



Business Plan

Lemon and Sage Beauty Lounge

Created April 2025

Executive Summary

Lemon and Sage Beauty Lounge will be a unique space to Whitewater and surrounding towns, offering advanced skincare techniques and full body services that are not otherwise available locally.

VISION

To be a trusted sanctuary in our community where self-care meets sustainability—offering luxurious beauty services using ethically sourced products that uplift, connect, and inspire confidence in every guest.

MISSION STATEMENT

Lemon and Sage Beauty Lounge delivers luxury skincare and waxing with a conscience—blending advanced treatments, sustainable practices, and local products to help you look and feel your best, naturally.

The Product/Service	Day Spa offering facials, waxing, and advanced treatments
The Competitors	Clearwaters medspa in Williams Bay, Lakelawn Resort and Spa in Delavan, The Abbey Resort & Avani Spa in Fontana
The Financial Status	Self-funded, need to start doing services to have money for more supplies. Possible grants for small businesses, build in plan to have the business repay what we put in personally.
Future Plans	Have 2-4 service providers outside of myself to add additional services and offer appointments 6-7 days a week



Business Description

Lemon and Sage Beauty Lounge is a modern day spa redefining self-care through the perfect blend of luxury, sustainability, and affordability. Unlike traditional spas, we specialize in advanced skincare treatments and expert waxing services using locally sourced, ethically made products that nourish the skin and respect the planet. Our warm, welcoming space is designed to feel like a breath of fresh air—where every detail, from our eco-conscious practices to our personalized care, reflects a deeper commitment to both beauty and community. Whether you're here for glowing skin or a moment of calm, Lemon and Sage offers a curated escape where you can indulge with intention.



Goals

Goal 1:

Financial

Goal 2:

Growth and Retention

Goal 3:

Service and Experience

Goal: Financials

- **ACHIEVE BREAK-EVEN WITHIN THE FIRST 6-9 MONTHS OF OPERATION.**
- **GENERATE \$100,000–\$150,000 IN GROSS REVENUE BY YEAR-END (ADJUST BASED ON SERVICE PRICING AND CAPACITY).**
- **MAINTAIN A PROFIT MARGIN OF 30-35% BY OPTIMIZING COST OF GOODS AND STAFFING.**

STEPS TO REACH THIS GOAL

1. Pay back personal investment monthly with a portion of the funds that are allocated towards business growth.
 - a. Bookkeeper will adjust monthly/quarterly
2. At first quarterly finance check-in, estimate if yearly goal is attainable and adjust
 - a. Break down into per provider goals
3. Carefully track expenses of single use products and make quarterly bulk orders
 - a. Q 2-4 budget based on Q1
4. Track dispense amounts for bulk back bar products as well as open date-depletion to calculate average shelf time of products
 - a. Adjust cost per service based on product use

THINGS TO THINK ABOUT

Sourcing as local as possible to avoid potential increase in tariffs and shipping costs. Order single use products in bulk while keeping quality and environmental impact in mind. Do not try and grow too quickly and overspend from the business growth fund. Current projections show 43%-49% profit margins while there are still expenses that need to be added.

Goal: Growth & Retention

- Build a base of 200+ repeat clients by the end of year one.
- Reach an average of 50-75 client appointments per month by month 6 (assuming 2 service providers).
- Implement a loyalty or membership program by month 3 to encourage repeat visits.

STEPS TO REACH THIS GOAL

1. Advertise specifically for the target local demographic
 - a. Parents of K-12 students, College students, 40+ "farmers market" crowd
2. Partner with local businesses to run advertisement specials and complimentary services
 - a. ReVamp Nutrition, Pilates Reformed, Nordskov coffee/Sweetspot
3. Carry over VIP20 membership from school if financially allowable
 - a. \$20 upfront for 20%-off services and products for 20 weeks
4. Bundle service packages
 - a. 3 months, 6 months, 1 year, etc.

THINGS TO THINK ABOUT

Whitewater has a seasonal demographic. Peak services will be around holidays and popular vacation time

Goal: Service and Experience

- Maintain a 90%+ client satisfaction rate (based on reviews, feedback, and rebookings).
- Introduce 1–2 new advanced skincare treatments based on client interest and trends.
- Ensure all products and materials are 80%+ locally sourced and/or ethically made.

