BUSINESS PRACTICE FOR COMPLEMENTARY THERAPIES TU34

aim and purpose

The unit is about business practise for complementary therapies. This unit provides the opportunity for Therapists to explore and expand on their business ideas working within the parameters of acceptable business set up protocols.

This unit covers all of the acts related to business in complementary therapies, business laws, marketing, public relations, communication skills and employment opportunities in the complementary therapies sector. This will provide Candidates with the foundation knowledge to analysis a business idea and the developing skills and understanding of successful business practice.

unit introduction

This unit will introduce the Candidate to the relevant laws and regulations of business ownership, whilst they explore and become more familiar with the very varied work place and business opportunities available to them.

This unit will assist with the drawing together of all practical considerations of business ownership and provide an understanding of the issues that will need to be addressed for successful business set up, for example, how will the business be funded and what is the market place and local competition.

This unit is part of the following qualifications:

Diploma in Aromatherapy CCQ08
Diploma in Reflexology CCQ09
Diploma in Massage CCQ11

A range of assessment methods may be used by the Centre to check the Candidate’s understanding of the subject. The final evidence will be generated in the form of multi choice questions included within the exam paper, and an assignment that is set by CIBTAC and marked by the Centre together with evidence of the range being covered.

For examination purposes CIBTAC Examiners will sample the assignments during the examination schedule
Portfolios to include supplementary evidence of the following

An assignment based on the business practices for complementary therapies - Complementary therapy assignment two. This assignment is attached to the end of this syllabus.

Through exploring all of the considerations of business set up it is expected the Candidate will be able to review their personal strengths and identify any additional training or professional development requirements for the venture to be successful.

Business practice for complementary therapies taught content to include

<table>
<thead>
<tr>
<th>Learning outcomes 1</th>
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<tbody>
<tr>
<td>The learner will: Understand the key business criteria required for complementary</td>
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<tr>
<td>therapy</td>
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Assessment criteria

The learner can:

1.1 Explain the legal requirements for running a business

1.2 Explain how marketing and public relations are used in businesses

1.3 Describe the employment opportunities within the complementary therapy industry

1.4 Explain how to promote complementary therapy practices

Summarise each of the following acts and their relevance to operating a complementary practice or clinic to include

Explain the licensing laws involved with establishing a business to include
Local and national byelaws • Who to contact for information • Treatments which may require licensing e.g. Massage and special treatments (MST) licence • Exemptions from licensing

Explain the main forms of marketing and public relations and their roles in business success to include
Identify potential market and customers • Products and services • Newspapers • Press releases • Leaflets • Direct mail • Word of mouth • Television • Internet • Cinema • Radio • Posters • Talks • Demonstrations • Exhibitions • Open days • Charity events • Sponsorship

Clarify key employment opportunities within the complementary therapy industries, outlining roles, responsibilities and progression routes, for example
Employed • Self-employed • Receptionist • Junior Therapist • Therapist • Senior Therapist • Clinic or spa manager • Director • Health care sector • Spas • Clinics • Salons • Voluntary sector

Explain methods of effective communication and the importance in a successful business to include
Methods of communication e.g. verbal, non-verbal • The importance of maintaining good working relationships • Good communication skills (asking open and closed questions where appropriate, listening or hearing) • Barriers to effective communication • Demonstrate appropriate body language at all times • Interpersonal distance • Trust • Professionalism, confidence and enthusiasm • Confidentiality • Personal effectiveness • With other Therapists • As part of team • With Clients • With suppliers

Identify the methods of promotion suitable for complementary therapy practices to include
Sampling • Point of sale displays • Merchandising • Loyalty cards • Price reductions • Competitions • After sales service • Bonus retail product packs • Treatment programme schemes

Clarify the importance of corporate image for the design and production of the following
Business card • Price List • Stationery • Poster • Consultation forms • Client aftercare advice forms
Learning outcomes 2

The learner will: Be able to research a business concept

Practical assessment criteria

The learner can:

2.1 Compare and contrast different business types

2.2 Research a potential business opportunity using a range of resources

2.3 Research potential premises, staff, products and resource requirements

Critically compare the types of business and the advantages and disadvantages of each to include

Sole trader • Partnership • Limited company • Limited liability partnership • Franchise

Develop a business idea, using research material from a variety of sources to include

The internet • Newspapers • Magazines • Directories • Advertising • Word of mouth

Distinguish a business opportunity to include

Business location • Type of premises • Rent space • Rent premises • Leasehold • Freehold • Business type (as listed previously) • Décor • Heating • Lighting • Ventilation • Plumbing • Flooring • Interior décor • General furnishings • Layout • Waste disposal • Laundry • Storage • Reception • Treatment areas • Relevant equipment and couches

Staffing requirements

Job description • Curriculum Vitae (CV) • Contract of employment • Hours of work • Salary and any commission structure • Holiday entitlement • Period of notice for either party • Disciplinary procedure • Maternity leave • Grievance policy

Products

Consumables • Professional products • Retail products • Stock control • Stock rotation

