

[Your business name] — Business Plan

Med spa in [Your city] · Startup plan

Executive summary

[Your business name] is a new med spa in [Your city] offering neurotoxin injections (wrinkle relaxers); dermal fillers and lip enhancement; laser hair removal and IPL skin treatments; and medical-grade facials, chemical peels and microneedling. The model is medical aesthetics done properly — a supervising provider, trained injectors and a well-chosen device — with memberships and treatment schedules that bring clients back every few months.

Startup budget: \$230,750 across 12 items, with funding still to be decided.

Twelve months from now, success looks like this: [What success looks like twelve months from now]

Products and services

[Your business name]'s core treatment is neurotoxin injections (wrinkle relaxers). Every prescription treatment follows a documented good-faith exam and order, every client leaves with a follow-up booked, and packages and memberships turn a first consult into a standing relationship.

- Neurotoxin injections (wrinkle relaxers)
 - Dermal fillers and lip enhancement
 - Laser hair removal and IPL skin treatments
 - Medical-grade facials, chemical peels and microneedling
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Market analysis

The customers are adults who want natural-looking results and to know it was done safely: injectable clients on a three-to-four-month cycle, skincare regulars on a membership, and clients buying laser packages ahead of summer or a wedding.

- Women and men in their 30s to 60s who want natural-looking results on a three-to-four-month schedule
- First-time injectable clients referred by a friend who wants to know it was done safely
- Skincare regulars on a monthly membership for facials, peels and maintenance
- Clients booking laser packages of six to eight sessions ahead of summer or a wedding

Marketing strategy

Most clients will find [Your business name] on Google and through word of mouth — searching for a med spa or an injector near them, then trusting a friend whose results nobody could spot. Reviews on the Google Business Profile, consented before-and-afters on Instagram and a website with treatments, the providers' credentials and a consultation-request form turn that into a booked consult.

- Google Business Profile and Google Maps — “med spa near me”, “botox near me” and “laser hair removal” plus your city
- Word of mouth — injectable clients refer friends when nobody can tell they had work done
- Instagram and TikTok: consented before-and-afters, the space, the injector explaining what they do
- Memberships and packages sold at the consult, plus referral credit for every friend who books
- A website with your treatments, pricing from, the providers' credentials, reviews and a consultation-request form

Operations plan

The practice runs under a written medical-director or supervising-provider agreement, keeps consent, charting and emergency protocols current, orders product only from authorized sources, and adds a second injector or device only when recurring clients cover the payments already in place.

- A supervising physician or medical director engaged in writing before the first treatment, with the delegation and supervision your state requires
- A good-faith exam and a documented order before any prescription treatment, and written consent on file for every procedure and every photo
- Emergency protocols and reversal agents on hand, with every injector trained on complications before their first client
- Injectables ordered from the manufacturer or an authorized distributor only, logged lot by lot
- Memberships and treatment packages that bring clients back on a schedule instead of relying on one-off consults

Startup costs

What it will take to open the doors, with funding still to be decided.

Startup costs

ITEM	AMOUNT
Aesthetic devices: laser hair removal, IPL or RF microneedling platform (new, used or leased)	\$87,500
Build-out to clinical standard: treatment rooms, sinks, ADA access, HVAC, lighting and finishes	\$60,000
Lease deposit and first months' rent	\$15,500
Opening injectable inventory: neurotoxin and filler from the manufacturer or an authorized distributor	\$10,000
Medical director or supervising provider retainer (first three months)	\$6,000
Medical malpractice, general liability and product liability insurance (first year)	\$6,500
Clinical supplies, numbing, consumables, treatment beds and skincare backbar	\$5,000
Business registration, state facility permits, laser device registration and legal setup	\$2,750
Charting, consent-form and booking software (first year)	\$0
Website with online booking and Google Business Profile	\$0
Signage, branding and photography of the space	\$5,000
Working capital (first three months)	\$32,500
Total	\$230,750

Typical range to start a med spa in the US: \$81,500–\$384,500. Your list is what you decided to spend — replace estimates with real quotes as you get them. Charting, consent-form and booking software (first year): Your Zarla plan includes online booking, invoicing and a client contact list with the website — you still need a separate compliant charting and consent system for medical records. Website with online booking and Google Business Profile: Your Zarla plan includes the website with online booking and walks you through your Google Business Profile — a designer typically charges \$1,500 or more to build one.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a med spa in the US. The device, the build-out and the retainer are the fixed bet; injectables and memberships on a return schedule decide whether the reserve lasts until the book is full.

