <li>Soft Pack System Bed</li> <li>Lighted Cabinet</li> <li>2 x Cane Chairs (Blue)</li> <li>1 x Cane &amp; Glass Table</li> </ul>
#7	Sugaring Room	<ul style="list-style-type: none"> <li>Basin</li> <li>Massage Bed</li> <li>1 x Cane Chair</li> </ul>
	Aerobic Studio	<ul style="list-style-type: none"> <li>17 x Exercise Mats</li> <li>1 x Hot &amp; Cold Water Cooler</li> <li>1 x Music Rack System</li> </ul>
	Ladies Only Gym	<ul style="list-style-type: none"> <li>1 x Hot &amp; Cold Water Cooler</li> <li>3 x 'Hantonex' Television Sets</li> <li>7 x Cardio Theatres</li> <li>3 x Cybex Treadmills</li> <li>1 x Cybex Bike</li> <li>2 x Cybex Semi-Bikes</li> <li>1 x Cybex Trotter</li> <li>1 x Cybex Stepper</li> <li>1 x Cybex Hip Abductor</li> <li>1 x Cybex Hip Adductor</li> <li>1 x Cybex Back Extension</li> <li>1 x Cybex Rotary Hip</li> <li>1 x Cybex Over-Head Press</li> <li>1 x Cybex Bench</li> <li>4 x 5kg Dumbbells</li> <li>4 x 10kg Dumbbells</li> <li>4 x 15kg Dumbbells</li> <li>4 x 20kg Dumbbells</li> <li>4 x 25kg Dumbbells</li> </ul>
	Men's Spa Entrance	<ul style="list-style-type: none"> <li>1 x Black Leather Lounge</li> <li>3 x Black Leather Chair</li> <li>1 x Purple Leather Bench</li> <li>2 x Glass 'Tear drop' Coffee Table</li> <li>2 x Glass &amp; Chrome Side Table</li> <li>1 x Large "Gyver" Painting</li> <li>1 x Green Potted Plant</li> </ul>
	Men's Locker Room	<ul style="list-style-type: none"> <li>1 x Blue Leather Sofa</li> <li>1 x Wooden Bench</li> <li>2 x Banqueting Chair</li> <li>1 x Cane Towel Basket</li> </ul>

Juice Bar/Relaxation Area	5 x Cane Stools 5 x Cane Chairs (Blue) 3 x Cane & Glass Tables 2 x "Gyver" paintings 2 x Green Potted Palms
#1 Massage Room	Spa Bath & Basin Massage Bed Beautician Stool Lighted Cabinet
#2 Soft Pack System	Shower and Basin Soft Pack System Bed Beautician Stool
#3 Soft Pack System	Shower and Basin Soft Pack System Bed Beautician Stool
#4 Massage Room	Horizontal Curtain Blind (Blue) Spa Bath & Basin Massage Bed Beautician Stool Beautician Trolley Lighted Cabinet
Wet Area	Horizontal Curtain Blind (Green) 1 x Green Potted Plant (Medium)

7<sup>th</sup> Floor

Sitting Area	4 x Cane Lounge Chairs (Blue Cushions) 2 x Cane Couches (Orange Cushions) 4 x Cane Coffee Table with Glass Top 2 x Cane Sideboard Tables 4 x Cane Side Table with Drawer 1 x Cane Display Table with Glass Top 4 x "Gyver" Paintings 2 x Terracotta Pot Plant (small) 1 x Terracotta Pot Plant (Large)
Main Gym	1 x Wood & Glass Cabinet 1 x Reception Desk 1 x Music Rack Station 1 x Hot & Cold Water Cooler 1 x Cane Towel Basket 3 x 'Hantonex' Television Sets 7 x Cardio Theatres 3 x Cybex Treadmills 1 x Cybex Bike 2 x Cybex Semi-Bikes 1 x Cybex Trotter 1 x Cybex Stepper 1 x Cybex Hip Abductor 1 x Cybex Hip Adductor 1 x Cybex Back Extension

	1 x Cybex Rotary Hip
	1 x Cybex Over-Head Press
	1 x Cybex Bench
	4 x 5kg Dumbbells
	4 x 10kg Dumbbells
	4 x 15kg Dumbbells
	4 x 20kg Dumbbells
	4 x 25kg Dumbbells
1 x Phys. Assessment Rm	1 x Banqueting Table
	1 x Office Chairs (Blue)
	2 x Training Chairs
1 x Men's Locker Room	1 x Blue Leather Sofa
	1 x Cane Towel Basket
Swimming Pool #1	6 x Steamer Chairs
	3 x Small Wooden Tables
	1 x Cane Towel Basket
Dead Sea Pool	6 x Steamer Chairs
	3 x Small Wooden Tables
	1 x Cane Towel Basket
Massage Room #1	Basin
	Massage Bed
	Beautician Stool
	Beautician Trolley
Massage Room #2	Basin
	Massage Bed
	Beautician Stool
	Beautician Trolley
Massage Room #3	
Massage Room #4	

