BUSINESS PLAN · INDIA

Slimming and Aesthetic Clinic

Safe, effective, evidence-based aesthetic and slimming results

WELLNESS

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1. Executive Summary

This plan sets out a **Slimming & Aesthetic Clinic** in India — a non-surgical aesthetics & slimming centre offering weight-loss & body-contouring, skin & hair treatments (laser, HIFU, peels, hydrafacial, PRP, anti-ageing), inch-loss & medi-aesthetic services, under medical/dermatologist oversight, on a high-value package model. It earns high-margin package & treatment revenue on India's booming appearance, aesthetics & weight-management demand, monetising results, equipment-based treatments, packages & retention — an equipment-, medical-oversight- & package-driven aesthetic-wellness business.

India's aesthetics, slimming & medi-cosmetic market is booming, driven by rising incomes, appearance/self-care consciousness, social media, weddings, anti-ageing demand & the spread of non-surgical technologies. A clinic earns strong margins on high-value treatment packages (multi-session), with the key levers being results/safety, equipment utilisation, package monetisation & retention, medical oversight/credibility & location. It is equipment-capex-intensive (lasers/devices) with medical-compliance needs; success rests on results, safety/credibility, package sales, utilisation & retention.

This is a capital-intensive wellness/medi-aesthetic business — funded by promoter equity plus bank finance (term loan for equipment/fit-out + CC for working capital, under CGTMSE/SIDBI). This plan models a clinic requiring **₹65 lakh** (₹24 lakh promoter + ₹41 lakh bank finance), targeting **₹85 lakh** revenue in Year 1 and **₹1.7 crore** by Year 3. *(Slimming & aesthetic clinic; non-surgical, equipment-/package-driven, high-margin, medical-oversight-required.)*

2. Business Description, Vision & Legal Structure

Concept: A non-surgical slimming & aesthetic clinic - weight/body-contouring, skin/hair & anti-ageing treatments under medical oversight - results, safety & high-value packages.

Vision: To be a trusted, results-driven aesthetics & slimming destination.

Mission: Deliver safe, effective, evidence-based aesthetic & slimming results.

Legal structure options

- **Private Limited / LLP** — recommended (for equipment, medical oversight, finance & scale).
- **Proprietorship / Partnership** — possible for a small clinic, but oversight/scale favour a company.

> **Regulatory anchor:** an aesthetic clinic is a medical/clinical-establishment — Clinical Establishments (Registration) Act, qualified medical oversight (dermatologist/doctor) & trained staff, biomedical-waste authorisation, equipment/laser safety (AERB for certain devices), Shops & Establishments, GST, fire/hygiene, drug/consumable handling, & honest advertising (Drugs & Magic Remedies Act; ASCI). Results/safety, equipment utilisation, package monetisation, retention, medical credibility & location determine success; equipment-capex-intensive & compliance-critical but high-margin.

3. Promoter & Ownership

Led by a promoter partnering (or being) a dermatologist/doctor for oversight, with aesthetics/business experience. The team includes doctor(s)/medical oversight, aesthetic therapists/technicians, counsellors/sales, front-desk & a manager. Results, safety/credibility, package conversion & retention are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's aesthetics, slimming & medi-cosmetic market is booming, driven by rising incomes, appearance/self-care consciousness, social media & selfie culture, weddings, anti-ageing & grooming (men & women), & the spread of safe non-surgical technologies. Consumers seek visible results, safety & credible care. The market rewards results, safety/medical oversight, equipment/technology, package monetisation, retention & location; it is results-, safety- & competition-sensitive, met with credibility, results, packages & retention.

Demand drivers

- **Appearance & self-care** consciousness.
- **Social media & selfie** culture.
- **Weddings & anti-ageing.**
- **Men's grooming & aesthetics.**
- **Non-surgical technology** spread.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Aesthetics/slimming market in India	Large & growing
SAM	Catchment clients	Substantial
SOM (Yr 1–3)	Clients & packages	Scaling

Target segments

- Weight/body-contouring & slimming.
- Skin (laser, anti-ageing, acne, pigmentation).
- Hair (PRP, laser, restoration).
- Bridal & occasion; men's aesthetics.

5. Competition & Competitive Advantage

Landscape: other aesthetic/slimming clinics & chains (VLCC, Kaya, dermatology clinics), spas offering aesthetics & hospitals' cosmetology. The clinic competes on results, safety/credibility, technology, medical oversight, experience & retention.

