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INITIAL THOUGHTS (THE PROBLEM)

I wish to bring the pleasure of aromatherapy to the masses in an engaging whimsical setting. The best avenue for this is creating the illusion of an antiquated time where medicinal combinations were potions and not prescriptions and when healers were mystics instead of doctors. I want guests to feel as if they, themselves, can create magic in a bottle while also being educated of the benefits of the holistic practice of aromatherapy.

TALE OF MADAM MYSTIC (THE SOLUTION)

Madam Mystic is a Vardo Witch who travels across the land finding weary passersby in need of her guidance. She takes them in for a short time to show them the magic of aromatherapy. She teaches them which smells elicit which feelings and different ways to harness their magic. She sets up her wagon and invites guests to have a seat and learn how to concoct holistic blends of essential oils from her fellow mystics. Guests find their inner mystic while they fashion their amulets and elixirs. Then they take away with them the knowledge and power of the ancient craft.



GUEST EXPERIENCE

Madam Mystic performs charismatically yet mysteriously to grab consumer attention. She parades around the front of her wagon beckoning people to join her and learn her craft. She announces that there are solved mysteries and secrets to a better spirit just beyond where guests are standing. The cart can serve four customers at a time as they sit across a table from two other mystics. They are offered a choice of three wares: Aromatic Amulets, Perfuming Potions, and Bewitching Breaths. All of which are explained by the mystics. Then the ingredients are revealed and sampled by the patrons while the mystics divulge the benefits of each. Guests then select their essential oil blends and infuse them with whatever product they have selected. Alternatively, passersby who engage with Madam Mystic but elect not to participate in the potion brewing activity have an opportunity to buy a small variety satchel from Madam Mystic, herself.



THE PERFORMANCE

To create the most immersive thematic experience possible, Madam Mystic's Aromatherapy is a performative theatrical setting. It is an interactive stage set for both workers and guests. Staff members are actresses who embody the whimsy, mystery, and confidence of a true mystic. They use antiquated yet accessible lingo and approach everything with majestic fascination. Their wagon is littered with props and décor to convey the extensive travel of the mystics as well as their wealth and opulence. They have collected priceless and beautiful goods on their global journey that has brought them to their present venue.

Madam Mystic's character acts much like a barker in that she garners attention from festival patrons who wander by, having one on one conversations and ushering people to her attraction. She moves with grace like a delicate dancer and speaks deliberately to customers and non-customers alike. She peddles gift satchels to those who deny her, but respectfully wish all passersby and those who would prefer not to make a purchase a pleasant day.

The two other mystics within the wagon that guide potion brewing behave similarly to Madam Mystic but take on a more intimate personal energy in that they are in a confined space and build upon a meaningful experience for all attendees. They are educators and activity facilitators. The mystics are friendly, knowledgeable, and patient.

All performance is improvisational and conversational as opposed to a defined character script for organic thoughtful communication. Performance expectations are disseminated upon hiring and are refined in a thorough training period.

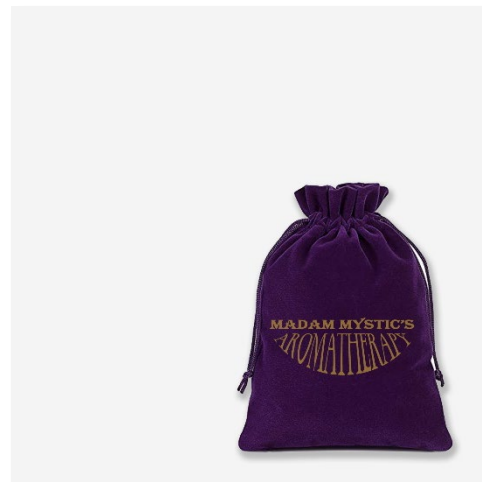
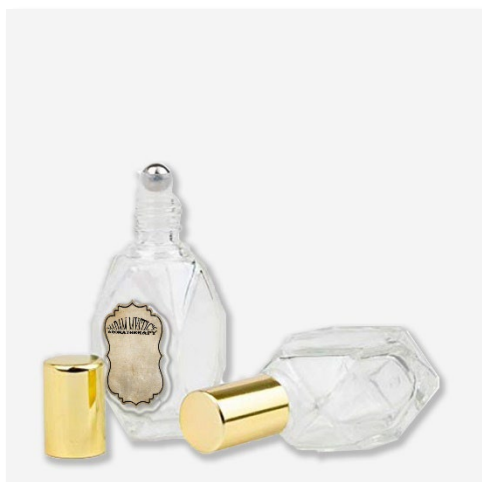
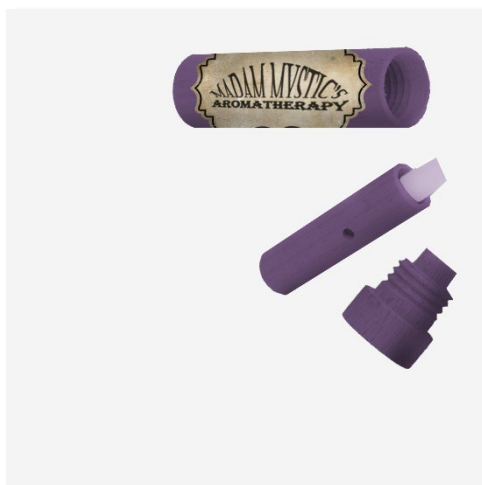
MERCHANDISE

