



Med Spa Cost Template

Your med spa name: _____

● Startup costs

List all your startup costs below:

*Change any of the items with ones that better fit your business.

Item	Quantity	Cost per unit	Total
Equipment (e.g., lasers, body contouring, CoolSculpting machines, beds, tools)			
Licenses and insurance			
Renovations or build-out			
Initial product inventor			
Software and tech setup			
Branding and marketing			
Other			

● Fixed monthly expenses

List all your fixed monthly costs:

Expense	Total cost
Rent or lease	
Staff salaries	

Expense	Total cost
Software subscriptions	
Insurance premiums	
Loan repayments (if any)	
Other	

● Variable monthly expenses

List of your variable monthly expenses:

Expense	January	February	March	...	Total YTD
Seasonal décor or promotional materials					
Skincare retail inventory					
Utility bills (electricity, water, gas)					
Part-time or temp staff wages					
Disposable medical items (needles, gloves, gauze, masks, etc.)					
Seasonal décor or promotional materials					
Marketing campaigns and promotions					
Other					
Total cost per month					

● Revenue projections

Enter your projected revenue from services and retail sales:

Services

Month	Service	No. of treatments performed	Price per service	Total revenue
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Products

Month	Service	No. of products	Price per product	Total revenue
January				
February				
March				

Month	Service	No. of products	Price per product	Total revenue
April				
May				
June				
July				
August				
September				
October				
November				
December				

● Profit and loss tracking

Enter your total revenue, fixed and variable, and total expenses to calculate your net profit or loss:

Month	Total revenue	Fixed expenses	Variable expenses	Total expenses = Fixed + Variable	Net profit/ loss = Revenue - Expenses
April					
May					
June					
July					
August					
September					
October					

Month	Total revenue	Fixed expenses	Variable expenses	Total expenses = Fixed + Variable	Net profit/ loss = Revenue - Expenses
November					
December					
Total					

● Key performance metrics

KPI	Value	Notes / Target
Client acquisition cost	\$	Cost to acquire each new client
Average revenue per client	\$	Total revenue ÷ total clients
Service utilization rate (%)	%	% of available treatment hours used
Client retention rate (%)	%	% of clients returning for additional visits
Retail product conversion rate (%)	%	% of clients who purchase retail products
Revenue per treatment room	\$	Total revenue ÷ number of treatment rooms