STEPS TO REACH THIS GOAL

1. Encourage reviews with easy QR code scan and 10% off service
2. Stay current on education to research new techniques and trends
 - a. Try and attend 2 trade shows, conventions, or conferences a year
3. Continually research local wholesale opportunities and brands with a similar vision
 - a. Order from big-box stores only when no other source can be found

THINGS TO THINK ABOUT

Quick shipping (Amazon & similar) is hard to beat in a pinch. Some local or ecofriendly brands can have an increased cost to them. Items such as laundry detergent and Barbicide will likely not meet standards.

Service Offerings



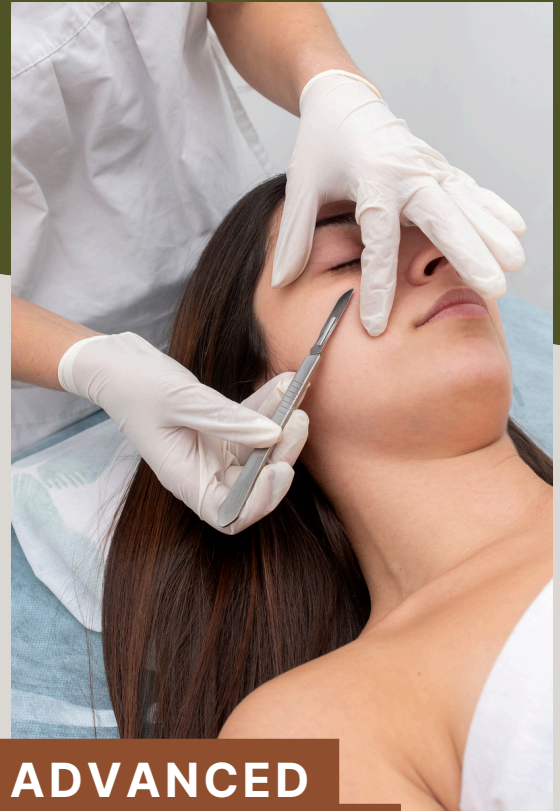
FACIALS

The bread and butter for a spa! Relaxation, balancing the skin, and treatment for everyday skin issues. With 30, 60, and 90+ minute lengths, there is a range of price points and options for customization.



WAXING

Full body waxing services geared towards an untapped market in our area. Waxing is a good way to secure repeat clients by offering deals for “punch card” style packages and discounted pricing for full body sections vs. a la carte services. Service like brow waxing can be an easy add-on to a service as well.



ADVANCED TREATMENTS

Advanced treatments go beyond the simple facial. We will offer microdermabrasion, chemical peels, dermaplaning, and non-surgical face lifts. The highlight of our advanced treatment options will feature microchanneling, to target a wide variety of advanced skin conditions.

Facial Services



At Lemon and Sage, our facial services go beyond pampering—we deliver treatments tailored to your skin’s unique needs that produce immediate results. Using ethically sourced, high-performance products, each facial is designed to renew, restore, and reveal your most radiant skin.

- **Personalized Skin Analysis:** We start every treatment with a detailed consultation to understand your skin type, concerns, and goals.
- **Modern Techniques:** From professional exfoliation and gentle extractions to targeted serums and LED therapy, we use clinical-grade methods with a luxurious touch.
- **Clean, Eco-conscious Products:** Our treatments feature local, environmentally friendly formulas packed with active ingredients that are good for both your skin and the Earth.
- **Relaxation Meets Results:** Expect a peaceful experience that also delivers visible improvements in tone, texture, hydration, and clarity.



Waxing

At Lemon and Sage, our waxing services are designed for comfort, precision, and lasting smoothness. We use gentle, ethically sourced waxes that are kind to your skin while delivering flawless results. Whether you're a waxing regular or a first-timer, we create a calm, supportive experience where you feel confident from start to finish.

- **Premium, Skin-Safe Waxes:** We use locally sourced, eco-conscious waxes that are gentle on sensitive areas yet tough on unwanted hair.
- **Expert Technique:** Our licensed professionals use refined techniques to minimize discomfort and reduce post-wax irritation.
- **Hygiene & Comfort First:** Your health and comfort are top priority—we never double-dip, and every service is done in a spotless, serene environment.
- **Aftercare You Can Trust:** Every waxing service comes with tips and clean products to help prevent ingrown hairs and keep skin silky.