Aromatic Amulets: Decorative wearable pendants. These are vented metallic locket that hold a felt pad saturated with essential oils.

Perfuming Potions: Essential oils suspended in a skin friendly carrier oil within a roller ball applicator. These are intended for direct use on wrists, necks, and temples.

Bewitching Breaths: Nasal inhaler. These are resealable wooden tubes filled with an essential oil-soaked cotton wick.

Quick Buy Satchel: A grab-and-go branded velvet gift bag with one of each product type inside.



A WORD ON ESSENTIAL OILS

The following quotes are from the Cleveland Clinic Website:

“Essential oils can be used in aromatherapy, a kind of complementary medicine that uses smell to improve your health or applied topically to the skin.”

“Studies have shown that essential oils may help:

- Boost mood.
- Improve job performance through reduced stress and increased attentiveness.
- Improve sleep.
- Kill bacteria, funguses, and viruses.
- Reduce anxiety and pain.
- Reduce inflammation.
- Reduce nausea.
- Relieve headaches.”

“It’s a great way to change your mood quickly. As you breathe in, the oil’s aroma immediately stimulates your central nervous system, triggering an emotional response,” explains Dr. Lin. “It can reduce anxiety and stress response quickly.”

Madam Mystic’s Purpose

None of the products sold by Madam Mystic are intended to be ingested or applied to large areas of the body for treatment of pain. The primary benefit of her products is to enhance customer mood by fragrance alone. Different oil blends will offer varying forms of emotional relief to customers. Essential oils stimulate a user’s sense of smell and can be used to enhance other experiences if mood improvement is not the goal.

Essential Oils Offered

Calm	Uplift	Focus	Sexy
Lavender	Lemongrass	Eucalyptus	Clove
Tea tree	Sweet Orange	Peppermint	Patchouli
Frankincense	Ylang-ylang	Black Pepper	Sandalwood
<i>Jojoba Oil is used as a neutral skin safe carrier oil</i>			

Aromatherapeutic benefits will vary depending on the combinations of oils used. Those listed above have been placed into basic categories that best reflect the mood boosting benefits each oil provides: Calm, Uplift, Focus, and Sexy. There are overlaps between how each oil performs but for ease of understanding, Madam Mystic's will use these four categories. To hone in on one specific benefit, oils from the same category may be used, but combining oils from different categories has therapeutic benefits as well. Combining oils purely to create beautiful fragrances remains an option.

Examples:

- 1) A blend of tea tree and lavender oils will be incredibly soothing, helping with rest and relaxation before bed.
- 2) A blend of tea tree and eucalyptus oils will lessen anxiety while also promoting concentration in a student before a big test.
- 3) A blend of ylang-ylang and sandalwood has a sweet and rich smell, making for a nice roll-on fragrance to put on before an evening out with friends or daily perfume.