Typical monthly operating costs for a med spa: \$9,200–\$58,900 a month, before the owner's own pay.

Add a monthly sales target and the plan will show how long it takes to recover the startup budget.

Typical monthly operating costs

COST	TYPICAL RANGE
Rent and utilities	\$3,000–\$10,000
Injectables, consumables and skincare product	\$3,000–\$15,000
Medical director or supervising provider retainer	\$1,000–\$3,000
Device lease payments and service contracts	\$500–\$3,000
Insurance	\$300–\$900
Charting, consent and booking software (included with Zarla)	\$100–\$500
Marketing, social content and memberships	\$1,000–\$5,000
Card processing on high-ticket treatments	\$300–\$1,500
Labor (once you hire an injector, an esthetician or front desk)	\$0–\$20,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every med spa plan should say out loud what can go wrong. For [Your business name], the real risks are:

- Regulation is the business — the wrong ownership structure or an unsupervised injector can close the practice, not just fine it
- The medical director can walk, and every treatment stops until a new one is engaged
- Complications happen; a vascular occlusion or a laser burn without a protocol and a trained team is a lawsuit and a reputation
- A device is a five-figure payment every month whether or not it's booked
- Injectors leave and take their clients; product costs rise; and discount competitors train customers to shop on price per unit

Licenses, permits and insurance

What [Your business name] needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Who can own the practice — In many US states — California, New York, Texas, New Jersey and others with corporate-practice-of-medicine rules — a med spa's medical services must be owned by a physician, with a non-clinician owner running a separate management company. In other states a non-clinician can own it outright with a medical director on contract. A healthcare attorney should structure it for your state before you sign a lease.
- Medical director or supervising provider — Every US state treats neurotoxin and filler as prescription medical treatments: a physician, nurse practitioner or physician assistant must perform a good-faith exam and issue the order. How closely they supervise — on site, available by phone, chart reviews — is set state by state.
- Who may inject — Varies by state. Many states let a registered nurse inject under a provider's delegated order; some restrict injectables to physicians, NPs and PAs; and in most states an esthetician may not inject at all. Check your state's nursing and medical boards for exactly who may hold the syringe.
- Laser and energy devices — Who may fire a laser is set by each state's medical board — some states allow a trained esthetician or laser technician under medical supervision, others require a nurse or a provider. Several states also register laser devices with a radiation-control agency, and devices must be FDA-cleared for the treatment you sell.
- Facility, business and cosmetology licenses — A local business license and certificate of occupancy in most of the US; a state esthetician license for facials and peels; and in a few states a separate health-facility or med-spa registration. Some states require the physician's name on the door and in advertising.
- Insurance and patient privacy — Medical malpractice for every injector and the supervising provider (the director's own policy usually doesn't cover your staff), general and product liability, and federal patient-privacy rules that make before-and-after photos protected health information — written consent for every photo you post.

Milestones: the next 30 days

The first month's to-do list for [Your business name], in order:

- Hire a healthcare attorney to structure ownership and the medical-director or supervising-provider agreement for your state
- Confirm with your state's medical and nursing boards exactly who may inject and who may operate a laser
- Register the business, get an EIN and open a business bank account
- Get medical malpractice, general and product liability quotes for every provider you'll have on staff
- Price one device new, used and leased, and choose the one treatment you'll be known for first
- Set up a free Google Business Profile and put your website with a consultation-request form live
- Write the consent forms, emergency protocol and photo-consent policy before the first client
- Pre-sell founding memberships and laser packages to your first 30 clients, and ask each for a Google review

Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection built on treatments per week and product costs, not a full book from day one
- The lease or letter of intent, the device quote or lease terms, and the build-out estimate
- The signed medical-director or supervising-provider agreement and the providers' licenses
- Proof of malpractice and liability insurance and the attorney's ownership structure
- Your credit report and the device as collateral

Template: replace every [bracketed] line and every estimate with your own figures. Written with Zarla's free business plan generator — zarla.com/business-plan-generator writes it from five questions.