

**ITEC Level 3**

**Unit 385 - Business Practice for Complementary Therapies**

**Recommended Minimum Guided Learning Hours – 60**

Unit Reference Number: L/503/7779

<p><b>Learning Outcome</b> The Learner will:</p> <p>1. Understand the key business criteria required for Complementary Therapies</p>	
<p><b>Assessment Criteria</b> The Learner can:</p>	<p><b>Taught Content</b></p>
<p>1.1 Explain the legal requirements for running a business</p>	<p>1.1.1 To include: The following acts and their relevance to operating a complementary therapy practice/clinic: • The Environmental Protection Act 1990 • The Work Place Regulations (Health, Safety and Welfare) 1992 • Health &amp; Safety at Work Act 1974 • The Management of Health &amp; Safety at Work Regulations 1999 • The Health and Safety (First Aid) Regulations 1981 • Dangerous Substances and Preparations (nickel) (safety) Regulations 2005 • The Personal Protective Equipment at Work Regulations 1992 • The Provision and Use of Work Equipment Regulations 1998 • The Control of Substances Hazardous to Health Regulations (COSHH) 2002 • Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995 • The Electricity at Work Regulations 1989 • The Fire Precautions Act 1971 • The Fire Precautions (Workplace) Regulations 1997 • The Manual Handling Operations Regulations 1992 • Employers Liability Act 1969 • Working Time Regulations 1998 • General Products Safety Regulations 2005 • Cosmetic Products (Safety) Regulations 2008 • The Supply of Goods and Services Act 1982 • The Sale and Supply of Goods Act 1994 • The Consumer Protection Act 1987 • Trades Description Act 1972 • Local Government (Miscellaneous Provisions) Act 1982 • Data Protection Act 1998 • Social Services Act 1970 • Race Relations Act 1976 • Sex Discrimination Act 1986 • The Disability Discrimination Act 2005 • Mental Health Act 2007 • ECHR (Human Rights Act) 1998 • The Care Standards Act 2000 • Medical Act 1983 • Children Act 1989 • Sex Offenders Act 1997 • Crime and Disorder Act 1998 • Protection of Children Act 1999 • Youth Justice and Criminal Evidence Act 1999 • The Children (leaving care) Act 2000 • Veterinary Surgeons Act 1966 • Copyright, Designs and Patents Act 1988 (Performing Rights) • VAT Act 1994 • Medicines and Healthcare products Regulatory Agency (MHRA) requirements • Prohibited appellation regulations • Advertising standards • Any other Local, National or European legislation as noted in the NOS and Core Curriculum</p> <p>1.1.2 The licensing laws involved with establishing a business to include: • Local and National bye laws • Who to contact for information • Treatments which may require licensing e.g., Massage and Special Treatments (MST) Licence • Exemptions from licensing</p>