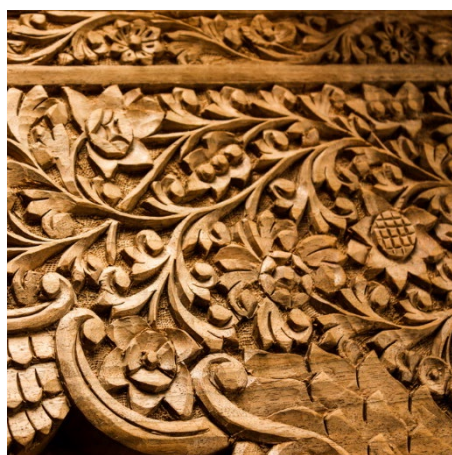
LOCATION(S)

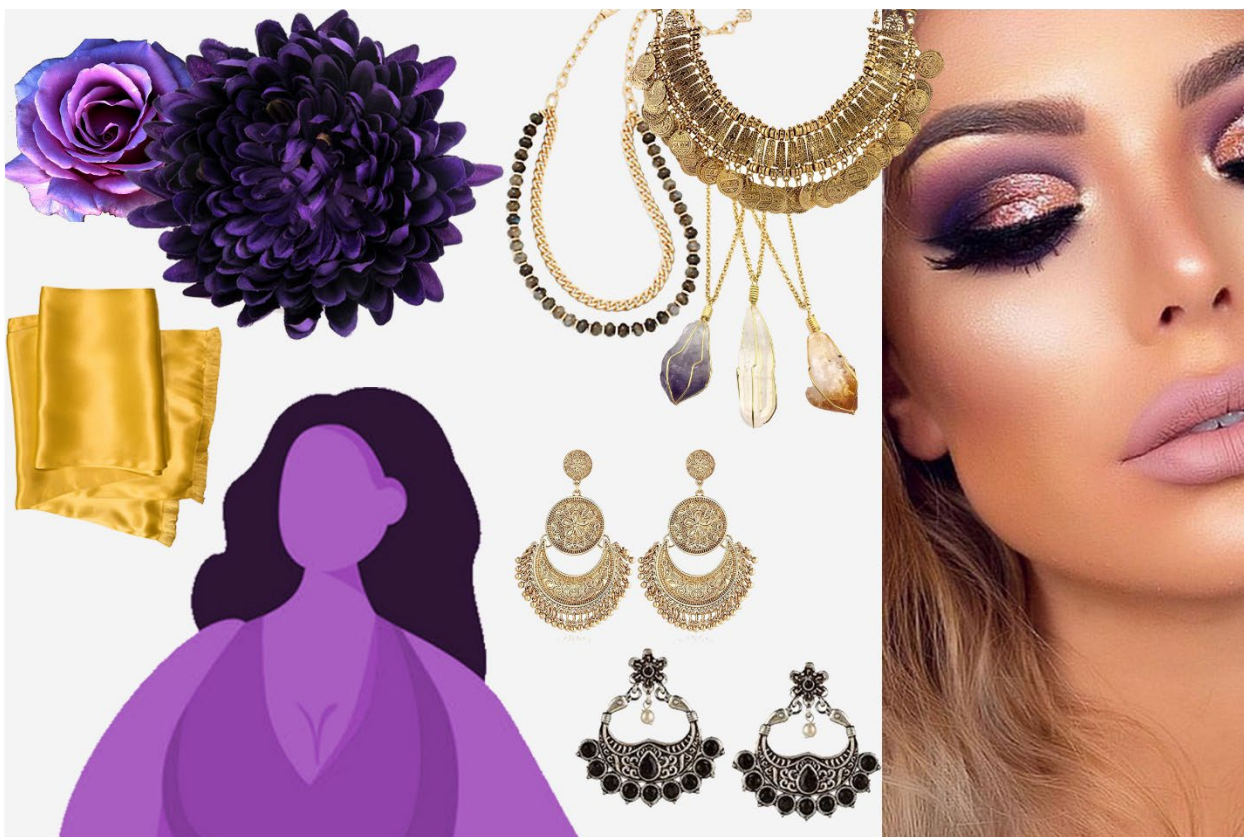
Madam Mystic's Aromatherapy is a large travelling wagon that can present at various events and venues, keeping with the overall story of the business. This attraction would primarily be at renaissance festivals, but vendor and craft fairs of all kinds could see her emerge. Perhaps a sixteenth century inspired park could comfortably and permanently home this attraction if she can move about within those confines. All upcoming figures consider Madam Mystic's Aromatherapy as an attraction that can operate without access to external energy but is expected to pay a fee to be set up in any given location.