Advanced Treatments

Our advanced esthetic services are designed to take your skin to the next level—combining cutting-edge technology with a holistic, eco-conscious approach. Whether you're targeting signs of aging, acne, pigmentation, or simply craving a deeper glow, these treatments deliver real, visible results with expert guidance every step of the way.

- Professional-Grade Equipment: We use state-of-the-art tools like LED therapy, ultrasonic exfoliation, and microcurrent sculpting to elevate your results.
- Customized Treatment Plans: No one-size-fits-all here. Each service is personalized to your skin's unique needs and goals.
- Targeted Solutions: Ideal for addressing concerns like fine lines, acne scarring, sun damage, loss of elasticity, and more.
- Ethical, High-Performance Products: Powered by active ingredients and backed by clean beauty principles—your skin gets the best of both worlds.

Team Roles and Responsibilities

Lemon and Sage will be a small business space operating as a collective for independent service providers to share a common space, allowing us to bring a diverse service menu and customize our space to the community market.

	Role	Responsibilities
Lucca	Owner/Lead Esthetician	<ul style="list-style-type: none">• Marketing• Inventory• Schedule management• Services
2 Esthetician Positions	Service providers for waxing, facials, advanced treatments	<ul style="list-style-type: none">• individual social media promotion• curating custom service menu• Client interaction and retention
2-5 service industry providers	Bring varied services to the Lemon and Sage space	<ul style="list-style-type: none">• Cosmetology• Nail Technician• Massage Therapist• Accupuncture• Other services in line with L&S mission
Financial Team	Bookkeeping and financial management	<ul style="list-style-type: none">• CPA for monthly bookkeeping• Quarterly profit/loss statements• Operational cost management• Tax forms and government relations• Weekly 1099 compensation



Marketing Plan

Method	Description	Budget
Google Ads & business website	Google My Business posts ads on the internet following a budget you set. Squarespace website for \$25/month	\$50/month to start, %age of business revenue
Paper	Paper flyers at local places like ReVamp nutrition, Pilates Reformed, UWW Williams Center	Jenn's FIL?
Physical presence	Walk and hand out flyers at 4 th of July Parade, Christmas parade, open house event offering express facials and gift baskets, donating gift baskets with products and gift certificates at local events	Variable by event
Social Media	Public Facebook & Instagram to showcase work and encourage friends and family to share and stay updated on specials	Free to start, salary of Media Manager

NOTES

Potentially in the budget to hire a dedicated marketing manager that would post 1-2 times daily on social media, design flyers, collect information on events, monitor google ads. Advantages to partnering with ReVamp, Pilates Reformed, UW-W, WAFC for cross advertising to common demographic

Market Research

Pricing data taken from spa spaces in Southeastern WI and used to create competitive costs compared to the closest alternate locations. View Whitewater Market Analysis in shared drive and demographic information.

SUPPORTING STATS

- Millennials and Gen Z: These age groups are significant consumers in the beauty and personal care market. Millennials, for instance, spent an average of \$913 annually on beauty care in 2023
- While Botox and fillers have traditionally been popular among older adults, there's a growing trend of younger individuals seeking these treatments as preventive measures. This shift is particularly evident among women in their 30s and early 40s. Preventative skincare is becoming increasingly more popular.

Market Dynamics for Professional Skincare in Rural Areas

1. Growing Interest in Self-Care and Wellness

While rural areas may have fewer spas, there's a rising interest in wellness and self-care. Consumers are increasingly seeking quality skincare services that offer relaxation and health benefits. This trend is evident in the expansion of wellness centers and day spas in rural communities.

2. Challenges in Access and Affordability

Access to professional skincare services can be limited in rural areas due to fewer service providers. Additionally, affordability is a concern, as some rural residents may have lower disposable incomes. However, offering tiered pricing or packages can make services more accessible to a broader audience.

3. Preference for Natural and Local Products

Consumers in rural areas often prefer products that are natural, locally sourced, and environmentally friendly. Incorporating such products into your services can resonate well with this demographic, aligning with their values and preferences.

4. Importance of Community Engagement

Building trust within the community is crucial. Engaging in local events, offering educational workshops, and participating in community activities can help establish your spa as a trusted local business.

5. Digital Presence and Education

While digital access may be limited in some rural areas, having an online presence is still beneficial. Utilizing social media platforms to showcase services, share skincare tips, and highlight customer testimonials can attract clients from surrounding areas.