<p>1.2 Explain how marketing and public relations are used in businesses</p> <p>1.3 Describe the employment opportunities within the Complementary Therapy Industry</p> <p>1.4 Explain how to promote Complementary Therapy practices</p>	<p>1.2.1 To include:</p> <ul style="list-style-type: none"> <li>• The main forms of marketing and public relations and their roles in business promotion</li> <li>• Identification of potential market and customers</li> <li>• Newspapers</li> <li>• Press releases</li> <li>• Leaflets</li> <li>• Direct mail</li> <li>• Word of mouth</li> <li>• Television</li> <li>• Internet</li> <li>• Cinema</li> <li>• Radio</li> <li>• Posters</li> <li>• Talks</li> <li>• Demonstrations</li> <li>• Exhibitions</li> <li>• Open days</li> <li>• Charity events</li> <li>• Sponsorship</li> </ul> <p>1.3.1 To include:</p> <ul style="list-style-type: none"> <li>• Key employment opportunities within the complementary therapy industries, outlining roles, responsibilities and progression routes for example:</li> <li>• Employed</li> <li>• Self-employed</li> <li>• Receptionist</li> <li>• Junior therapist</li> <li>• Therapist</li> <li>• Senior therapist</li> <li>• Clinic/spa manager</li> <li>• Director</li> <li>• Health care sector</li> <li>• Spas</li> <li>• Clinics</li> <li>• Salons</li> <li>• Voluntary sector</li> </ul> <p>1.4.1 To include:</p> <ul style="list-style-type: none"> <li>• The methods of promotion suitable for complementary therapy practices</li> <li>• Sampling</li> <li>• Point of sale displays</li> <li>• Merchandising</li> <li>• Loyalty cards</li> <li>• Price reductions</li> <li>• Competitions</li> <li>• After sales service</li> <li>• Bonus retail product packs</li> <li>• Treatment programme schemes</li> <li>• Advantages and disadvantages of differing methods of promotion</li> </ul> <p>1.4.2 The importance of corporate image for the design and production of the following:</p> <ul style="list-style-type: none"> <li>• Business card</li> <li>• Price List</li> <li>• Stationery</li> <li>• Poster</li> <li>• Consultation forms</li> <li>• Client aftercare advice forms</li> </ul>
<p><b>Learning Outcome</b> The Learner will:</p> <p>2. Be able to research a business concept</p>	
<p><b>Assessment Criteria</b> The Learner can:</p>	<p><b>Taught content</b></p>
<p>2.1 Compare and contrast different business types</p> <p>2.2 Research a potential business opportunity using a range of resources</p> <p>2.3 Research potential premises, staff, products and resource requirements</p>	<p>2.1.1 To include:</p> <ul style="list-style-type: none"> <li>• Types of business</li> <li>• Advantages and disadvantages of each</li> <li>• Sole trader</li> <li>• Partnership</li> <li>• Limited Company</li> <li>• Limited Liability Partnership</li> <li>• Franchise</li> </ul> <p>2.1.2 Define:</p> <ul style="list-style-type: none"> <li>• Accounts</li> <li>• Assets</li> <li>• Allowable expenses</li> <li>• Basic profit and loss</li> <li>• Budget</li> <li>• Car expenses</li> <li>• Cash flow</li> <li>• Corporation tax</li> <li>• Costing of treatments</li> <li>• Drawings</li> <li>• Expenditure</li> <li>• Fixed overheads</li> <li>• Gross profit</li> <li>• Income</li> <li>• Income tax</li> <li>• Petty cash</li> <li>• Personal pensions</li> <li>• Personal tax</li> <li>• Salary</li> <li>• Self assessment – tax</li> <li>• Spreadsheets</li> <li>• Tax returns</li> <li>• Value Added Tax (VAT)</li> <li>• Variable overheads</li> <li>• Methods of record keeping</li> <li>• National Insurance contributions (NIC)</li> <li>• Net profit</li> </ul> <p>2.2.1 To include:</p> <ul style="list-style-type: none"> <li>• The internet</li> <li>• Newspapers</li> <li>• Magazines</li> <li>• Directories</li> <li>• Advertising</li> <li>• Word of mouth</li> </ul> <p>2.3.1 To include:</p> <ul style="list-style-type: none"> <li>• Business location</li> <li>• Type of premises</li> </ul>

	<ul style="list-style-type: none"> <li>• Rent space • Rent premises • Leasehold • Freehold</li> <li>• Business type (as listed previously)</li> <li>• Décor</li> <li>• Heating • Lighting • Ventilation • Plumbing, • Flooring • Interior décor • General furnishings • Layout • Waste disposal • Laundry • Storage • Reception • Treatment areas • Relevant equipment and couches</li> <li>• Staffing requirements</li> <li>• Job description • Curriculum Vitae (CV) • Contract of employment • Hours of work • Salary and any commission structure • Holiday entitlement • Period of notice for either party • Disciplinary procedure • Maternity leave</li> <li>• Grievance policy</li> <li>• Products</li> <li>• Consumables • Professional products • Retail products</li> <li>• Stock control</li> <li>• Regular stock checks • Regular stock valuation • Stock rotation • Regular ordering</li> <li>• Treatment/service costing</li> <li>• Overheads • Commercially acceptable treatment times • Product costs • Consumable costs • Staffing costs</li> <li>• Retail product costs • Fee structure • Profit</li> <li>• Budget</li> </ul>
<p><b>Learning Outcome</b> The Learner will:</p> <p>3. Be able to prepare a business plan</p>	
<p><b>Assessment Criteria</b> The Learner can:</p>	<p><b>Taught content</b></p>
<p>3.1 Prepare a business plan for self employment</p> <p>3.2 Describe the professional services, staff and resources that may be required for a business plan</p>	<p>3.1.1 To include:</p> <ul style="list-style-type: none"> <li>• Mission statement • Market research • Competitor analysis • Premises and location • Products, services and prices • Fixed and Variable costs • Staffing requirements – job descriptions, CVs • SWOT analysis • Risk analysis</li> <li>• Insurances • Marketing and publicity • Finance and accounting practices • Legal requirements • Start up and running costs • Cash Flow Forecast • Security and data protection</li> </ul> <p>3.2.1 Business plan findings and potential additional costs to include:</p> <ul style="list-style-type: none"> <li>• Builders • Decorators • Plumbers • Solicitors • Electricians • Accountants • Printers • Product Suppliers</li> <li>• Marketing and PR • Administration/IT • Professional recruitment</li> </ul>
<p><b>Assessment</b> All Candidates will be assessed via an assignment for this unit. Unit 385 - Business Practice for Complementary Therapies assignment guidance form AG385 may be downloaded from <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>	<p>Unit 385 - Business Practice for Complementary Therapies assignment must be evidenced using assignment assessment form AA385. See <a href="http://www.itecworld.co.uk">www.itecworld.co.uk</a></p>