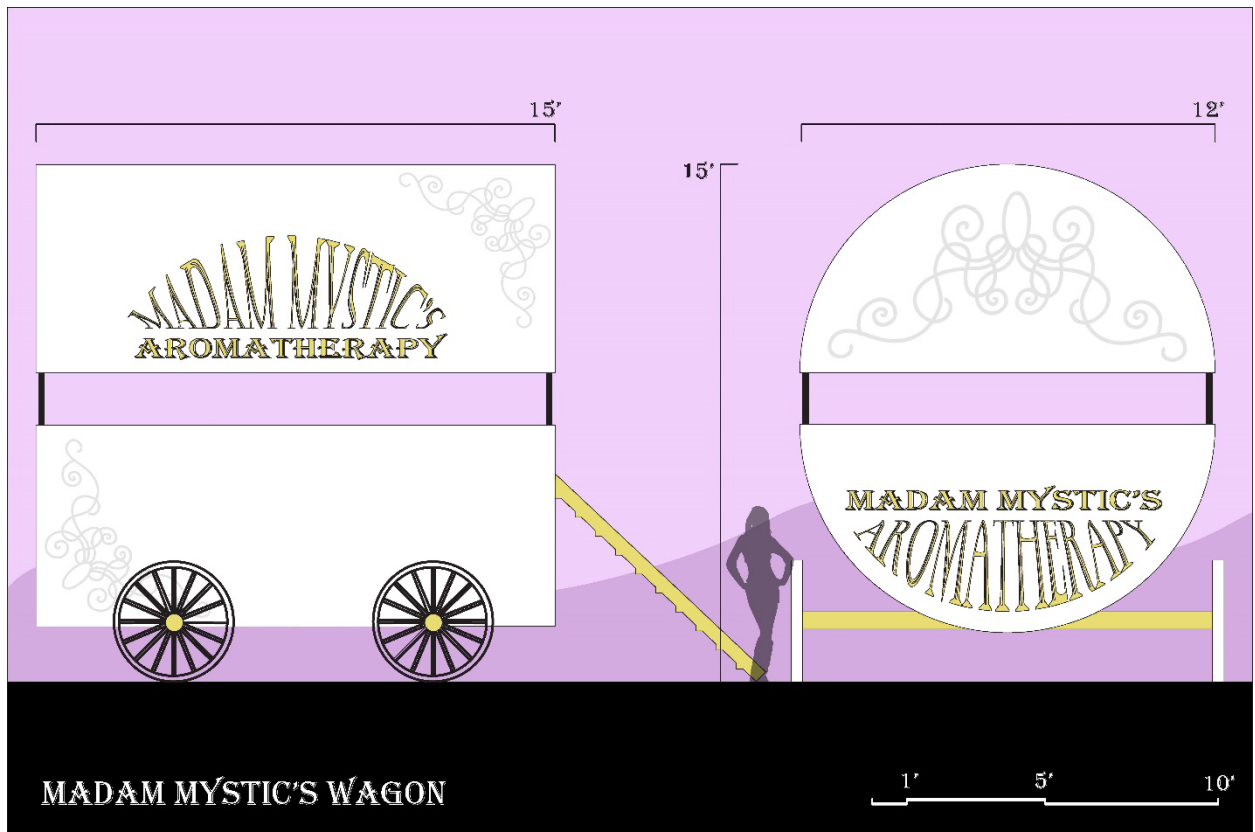


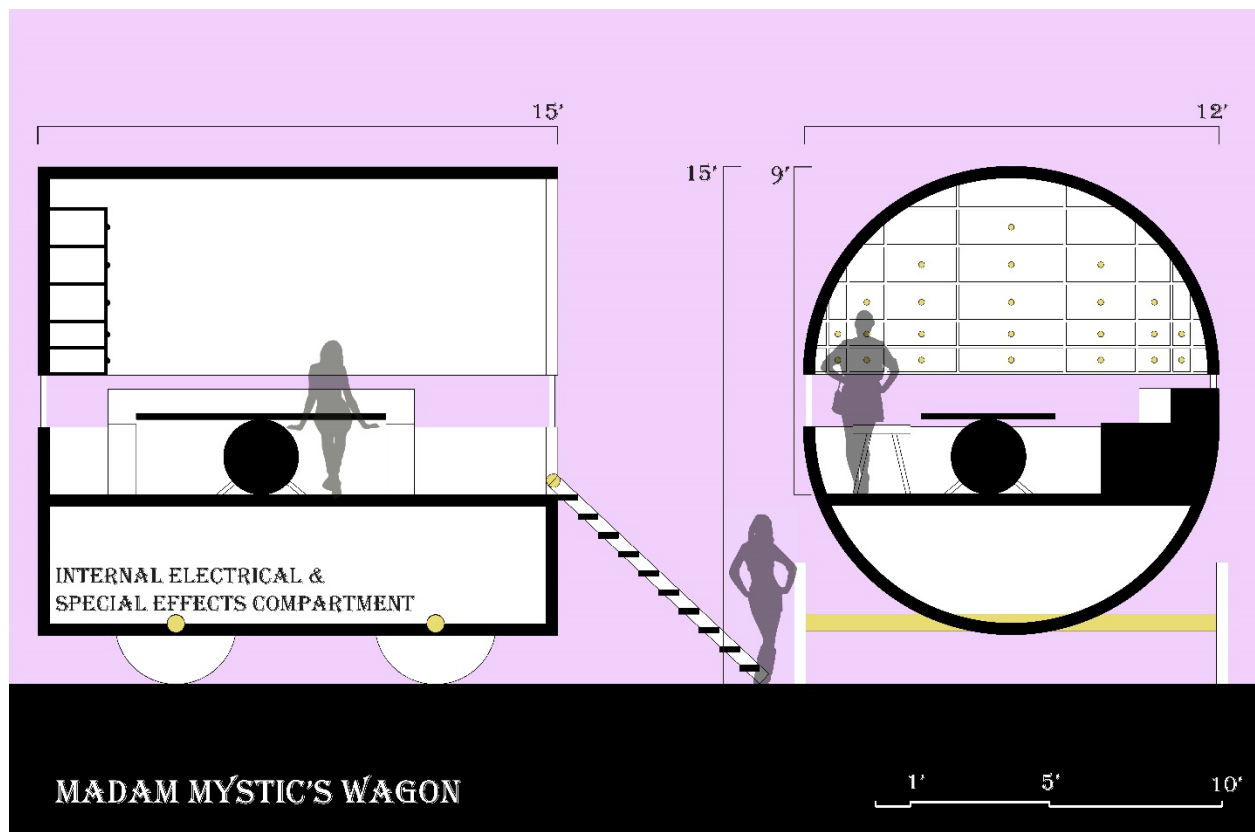