The clinic's edge

- **Results & safety/credibility.**
- **Medical oversight (dermatologist).**
- **Technology & equipment.**
- **Package value & retention.**
- **Experience & hygiene.**

6. Products & Revenue Model

Stream	Model	Basis
Slimming / body-contouring packages	Multi-session package (high value)	Core
Skin treatments (laser/peel/HIFU)	Per-session / package (high margin)	Margin driver
Hair treatments (PRP/laser)	Package	Margin/ARPU
Consultations & assessments	Fee	Entry/conversion
Products (skincare/supplements)	Retail margin	Ancillary/repeat

> High-value multi-session **packages** (slimming, laser, skin, hair) are the core & carry high margins once equipment is amortised; consultations convert to packages; products add recurring ancillary. Results/safety, equipment utilisation, package conversion & retention, medical oversight & ARPU drive economics — the decisive aesthetic-clinic levers; results & credibility drive conversion & repeat.

7. Go-to-Market — Marketing & Sales

- **Digital & social** (before/after, results, credibility).
- **Consultation & package** conversion (counsellors).
- **Referrals & doctor tie-ups.**
- **Bridal, occasion & men's** segments.
- **Retention, memberships & results.**

Sales approach

Attract via digital, results & credibility → convert consultations to multi-session packages (counsellor-led) → deliver safe, visible results → retain via results, memberships & follow-up → grow ARPU with skin/hair & products. Package conversion × results/retention × equipment utilisation builds high-margin revenue on medical credibility.

8. Operations Plan

- **Clinic & equipment:** consultation & treatment rooms, aesthetic devices (laser/HIFU/RF/cryolipolysis), hygiene/sterilisation & biomedical-waste; medical oversight.
- **Process:** consultation/assessment → package plan → treatment sessions (protocol/safety) → follow-up & results → retention/upsell.
- **Safety & quality:** medical oversight, trained technicians, device safety, hygiene, consent & protocols; outcomes tracking.
- **Tech:** appointment/EMR/CRM, package & membership, inventory, before/after & outcomes.
- **Compliance:** Clinical Establishments, biomedical-waste, device/AERB safety, advertising (Drugs-&-Magic-Remedies/ASCI).

Aesthetic-clinic workflow

Stage	Activity	Metric

Consult	Assessment/plan	Package conversion
Treat	Sessions/protocol	Results/safety
Follow-up	Results/adjust	Outcomes
Retail	Products	Product attach
Retain	Membership/repeat	Retention/referral

9. Regulatory, Licences & Compliance (India)

- **Clinical & medical:** Clinical Establishments (Registration) Act; qualified medical oversight (dermatologist/doctor) & trained staff; consent/protocols.
- **Safety & waste:** biomedical-waste authorisation; device/laser safety (AERB for certain devices); hygiene/sterilisation; fire.
- **Registration & tax:** Shops & Establishments; GST; PAN/TAN; Udyam.
- **Advertising & products:** honest claims (Drugs & Magic Remedies Act; ASCI); drug/consumable & product compliance.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / clinic manager	1	1	2
Doctor(s) / medical oversight	1	2	3
Aesthetic therapists / technicians	5	8	13
Counsellors / sales & front desk	3	5	8
Support & admin	2	3	4
Total	**12**	**19**	**30**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–3	Clinic, equipment, medical oversight, licences, launch
Ramp	Month 3–8	Consultations, package conversion, results, referrals
Traction	Month 8–12	Utilisation & package ARPU; ₹85L revenue
Optimise	Year 2	Skin/hair, memberships, products, retention
Scale	Year 3	₹1.7cr revenue; second clinic

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Aesthetic clinic; equipment-/package-driven, high-margin, medical-

oversight-required.

12.1 Project cost & means of finance

Capital requirement	**₹**
Aesthetic equipment (laser/HIFU/RF etc.)	35,00,000
Fit-out, treatment rooms & interiors	16,00,000
Licences, medical setup & pre-operative	6,00,000
Opening consumables & launch/marketing	5,00,000
Working-capital margin	3,00,000
Total project cost	**65,00,000**
Promoter contribution	24,00,000
Bank finance (term + CC, CGTMSE/SIDBI)	41,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	**Year 1**	**Year 2**	**Year 3**
Slimming / body-contouring packages	40,00,000	62,00,000	75,00,000
Skin & hair treatments	35,00,000	62,00,000	78,00,000
Consultations & products	10,00,000	18,00,000	17,00,000
Total revenue	**85,00,000**	**1,42,00,000**	**1,70,00,000**
Consumables & product cost	17,00,000	28,00,000	34,00,000
Salaries, doctors & staff	30,00,000	46,00,000	58,00,000
Rent & utilities	12,00,000	14,00,000	16,00,000
Marketing & overheads	14,00,000	22,00,000	26,00,000
Interest & depreciation	10,00,000	11,00,000	11,00,000
Total expenses	**83,00,000**	**1,21,00,000**	**1,45,00,000**
Net profit (before tax)	**2,00,000**	**21,00,000**	**25,00,000**
Net margin	2.4%	14.8%	14.7%