Competitor Analysis

Add a brief description about the competitor analysis you have completed for your business. Are there any big players? What are they doing well and what can you do better than them?

Competitor Name	Strengths and Weaknesses
Clearwaters Medi Spa- Williams Bay	<ul style="list-style-type: none">• Offers medical-grade services• Employs 10-15 estheticians with varied services• Expanding this summer• Mixed customer service reviews
Lake Lawn Resort and Spa- Delevan	<ul style="list-style-type: none">• Popular on site for guests• Most “local” option in the area• Can be very expensive and not as accessible
The Abbey Resort- Fontana	<ul style="list-style-type: none">• Reviews find unprofessional service and lack of sanitation• Pretentious marketing• In a wealthy area closer to IL border
Zoi’A Spa and Salon- Janesville	<ul style="list-style-type: none">• Lots of options for hair, nails, esthi services• Janesville local• Comparable product lines• Poor staff retention and mixed reviews on customer service

SUMMARY

We have the advantage of trying to meet a need that is not currently available and, based on market research, is supported as a desirable service. Being partnered with Procell has built in marketing and a business coach to assist us.

Spa Business SWOT Analysis - Downtown Whitewater, WI

Spa Business in Downtown Whitewater, WI

SWOT Analysis Summary

STRENGTHS

- Favorable Demographics: Diverse community including students, professionals, and retirees.
- Low Competition: Lack of existing spa and salon services downtown.
- Strong Foot Traffic: 63% of locals visit downtown weekly or more.
- Entrepreneur Support: Local SBDC and Innovation Center offer mentorship.
- Upscale, Targeted Offerings: Service menu aligns with identified demand.

WEAKNESSES

- Limited Visibility & Branding: Downtown lacks a strong, unified image.
- Infrastructure Challenges: Many spaces require renovation or are for sale.
- Off-Hour Traffic Gaps: Low evening and weekend commercial activity.
- Seasonal Economy: Summer slowdown due to student population drop.

OPPORTUNITIES

- High Demand for Personal Services: Spa and salon cited as desired by survey participants.
- Multigenerational Appeal: Services can target children, professionals, and retirees.
- Event-Based Marketing: Thousands of visitors for events and UW-W activities.
- Growing Self-Care Trend: Rising interest in wellness and beauty spending.

THREATS

- Low Student Disposable Income: Spending patterns may fluctuate.
- Rising Online Retail: Need for online presence and retail strategy.
- Accessibility Issues: Parking and safety concerns for families and pedestrians.
- Local Economic Sensitivity: Dependence on university and major employers.



Future Plans and Milestones

WE ARE WORKING TOWARDS A BETTER FUTURE

We would be happy with a small team of 3-5 solid members that all specialize in different areas. Looking towards future opportunities, there are a lot of options.

Have a team that can fill a schedule that works with client needs- 5-7 days a week open with weekend and evening hours split between providers

Full time coverage

Expand service menus to include more permanent hair removal methods, injectables, medical grade chemical peels, the works

Bring on an RN to manage medical grade services



Full Retail available

Partner with 3-5 quality brands and offer retail to pair with all services that we can send home with clients.

Renovate and expand

New bathroom, finish sunroom to be insulated, or lease a new space to fit growing needs.

Lemon and Sage Beauty Lounge

SERVICE MENU

FACIALS

Express Facial	60
<i>(15-20 minutes)</i>	
The Signature Facial	90
<i>(60 minutes)</i>	
<i>Formulated to target skin concerns, even skin texture, and promote cell renewal</i>	
Custom Facials	100
<i>(80-100 minutes)</i>	

ADVANCED FACIAL TREATMENTS

Paired with a custom facial service

Microdermabrasion	160
Chemical Peel	105-165

FACIAL ADD ONS

Dermaplaning	30
LED Light Therapy	25
Eye treatment	25
Lip Treatment	25

LASH AND BROW

Brow Tint	20
Brow Lamination	60
Brow Lamination & Tint	70
Eyelash Tint	20
Eyelash Lift	50
Eyelash Lift & Tint	65
Lash & Brow Combo	95
<i>Lash Lift & Tint, Brow Lamination, Wax, and Tint</i>	