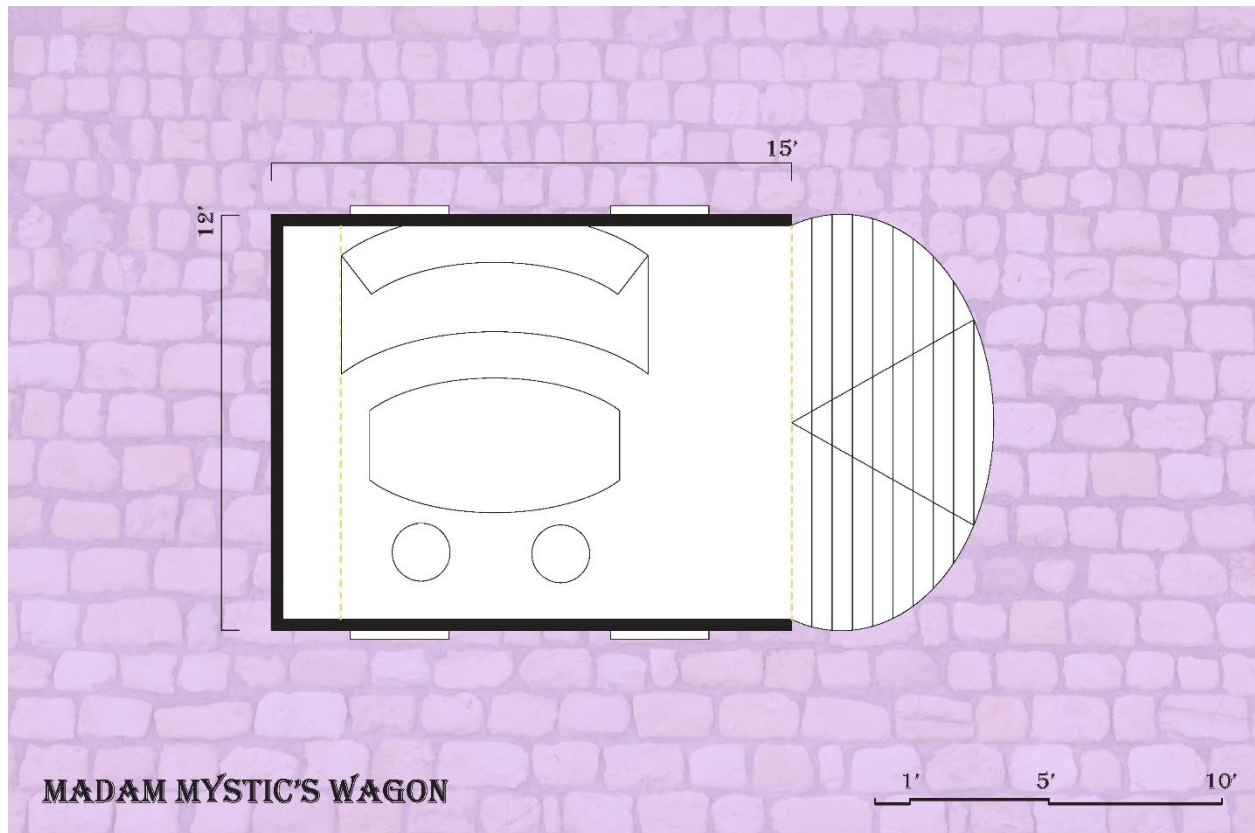
ATMOSPHERE

