

MILADY'S AESTHETICIAN SERIES

Building Your Medispa Business



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Milady's Aesthetician Series: Building Your MediSpa Business



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Building Your Medispa Business, part of Milady's Aesthetician Series, focuses on the planning process of owning and working a spa business. This book emphasizes the key components an specific will require when developing their business program, beginning with which kind of spa they envision. This extensive book includes new leading edge information on operating a profitable spa with topics on employee hiring, training, employee management, customer support, and overall procedures. This unique reference will provide aestheticians who are considering opening a spa with the information they have to make informed choices giving them the greatest potential for viewing their business last and be successful. In addition to the above topics, it targets developing marketing plans, setting quality requirements, and understanding spa functions and legal issues.



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