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Press Release

New City “Market Potential Reports” Now Available For The Medical Spas Industry

February 24, 2014: Marketdata Enterprises, Inc., a leading independent market research publisher covering service markets since 1979, has announced a new market research service for medical spas, which are increasing in number across the nation. Marketdata estimated in its report from Nov. 2012 that revenues of the 2,100 U.S. medical spas would reach \$1.94 billion in 2012. Most of them are owned and operated by physicians, plastic surgeons, and other medical practitioners, who have very little or no background in marketing. Before investing a lot of time and money to open a med spa, two of their main questions are: “What’s the market potential for such services in my city or local area? What competition am I going to find?”

Marketdata frequently receives requests for such custom research, and decided to partner with another market research firm familiar with this market, Feedback Research Services of Jacksonville, OR, to launch an on-demand service to address this issue -- **Med Spas Market Potential Reports**. Now, a med spa start-up can contact Marketdata, let us know which city or metro area(s) they are interested in, and receive, within one week, for just \$495 (per city), a detailed report that provides the following information:

- Estimate of the number of med spas now operating in that city.
- Name/address list of all med spas identified.
- **Estimate of the dollar value of that city market** (using Census data, population data, avg. revenues per spa, cosmetic surgery procedures data, etc.).
- A 16-page **National Overview** of the market, including: nature of the business, major trends, patient demographics, \$ size of the national market from 2000-2016 forecast, key national operating ratios for med spas, demand factors, cosmetic procedure trends, top concerns of operators, etc.)

- **National Market Structure & Operations** (14 pp.): Findings of ISPA, Marketdata, and The Medical Spa Physicians Report surveys, regarding: no. of spa visits/year, revenue per visit, revenue per sq. ft., no. of employees per spa, med spas by type service provided (16 types), composition of revenues, avg. annual revenues per spa for 2009-2011, most profitable treatments, type staff employed, profile of typical customer, sample income/expense/profit margin statement, pitfalls to avoid, marketing and more.
 - Reference Directory of market trade associations, trade journals, consultants, reports, and other information sources.

Each **Med Spas Market Potential Report** will consist of approximately 40-45 pages of information and analyses and can be delivered by email as a pdf document or a print copy (extra shipping fee). This type of unbiased and objective 3rd-party report can be invaluable when incorporated into a business plan or a request for a business loan.

“Many med spa entrepreneurs get into this business without a blueprint for success. It’s essential to know if the metro market you want to enter is already crowded, untapped, or somewhere in between. That will determine the marketing budget, strategy, and what kind of return on investment one can expect. In the past, this kind of custom research would cost thousands of dollars, but with the combined expertise of Marketdata and Feedback Research, we can create research efficiencies and offer it for less than \$500. That’s a major breakthrough.”, according to Research Director, John LaRosa.

The alternative -- “Primary” (custom) research is labor-intensive and expensive — a fact that contributes to the high cost of market reports (e.g., several thousand dollars per title). Many people incorrectly assume that higher-priced reports are significantly better than lower-priced ones and make their purchasing decisions based on cost. With these new on-demand **Med Spas Market Potential Reports**, the buyer gets high quality AND a low cost. Since these are non-exclusive reports, we can spread the cost over many buyers, and make it affordable.

ABOUT MARKETDATA

Marketdata Enterprises, Inc., is a 35-year old independent market research and consulting firm that publishes market and industry studies covering a wide range of service and healthcare businesses. For more information, Contact: Marketdata Enterprises, Inc., 8903 Regents Park Drive, Suite 120, Tampa, FL 33647 (813-907-9090), or see our website: www.marketdataenterprises.com.

ABOUT FEEDBACK RESEARCH SERVICES

Since 1996, Feedback Research has been an online resource for affordable comprehensive reports on emerging health care markets (and some established ones). To date, 40 report titles have covered diverse markets, from fitness and telemedicine to recycled water. Another 40+ custom projects evaluated the market and revenue potential for widely varying markets -- from chiropractic to pharmaceuticals and sill plates.

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