This Vardo wagon, the setting of the guest experience, is not entirely like others you may have seen. It carries a darker aesthetic and opulence that lends itself to the contemporary understanding of witches. There are ornate wood carvings on the wagon but none of the typical bright colors, instead, rusticated dark wood, black, and gold finishes. There are touches of crystal and candlelight to further establish a spiritual ambiance. There are additionally tones of purple to add softened delicacy to the space. The mystics will be in costume, all unique with layers of jewelry and fabric. The mystics are glamorous yet bohemian in style. Their fashion also follows the color story of the wagon.









SPECIAL EFFECTS

To enhance the atmosphere of the experience, multiple forms of special effects will be employed. There will be cold smoke billowing out of the underbelly of the wagon onto the ground enriched by LEDs that create a purple glow throughout the low-lying fog. This effect will establish a whimsical other world around the perimeter of the experience. There will also be illuminated points of translucent purple epoxy throughout the facades of the wagon. These points will be backlit, also by LEDs to create the illusion that magical energy is leaking out through the slats of wood that make up the exterior of the wagon. The generator, electrical systems, and fog machine will all be hidden within a compartment below the occupiable space of the wagon.



THE BOTTOM LINE (THE DATA)

Guest Traffic: The daily capacity of this attraction is 128 guests. The maximum flow of customers projected is four customers served in 15 Minute intervals over the course of an 8-hour shift. All calculations will use this figure and the assumption that Madam Mystic's is only open for 5 days per week, operating only 260 days a year.

Fiscal Calculations:

Start Up Costs	
Business license with fee	\$125.00
Wagon	\$30,000.00
Wood Carving Labor	\$3,000.00
Generator	\$899.98
Fog Machine	\$1099.00
Furniture	\$4846.94
Costumes	\$1918.20
Oils	\$2392.40
Total	\$44,281.52

Monthly Expenditures Annualized	
Renaissance Festival Vendor Rent	\$8,160
Business Owners Insurance	\$648.00
Product Materials Replenishment	\$2392.40
Gasoline	\$1441.90
Fog Juice	\$9097.21
Totals	\$21,739.51

Employee Compensation					
Number of Employees	Hourly Rate	Hours Worked Weekly	Annualized Salary	Benefits Package	Annualized Cost of Staff
1 (Manager)	\$30	40	\$62,400	\$15,600	\$78,000
3 (Base Pay)	\$60	120	\$124,800	\$31,200	\$156,000
4	\$90	160	\$187,200	\$46,800	\$234,000

Merchandise						
Item	Retail Price	Max. Daily Revenue	Approx. Cost Wholesale	Max. Daily Cost	Max. Daily Profit	Max. Annual Profit
Pendent	\$25	\$3200	\$1.08	\$138.24	\$3,061.76	\$796,057.60
Roller Ball	\$20	\$2560	\$1.12	\$143.36	\$2,416.64	\$628,326.40
Inhaler	\$15	\$1920	\$0.83	\$106.24	\$1,813.76	\$471,577.60
Satchel	\$30	\$3840	\$3.23	\$413.44	\$3,426.56	\$890,905.60
Avg.	\$22.50	\$2,880.00	\$1.57	\$22.32	\$2679.68	\$696,716.80