BODY TREATMENTS

Back Treatment	70
Body Detox Wrap	95
Body Polish	95

COLLAGEN INDUCTION THERAPY

One Session	300
Three Sessions	550
Five Sessions	800

WAXING SERVICES

Half Arm	30
Full Arm	45
Half Leg	50
Full Leg	90
Bikini	45
Brazillian	70
Full Leg & Bikini	115
Full Leg & Brazillian	140
Underarm	30
Back	50
Neck	45
Chin/Lip	18
Brow	18

ADDITIONAL SERVICES

Vajacial	35
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Service Volume Estimate:

- Brazilians: 3/week → 12/month
- Brow waxes: 10/week → 40/month
- Full legs: 3/week → 12/month

Estimated Monthly Supply Costs Using NudeU costs and volume use estimate

Hard Wax

Price: \$21.99 for 35 oz

Total Monthly Usage:

Total Hard Wax Use: 120–168 oz

Total Hard Wax Cost:

\$75.60–\$105.60 per month

Soft Wax

Price: \$9 for 14 oz

Usage per Brow Wax: ~1 oz

Total Monthly Usage: 40 oz

Total Soft Wax Cost:

\$25.60 per month

Waxing Strips (for Soft Wax)

Price: \$6 for 200 strips

Total Monthly Usage: 160–280 strips

Total Waxing Strips Cost: \$4.80–\$8.40 per month

Wooden Applicators (for Hard and Soft Wax)

Price: Estimated at \$10 for 1,000 sticks (assuming bulk price)

Total Monthly Usage: 184–272 sticks \$1.84–\$2.72 per month

Gloves

Price: Estimated at \$20 for 200 gloves (bulk price)

Total Monthly Usage: 96 gloves

Total Gloves Cost: \$9.60 per month

Total Monthly Waxing Supply Costs:

\$117.44–\$151.92

Usage & Cost for Dermalogica Products per Facial:

Product Usage /Per Facial Cost /Per Use

Special Cleansing Gel/0.5 oz/\$2.38

Daily Microfoliant/0.1 oz/\$2.12

Multi-Active Toner/0.3 oz/\$1.07

Biolumin-C Serum/0.2 oz/\$17.00

Skin Smoothing Cream/0.25 oz/\$7.35

Solar Defense Booster SPF 50/0.3 oz/\$7.06

Total Dermalogica Facial Cost: \$36.98

Usage & Cost for FarmHouse Fresh Products per Facial:

Product Usage/ Per Facial Cost /Per Use

Sweet Cream Cleanser/0.5 oz/\$1.56

Guava Scrub/0.3 oz/\$1.60

Honey-Chai Mask/0.3 oz/\$2.55

Fresh Mud Serum/0.3 oz/\$3.15

Whipped Honey Body Butter/0.25 oz/\$1.17

Total FarmHouse Fresh Facial Cost: \$9.03

Total Estimated Cost Per Facial (Blended)

Category/Cost

Cleanser/\$1.56

Exfoliant/\$2.12

Toner/~\$1.50

Mask/\$2.55

Serum/\$3.15

Moisturizer/\$1.17

SPF/~\$3.00

Estimated Total Cost per Facial:

\$15.05–\$16.00

NOTES:

113 W North St, Zoned B-2 General Business District

Purpose: To accommodate a retail sales area or small shopping center.

Lands Mapped: Existing business areas.

Provisions: Permits all retail sales operations, and residences as accessory to the business.

<https://www.whitewater-wi.gov/DocumentCenter/View/2407/TID-12-Project-Plan>

Metamorphosis Medi Spa rents out space every 3 months, covers rent costs to host Botox services.

Resumes collected:

- Avery- Cosmetologist specializing in color and extensions
- Grace Collins- Cosmetologist specializing in mens cuts and nail services
- Brooke Buchholz- Esthetician with Hydrafacial certification
- Jennifer Reigert- Esthetician with Procell certification

Looking for providers with the following potential skills/licensing

- Massage therapy
- Second Nail Technician
- Lash and Brow specialist
- Microblading or other PMU skills

Desired Partnership Opportunities

- Bulk refill stations for home and body care (laundry detergent, shampoo, conditioner, cleansers, skin care, package free soaps)
- Old School Farmstead- Lavender products for aromatherapy and retail
- Restoration Candle Company- custom aromatherapy options and retail
- Pilates Reformed- Advertising/loyalty programs or referrals
- Small custom retail- tshirts, hats, reusable totes, water bottles