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First foot massage products distributor, now so spa owners

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TWO years ago, Mr. Makhali Kasmani overcome pain and pain in his knee after using a foot massage tools that leverage water pressure.

This then led him to become a distributor for the products produced in Taiwan that he was certain it would benefit those who have health problems such as stress or chronic disease.

However, Mr Makhali, which is a private ambulance firm owner ER Ambulance & Services Pte Ltd, be aware that many are not able to buy it.

Thus, Mr. Makhali with five other products distributor has joined forces and invested \$ 30,000 to open a Wellness Center Portaspa last month.

The spa center is located in the Kreta Ayer Road is offering a foot massage service through tools that leverage technology hot water pressure.

Each massage session is limited to 15 minutes at a price of \$ 20 to increase the blood flow, burn 200 to 300 calories and reduce pain in the body.

Five other partner spa is Ms. Janice Choo, Ms Shirley Wee, Ms Goh Lay Peng, Ms. Loretta Lee and Mr David Tan, all of which have become distributors for the past two to three years ago.

According to Mr Makhali, 63 years, the main goal of the spa setting is not to just make profit but also based on social goals.

Thus, the prices offered at the spa is low to keep it affordable for all ages.

"When I sell this product from the Malay community response is very good and many people see the difference when using the product.

"But not everyone can afford to buy these products that cost nearly \$ 3,000. So I am very sympathetic with their situation as I know this service will have a positive impact on them.

"So after talking to five other friends, they also shared my concerns and agreed to open a spa center," said Mr Makhali adding it menerimaa favorable response.

But according to Ms Choo, 46 years old, they will do a more aggressive marketing efforts for the next few months to increase public awareness.

"So far we only benefits their own business network and through the recommendation of friends. So we will be actively marketing the service through flyers and Facebook," said Ms Choo.

As a strategy to expand the business, they have established Portaspa International Pte Ltd company.

"We plan to sell the franchise spa center, thus able to offer business opportunities for those who want to try. Currently there are already many who expressed interest. Franchiser We aim at the end of two years," said Ms Choo, who expects to break even in within six months.

Mr. Makhali add, hoping to penetrate homes and hospice care of the elderly.