## 5.3. Music System:

- a. Main Music Rack
- b. Gym Entertainment Rack
- c. Aerobic Studio Music Rack

- a. The main music rack located in the Manager's Office behind the Main Reception Desk provides music for all common areas on the 7<sup>th</sup> and 8<sup>th</sup> Floors. The rack contains 3 x *Denon* 5 disc CD players, *Denon* radio, *Technics* double tape deck, and *Uniton* amplifiers

CD Player #1 - Classical Music

CD Player #2 - Instrumental Music

CD Player #3 - Modern Music

The style and volume of music can be manually selected from the Main Music Rack at each of the following locations:

Men's Spa

Ladies' Spa

Each Treatment Room

Pool #1

Dead Sea Pool

- b. The Gym Entertainment Rack features 1 x Marantz 5 Disc CD Player, Radio and Double Tape Deck, 2 x Sanyo DVD players, 2 x Sony VHS Video Players which are viewed on any of 6 TV screens

With its zoning function, the system offers a choice of audio and visual options selected at any of \_\_\_ 'Cardio Theatre' outlets located on the Cardio machines

This system also caters for the music & T.V. requirements of the 8<sup>th</sup> Floor Ladies Only Gym

- c. The Aerobic Studio contains an individual music rack, and also a selector switch for the common area music



6. *Marketing and*

*Pricing Objectives:* The Spa Target Market segments can be identified as follows:

- Hotel Leisure Market
  - regularly seek spa treatments for the purpose of improving their health and altering their lifestyle
  - vacation time is for indulgence & pampering
- Hotel Business Market
  - use the facilities during their stay to maintain their regular fitness habits/decrease stress
- Resident Community
  - those that are specifically improving their health & altering their lifestyle
  - residents seeking better facilities, services, value
  - trend followers

To succeed in this increasingly competitive industry, The Spa must provide quality products and an unparalleled range of treatments that prove to be an experience sought by visitors and residents, whilst offering value for money. The HIGHEST QUALITY SERVICE is paramount to the success of The Spa and Health Club.

The following benefits of The Spa are the focus of the marketing campaign:

- The spa is situated in a hotel complex offering a variety of interests
- The design of the Spa and Health Club is unique
- The facilities offered exceed competitors in variety and quality
- The ambience is relaxed and happy
- The quality of services and products are of the highest standard

The Pricing Strategy of The Spa must focus on added-value for competitively priced services. Many of the treatments offered in The Spa can be found elsewhere so the objective is to add value and transform a standard treatment into a 'Spa Experience'. The pricing and marketing strategy must educate guests to discern between **SPA** and standard **Hotel Services** offered in many hotels in Jordan.

Value-Adding Options:

- extended treatment times
- Use of Spa facilities for treatment guests
- Well-priced treatment packages
- Additional service details for guest comfort
- caring, attentive Instructors & Treatment Operators

7. *External Promotions*

The following means shall be employed to promote The Spa externally:

- Personal sales calls to local corporations
- Direct mail/phone to Embassies, businesses, clubs
- Regular local advertising – newspaper and magazines
- Hotel promotions including website

8. *Internal Promotions:*

The following means shall be employed to promote The Spa internally:

- In-room information including Hotel Service Directory
- Courtesy calls to in-house guests informing of treatment options
- Guest elevator signage
- Cross-promotion within hotel outlets including Cinemas
- Brochures and Team Members present at hotel functions

9. *Promotional Material:*

The Spa Brochure

Left and right fold out

Pocket insert on inner right containing:

- Membership Tariff List
- Rules & Regulations
- Additional Information
  - locker rental, payment policy
- Opening Promotion

Opening Hours

Details of Facilities

Designed by Publicis Graphics Amman

Spa Treatment Brochure

details to be finalized

Daily Invitations

Dinner Invitations

Birthday Cards

10. *Language:* All printed material is predominantly in English with Arabic Subtext if deemed necessary
- All prices quoted in Jordanian Dinar with bottom line reference to tax and service charge
11. *Music:* Common Area music is controlled from Manager's Office behind Main Reception and includes modern, classical, instrumental and themed music
- Main & Ladies Gym music is operated from the Main Gym music rack and includes modern and classic remixes
- Programs viewed on TV in the gyms include new movies, satellite classic movies, news, Arabic soap opera programs, and lifestyle satellite programs
- Spa Music is controlled separately from selectors to the Main Music Rack in Manager's Office. Channel 1 or 2 should be selected to play classical/instrumental music. In addition, each treatment room has separate selector switches so the music can be chosen to suit the client

