



Comprehensive Curriculum Outline

Health & Wellness Academy Business Excellence Program

I. Introduction to Business Foundations

- Purpose and vision of a business
- Identifying target markets and customer needs
- Core values and mission alignment

II. Business Planning

- Steps in creating a business plan
- Market research and competitive analysis
- Goal setting and strategic roadmaps
- Risk assessment and contingency planning

III. Marketing Strategies

- Branding and positioning
- Digital marketing (social media, SEO, email campaigns)
- Traditional marketing (print, events, networking)
- Customer acquisition vs. retention strategies
- Measuring marketing effectiveness (KPIs, analytics)

IV. Financial Management

- Basics of accounting and bookkeeping
- Budget creation and cash flow management
- Profitability analysis and cost control
- Funding options: loans, investors, grants

The **Allure Image Health & Wellness Academy** curriculum may be updated or revised at any time to reflect current industry standards, regulatory requirements, and program improvements.

- Financial forecasting and growth planning

V. Customer Engagement

- Building strong customer relationships
- Communication and feedback channels
- Loyalty programs and retention tactics
- Handling complaints and conflict resolution
- Leveraging technology for customer experience (CRM systems, automation)

VI. Operations and Management

- Workflow optimization and efficiency
- Team building and leadership skills
- Legal and compliance considerations
- Sustainability and social responsibility

VII. Capstone Project / Practical Application

- Develop a full business plan
- Create a marketing campaign prototype
- Financial projection exercise
- Customer engagement strategy presentation

VIII. Conclusion & Next Steps

- Review of key learnings
- Resources for continued growth
- Networking and mentorship opportunities

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