Key Factors Wei pht Strategy 1 pht Strategy 2 Forward Strategy 2 Forward Strategy 2 Horizontal Integration*	Strategic Alternatives Part 1									
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7. Having promos and special treats every month for our loyal customers.0.0720.1430.2120.14Weaknesses: 1. Not having a recognized image0.03 our business at the moment.0.03 0.023. Not recognized by our potential customers as the first option for massages0.07 our business at our business at much experience compared to the other firms in the same market0.07 our business at our business at as the first option for massages0.03 our business at our business at our business at our business at our business at our business at as the first option for massages0.07 our business at our business a		0.00								
month for our loyal customers.0.07Weaknesses: 1. Not having a recognized image0.032. Lacking of awareness of our business at the moment.0.023. Not recognized by our potential customers as the first option for massages0.074. Prices not very low in comparison with the competitors0.0910.0910.095. We are just starting so we don't have as much experience compared to the other firms in the same market0.076. The space disposal depends on the customer (for now).0.1040.4010.1010.10		0.07	2	0.14	3	0.21	2	0.14		
1. Not having a recognized image0.032. Lacking of awareness of our business at the moment.0.023. Not recognized by our potential customers as the first option for massages0.074. Prices not very low in comparison with the competitors0.0910.0910.0930.215. We are just starting so we don't have as much experience compared to the other firms in the same market0.076. The space disposal depends on the customer (for now).0.1040.4010.1010.10	month for our loyal customers.	0.07								
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3. Not recognized by our potential customers as the first option for massages0.074. Prices not very low in comparison with the competitors0.0910.0910.0930.215. We are just starting so we don't have as much experience compared to the other firms in the same market0.076. The space disposal depends on the customer (for now).0.1040.4010.1010.10	2. Lacking of awareness of our business at		-		-		-			
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5. We are just starting so we don't have as much experience compared to the other firms in the same market0.076. The space disposal depends on the customer (for now).0.1040.4010.1010.10				0.09		0.09	5	0.21		
much experience compared to the other firms in the same marketoutputoutputoutput6. The space disposal depends on the customer (for now).0.1040.4010.1010.10	5. We are just starting so we don't have as	0.07	-		-		-			
6. The space disposal depends on the customer (for now).0.1040.4010.1010.10	much experience compared to the other									
customer (for now).		0.10	л	0.40	4	0.10	1	0.10		
TOTAL 1.00 2.65 1.63 1.84		0.10	4	0.40		0.10		0.10		
	TOTAL	1.00		2.65		1.63		1.84		

Strategic Alternatives Part 2									
Key Factors	Wei		ategy 4	Strategy 5		Strategy 6			
	ght		larket etration*	Product Development*		Marekt Development*			
		AS	TAS	AS	TAS	AS	TAS		
Key External Factors:				1					
Opportunities:	0.00		0.00	0	0.04		0.04		
10. Increase of 40% in Colombian E-commerce 11. Growth in GDP 4.0% to 4.4% (2013-2015	0.08 0.07	4	0.32	3	0.24	3	0.24		
respectively) in Colombia						_			
12. Increase of 44.44% of internet users in the	0.07	4	0.38	4	0.38	3	0.21		
past few years in Colombia 13. Economic stability projections for Colombia	0.06	4	0.24	4	0.24	3	0.18		
in the coming years.	0.08	1	0.08	4	0.32	3	0.24		
14. Average time invested in personal and free time activities of 17:20 +/- 1hrs	0.00		0.00	-	0.02	Ũ	0.24		
15. Bogotá has the largest number of women	0.09								
workers 63%	0.09	-		-		-			
16. High demand of relaxing activities17. Stress affects 28% of workers in Colombia	0.09	4	0.36	4	0.36	3	0.27		
18. Increasing social media scope, 15 billion	0.04 0.04	- 3	0.12	- 4	0.16	- 3	0.12		
social network users in Colombia		-	•••=			_			
Threats:	0.00								
8. Wide range of relaxation activities business.9. Small and barely known market industry	0.06 0.06	- 1	0.06	- 4	0.24	- 1	0.06		
10. Positioning of other SPAs	0.06	-		-		-			
11. Market rejection of express business model	0.04 0.06	1	0.04	2	0.08	2	0.08		
12. High competitiveness13. Space of Massage is unknown by our	0.07	1	0.07	2	0.14	1	0.07		
employees.	0.03	1	0.03	2	0.06	1	0.03		
14. Traffic congestion affecting our times of	0.05	'	0.05	2	0.00	1	0.05		
delivery. TOTAL	1.00								
Key Internal Factors									
Strengths:									
8. The possibility to go to our customers.	0.17	4	0.68	3	0.51	3	0.51		
Being able to take the service to them, wherever they want us to deliver the									
service.									
9. Use natural moisturizer and oils, certified	0.05	-		-		-			
with no contraindications. 10. Have a wide range of different types of	0.11	4	0.44	4	0.44	3	0.33		
massages	0.00	4	0.36	4	0.36	3	0.27		
11. Our employees will have a previous preparation to best satisfy our customers	0.09		0.00		0.00	Ũ	0.21		
12. Our employees must have an educational	0.07	-		-		-			
formation with an emphasis in									
physiotherapy. 13. Being able to book any type of massage									
through the Internet in any smart phone	0.06	-		-		-			
device through our website.		4	0.00	4	0.00	2	0.14		
14. Having promos and special treats every month for our loyal customers.	0.07	4	0.28	4	0.28	2	0.14		
Weaknesses:									
 Not having a recognized image Lacking of awareness of our business at 	0.03 0.02	-		-					
the moment.									
9. Not recognized by our potential customers	0.07	-		-		-			
as the first option for massages 10. Prices not very low in comparison with the	0.09	1	0.09	4	0.36	1	0.09		
competitors	0.07	_		_					
11. We are just starting so we don't have as	0.07	_		-		-			
much experience compared to the other firms in the same market									
12. The space disposal depends on the	0.10	2	0.20	4	0.40	3	0.30		
customer (for now).									
TOTAL	1.00		3.75		4.05		3.14		

Key Factors Wei pht Strategy 7 Divestiture' Strategy 8 Liquidation* Strategy 8 store* Key External Factors: - AS TAS AS	Strategic Alternatives Part 3								
Image: the second seco	Key Factors		on alogy i						
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		0.10	3	0.30		0.10	4	0.40	
	TOTAL	1.00		1.91		1.31		3.44	