

EXECUTIVE SUMMARY

The Indonesian professional beauty and wellness industry has a substantial market growth potential, with the beauty and wellness industry projected to expand significantly due to urbanization and changing consumer preferences as well as driven by an increasing middle class with a rising disposable income and heightened awareness of personal care. Amidst this growing demand, WellMed emerges as a business offering alternative payment methods for beauty and wellness treatments to bridge the gap that exists within the affordability and accessibility of services within the beauty and wellness industry. WellMed's vision is to empower individuals with alternative payment methods in this sector, with a mission to make beauty and wellness services accessible and affordable to Indonesia's middle-income individuals, including professionals, business owners, and other underserved segments. The primary problems WellMed addresses are the high costs and limited financial options for these services, which often prevent individuals from accessing desired treatments. WellMed's unique selling proposition lies in its catered financial products, integration with partner clinics, and quick approval processes. These features ensure that our customers can manage the costs of beauty and wellness treatments with ease, thus tackling the accessibility and financial barriers head-on. The main target market for WellMed includes middle-income earners in urban areas, particularly those aged 35-44 years old who are increasingly investing in personal care for themselves and their close families. However, WellMed faces competition from traditional banks and other financing companies that offer generic loans. Despite this, WellMed's focused differentiation strategy, which centers on the specific needs of beauty and wellness clients, gives it a competitive edge through a seamless integration with partner clinics and service providers. Thus, WellMed is strategically positioned to capture a significant share of this lucrative market by providing innovative and accessible financial solutions.

Keywords: beauty and wellness industry, alternative payment, integration
Industry: Financial Technology