Services

What services to be offered • What is the local competition • What skills currently possess • What skills to be learnt

Budget

What is the overall budget • Where and how do you prioritise spending
Learning outcomes 3

The learner will: Be able to plan and prepare a business plan

Practical assessment criteria

The learner can:

3.1 Prepare an appropriate business plan for self-employment

3.2 Describe the professional services, staff and resources that may be required for a business plan

Plan, prepare and maintain a business plan to include

Mission statement • Market research • Competitor analysis • Premises and location • Products, services and prices • Fixed and variable costs • Staffing requirements – job descriptions • CVs • SWOT analysis • Risk analysis • Insurance • Marketing and publicity • Finance and accounting practices • Cash flow forecast • Security and data protection

Assess business plan findings and incorporate potential additional costs to include

Builders • Decorators • Plumbers • Solicitors • Electricians • Accountants • Printers • Products • Suppliers • Marketing and PR • Administration and IT • Professional recruitment

Explain how to cost a treatment or service to include

Overheads • Commercially acceptable treatment times • Product costs • Consumable costs • Staffing costs • Retail product costs • Profit

Explain the benefits of offering courses of treatment to include

Ensure that Clients return to the Salon or Clinic • Ensure that cash is paid in advance • Improve cash flow • Treatment programme discounts

Explain the importance of developing and maintaining a good stock control system to include

Regular stock checks • Regular stock valuation • Regular rotation of stock i.e. ensure the newest products are stored at the back and oldest drawn forward • Regular ordering • Order products quickly and do not stand on the shelves

Define

Accounts • Assets • Allowable expenses • Basic profit and loss • Budget • Car expenses • Cash flow • Corporation tax • Costing of treatments • Drawings • Expenditure • Fixed overheads • Gross profit • Income • Income tax • Petty cash • Personal pensions • Personal tax • Salary • Self assessment tax • Spreadsheets • Tax returns • Value Added Tax (VAT) • Variable overheads • Methods of record keeping • National Insurance contributions (NIC) • Net profit

How to review research material and calculate start up and running costs
COMPLEMENTARY THERAPIES –

ASSIGNMENT TWO

unit TU34 business practice for complementary therapies

Plan and prepare an appropriate business plan for a potential complementary therapy practice to include

- Mission statement
- Market research
- Competitor analysis
- Premises and location
- Corporate image and design e.g. marketing and publicity material, business stationery
- Products, services and prices
- Fixed and variable costs
- Staffing requirements and employment opportunities
- SWOT analysis
- Risk analysis
- Marketing and publicity
- Finance e.g. start up, running costs
- Additional professional services
- Legal requirements
- Security and data protection
- Customer service and communication

Analysis of findings should be presented in a written report

A selection of the completed and marked assignments will be sampled by the CIBTAC Examiner during the CIBTAC examination schedule
CIBTAC ASSIGNMENT FEEDBACK SHEET

Assignment name and identification number

Tutor comments and feedback

Candidate presented sufficient evidence covering all of the given criteria  Yes/No
Candidate is directed to provide additional evidence  Yes/No
Date for resubmission  Given ………………
Date for resubmission met  Yes/No

Tutor name………………………….. Tutor signature…………………………………….
COMPLEMENTARY THERAPIES - ASSIGNMENT TWO

MARKING GUIDANCE

unit TU34 business practice for complementary therapies

Tutors/assessors should use this form to evaluate the candidate’s submitted evidence. How the evidence is structured is at the discretion of the tutor and can be a combination of written, diagrammatical or another form of visual presentation including oral questioning and group discussion. Oral questioning and group discussion should not amount to more than 20% of the overall evidence submitted and will need to be completed in the presence of a tutor who is required to initial the witness column on the table below on behalf of the candidate.

Please indicate in the table below with a ✓ which source of information was successfully submitted, and indicate with an X evidence submitted but not successfully.

- Learners may re-submit evidence for further evaluation at any stage of their course if a pass is not initially achieved. All assignments must be successfully completed and marked by the tutor prior to the commencement of the relevant exam schedule the candidate is entered into.
- When all evidence has been submitted and accepted assessors must place a ✓ in the Assignment Completed box. This indicates a pass mark.
- All of the assignments listed in the qualification overview along with the formal tutor feedback must be available for sampling by the examiner for all of the candidates entered into the exam at the beginning of the exam schedule.
- A formal CIBTAC feedback sheet is available to download for use if the school does not have their own version.
### Assignment: TU34 Business Practice for Complementary Therapies mark sheet

**Candidates name** ………………………………………………  **Candidates number** …………………

<table>
<thead>
<tr>
<th>Evidence that the candidate considered the following</th>
<th>Written word</th>
<th>Diagrammatical evidence</th>
<th>Professional discussion/oral questioning</th>
<th>Tutor initials</th>
<th>Date accepted</th>
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<td>Mission statement</td>
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<td>Market research</td>
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**Completed** | **Date the assignment was completed**

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**Tutor name and signature**

Sampled by CIBTAC examiner

Name……………………………………

Date……………………………………