12. Manning:	Manager	1
	Assistant Manager	1
	Sales Executive	1
	Senior Beauty Therapist	1
	Beautician	1
	Manicurist	1
	Masseur	1
	Masseuse	1
	Receptionist	2
	Receptionist/Dietician	1
	Gym Instructors	4
	Pool Attendants	2
	Housekeeping Attendants	<u>7</u>
	TOTAL	<u>24</u>

Local labour laws specify that each employee shall work 48 hours per week excluding 1 hour daily for meal breaks

- 13. *Uniforms*
  - 13.1 *Manager*
  - 13.2 *Assistant Manager*
  - 13.3 *Receptionists*
  - 13.4 *Gym Instructors*
  - 13.5 *Pool Attendants*
  - 13.6 *Treatment Operators*
  - 13.7 *House Keeping Attendants*

14. *Operating Equipment Inventory*

14.1 *Linen Par Stock* (As at 30/11/02)

Item	Description	Circulation	Store	Total
Pool Towels	80 x 190 Striped	117	290	407
Large Towels	90 x 170 Beige	163	600	763
Hand Towels	45 x 75 Beige	123	1020	1143
Face Cloths	30 x 30 Beige	10	0	10
Bath Robes	Xlarge Beige	44	40	84
Hairdresser Towels	Dark Blue	21	0	21

## 14.2 Juice Bar Par Stock & Setup

Items Available:

- Herbal Teas – variety of 6 minimum
- Hot Water in Thermos Flask
- Chilled Water kept inside refrigerator
- Fruit Juices – Orange, Apple, Cocktail
- Cold Milk for Tea
- Sugar – White, Sweet’n’Low, Brown
- Instant Coffee – Nescafe

Equipment per Juice Bar:

Tea Cups & Saucers	x 12
Tea Spoons	x 12
Plastic Glasses Tall	x 24
Plastic Glasses Stemmed	x 24
Hot Water Flask	x 1
Plastic Water Jugs in fridge	x 2
Service trays	x 1
Tea Box	x 1
Sugar Bowl with lid	x 2
Small Milk Jugs	x 2

Set-UP Bench Top:

- 4 x cups and saucers aligned neatly on bench
- 1 x Full Hot Water Flask
- 1 x Tea Box neatly filled with assorted teas
- 1 x Sugar Bowl filled with assorted sugars
- 1 x Sugar Bowl & Lid filled with coffee
- 1 x Box of tissues

Set-UP Fridge #1:

- UNLOCKED FOR GUEST ACCESS – LIGHT ON
- 2 x Plastic Jugs filled with cold water (from dispenser)
- 12 x Plastic Glasses Tall
- 12 x Plastic Glasses Stemmed
- 1 x Milk Jug filled with Fresh Milk placed on saucer
- 6 x assorted juices for guests to drink

Set-UP Fridge #2:

- LOCKED FOR STORAGE ONLY – LIGHT OFF
- 2 x Long Life Milk cartons
- Additional juices
- Additional plastic glasses
- 1 x Milk Jug – clean & empty

\*\*Additional sugar, tea, spoons, coffee, cups and saucers to be kept in a locked cabinet

- Daily restock and setup to be completed by Treatment Operators
- Guests to be served beverages by the Treatment Operator that is servicing them – before and after treatment
- A ‘self-service’ station is available including the tea set-up, hot water, selection of tea, sugars, cold water & juice – however team members should offer to serve guests whenever possible

**15 Standard Treatment Room Setup**

1. The back of the bed is raised slightly with a bed cover neatly over the bed
2. A large towel, neatly folded is placed at the end of the bed
3. Light the aroma burner ensuring it contains sufficient water and oil
4. 2 candles are lit – 1 placed by the bath, 1 placed on the bench
5. Music Channel 1 or 2 selected and volume at 2 or 3 – not too high
6. Air conditioning at 23°C, #1 selected
7. The floor is clean and dry
8. The Therapists' Trolley is clean and tidy
9. The water in the sink is warm to hot and clean paper is ready to clean the client's feet and to wash your hands
10. The products required for the treatment are neatly arranged on the trolley
11. Additional towels for the treatment are available – 3 large, 2 small
12. Soap and sterilizer handwash are available at the basin
13. Shower cap, disposable underwear, amenities to be displayed neatly if required