



SO YOU WANT TO OPEN AN AESTHETICS CLINIC?

Some key points to consider



DO YOUR RESEARCH

Identify your client base and decide exactly what services you're going to be offering and who to.

Will your clinic specialise or offer a range of treatments?
Who is your target audience? Who are your competitors?
How will you stand out?



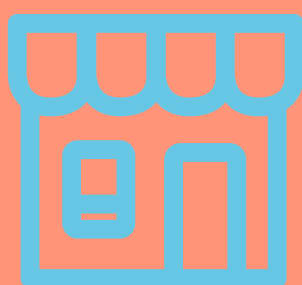
DEVELOP YOUR BRAND

Use your insights to develop a branding strategy tailored to your target audience. Create brand guidelines with a specific brand message, logo, typeface, colour-scheme and tone of voice. Use your branding consistently in everything from your website to your decor.



CHOOSE THE RIGHT LOCATION

A central location means easy access and good visibility, but higher rental or property prices. Out-of-town locations tend to be cheaper but you will need to spend more on marketing.



FIND THE RIGHT PROPERTY

Consider a building's surroundings, accessibility and appearance. Will your clinic fit into the surroundings? Is your target market working or living nearby? Is the property affordable?



EMPLOY AN EXPERIENCED FIT OUT COMPANY

An experienced medical fit out company, like Apollo Interiors, will help create a clinic that is as stylish as it is functional. The fit out company should ensure all work is CQC compliant and meet agreed deadlines and budgets.