12.3 Unit economics & break-even

- **Package & margin:** multi-session packages carry high gross margins once equipment is amortised (consumables are low % of package price); package conversion & ARPU are key.
- **Equipment utilisation:** costly devices (laser/HIFU) must be well-utilised against fixed capex/interest — utilisation drives profitability.
- **Break-even:** at a package/utilisation threshold covering fixed costs (equipment, doctors, rent); Year 1 near break-even (ramp/marketing), strong margins from Year 2 as utilisation & retention build.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	3,00,000	3,10,000	3,30,000	3,60,000
Collections (package advances)	17,00,000	20,00,000	23,00,000	25,00,000
Consumables, staff, rent & operating	16,90,000	19,80,000	22,70,000	24,60,000
Closing balance	**3,10,000**	**3,30,000**	**3,60,000**	**4,00,000**

> Packages are paid upfront (favourable cash — cash received before all sessions delivered); equipment EMI, doctors & rent are fixed. Package conversion, equipment utilisation, retention, CC & the WC margin manage cash; Year-1 marketing/ramp & equipment amortisation, plus safety/compliance, are the key items — met with utilisation & results.

12.5 Key Performance Indicators to Monitor

- **Conversion:** consultation-to-package conversion; package ARPU.
- **Utilisation:** equipment/room utilisation; sessions/day.
- **Outcomes:** results/safety; reviews; complications (nil).
- **Retention:** repeat; membership; referral; product attach.

13. Funding Requirement & Bankability

Total ask: **₹41 lakh bank finance** against ₹24 lakh promoter contribution — term loan for equipment/fit-out + CC for working capital, under CGTMSE/SIDBI. Bankability rests on package margins, equipment utilisation, medical credibility & retention; high-margin packages with upfront cash support servicing (Year-1 near break-even scaling to ₹25 lakh profit). Aesthetic equipment is financeable/collateral; results & credibility de-risk the ramp; compliance/safety are the diligence areas.

13.1 Funding utilisation

Use of funds	₹	% of total
Aesthetic equipment (laser/HIFU/RF etc.)	35,00,000	53.8%
Fit-out, treatment rooms & interiors	16,00,000	24.6%
Licences, medical setup & pre-operative	6,00,000	9.2%
Opening consumables & launch/marketing	5,00,000	7.7%
Working-capital margin	3,00,000	4.6%
Total	**65,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Safety / complications / liability	Medical oversight, trained staff, protocols, consent, insurance

Low equipment utilisation	Package conversion; marketing; multi-service; retention
Advertising / claims compliance	Honest claims (Drugs-&-Magic-Remedies/ASCI); realistic expectations
Competition (chains/derma clinics)	Results, credibility, technology, experience & retention
Equipment obsolescence / capex	Utilisation; phased upgrades; financeable devices

15. SWOT Analysis

Strengths High-margin packages; upfront cash; booming aesthetics demand; medical credibility; retention & ARPU.	**Weaknesses** Equipment-capex-intensive; safety-/compliance-critical; utilisation-dependent; marketing-heavy ramp; competition.
Opportunities Aesthetics/slimming boom; men's & bridal; skin/hair & anti-ageing; products; memberships; second clinic.	**Threats** Safety incidents & liability; advertising regulation; competition & discounting; equipment obsolescence.

16. Recommended AiSevak Tools for This Business

This aesthetic clinic would use AiSevak's Wellness vertical tools in delivery:

- **Clinic ops:** appointment/EMR/CRM, package-conversion & equipment-utilisation, outcomes/before-after and membership/retention tools.
- **Compliance:** Clinical-Establishments & medical-oversight, biomedical-waste & device/AERB-safety, advertising (Drugs-&-Magic-Remedies/ASCI) and GST tools (with Legal & Finance verticals).
- **Practice:** Business Plan, package-ARPU/utilisation and Break-even tools to model the clinic.

17. Key Assumptions & Notes

- Slimming & aesthetic clinic; non-surgical, high-value multi-session packages (slimming, laser, skin, hair) under medical oversight.
- Package conversion, equipment utilisation & retention decisive; margins high once equipment amortised; upfront package cash favourable.
- Equipment-capex-intensive; term + CC (CGTMSE/SIDBI); Clinical Establishments, medical oversight, biomedical-waste, device/AERB safety, honest advertising.
- Results/safety, utilisation, package ARPU & retention drive economics; figures illustrative, exclude GST.

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