Maximum First Year Profit:

$\$234,000 + \$21,739.51 + \$44,281.52 = 300,021.03$ (Expenses)

$\$696,716.80 - 300,021.03 = \text{\textbf{\$396,695.77}}$

...THE REAL BOTTOM LINE (THE DECISION)

Realistically, Madam Mystic's Aromatherapy will not be operating every day at full capacity selling equal amounts of all products and fragrance combinations. The previous figures serve as the best-case scenario but would not be achieved during standard business. The following are alternative figures used to illustrate Madam Mystic's capital production with varying amounts of customer traffic during the first year of business. (Unaccounted expenditures will heavily influence these figures)

25% Capacity:

$$.25(\$696,716.80) - 300,021.03 = -\$125,841.83$$

$$\text{Subsequent Years: } -\$125,841.83 + \$44,281.52 = \textbf{-\$81,560.31}$$

33% Capacity:

$$.33(\$696,716.80) - 300,021.03 = -\$70,104.49$$

$$\text{Subsequent Years: } -\$70,104.49 + \$44,281.52 = \textbf{-\$25,822.97}$$

50% Capacity:

$$.5(\$696,716.80) - 300,021.03 = \$48,337.37$$

$$\text{Subsequent Years: } \$48,337.37 + \$44,281.52 = \textbf{\$92,618.89}$$

75% Capacity:

$$.75(\$696,716.80) - 300,021.03 = \$222,516.57$$

$$\text{Subsequent Years: } \$222,516.57 + \$44,281.52 = \textbf{\$266,798.09}$$

CONCLUSION (THE EVALUATION)

Madam Mystic's Aromatherapy becomes a lucrative business venture operating at approximately half of the establish throughput capacity. The attraction breaks even running at 43% capacity within the first year.

PRODUCTION SCHEDULE

Duration (weeks)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
Conception																								
Materials Ordering																								
Fabrication																								
Legalities																								
Auditioning																								
Hiring																								
Training																								
Costume Fitting																								
Product Design																								
Product Testing																								
Soft Opening																								
Opening																								

As a relatively small attraction free from the confines of a large building, I have projected Madam Mystic's Aromatherapy to be brought to fruition in a six-month period. The longest time being dedicated to fabrication of the wagon, as there are many details that require work of specialized craftsman. Handling legalities such as licensing, permitting, hiring contract development, etc., is also an ongoing process throughout the creation of the business. There is also a good chunk of time dedicated to onboarding the right employees as this business requires staff members to double as actresses that support the consistent story and theming surrounding Madam Mystic's Aromatherapy.

PRELIMINARY WORK

Throughout the design process, I held close the initial concept of a traditional Vardo wagon. However, I iteratively worked to become less adhered to that aesthetic which allowed me to create one that was recognizable as inspired by a classic trope but reached beyond the typical and flirted with the supernatural. I leaned into the witch of Madam Mystic, not only the traveler.



The Yays

I created design options such as the split, the sphere, and the séance. The final experience was modelled after the Séance but used some attributes of the sphere to help draw in patronage. The sphere acted as its own billboard so by incorporating the special effects I have listed previously; Madam Mystic's wagon is able to achieve its own beacon like qualities.



The Nays

I also considered reaching out to an alternative demographic entirely, appealing to guests of raves, concerts, and music festivals as opposed to renaissance festival attendees. I aimed for a counterculture/biker aesthetic to speak to the empowered modern wanderer. I ultimately did not go this route to maintain clarity of my intentions and storytelling. This angle remains an interesting design problem that could be explored in the future but for the purposes of this project it was better left behind in pursuit of the presented solution.



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Merchandise

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Wholesale cost of Premium Oils: https://essentialwholesale.com/shop-ingredients/shop-by-type/essential-fragrance-oils/essential-oils?product_list_limit=all

Wholesale cost of Cotton Wicks: https://www.alibaba.com/product-detail/100pcs-lot-High-Quality-Car-Humidifier_1600316030414.html?spm=a2700.themePage.5238101002177.1.479f233dIYRdXa

Start Up

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Cost of License: <https://www.incorporate.com/learning-center/florida/florida-state-business-license/>
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