

ASEAN WELLNESS CLUSTER

Strategic Planning Cheat-Sheet

PRACTICAL DOWNLOAD: MODULE 1 / ASSET 1



1. Business Information

BUSINESS NAME: _____

LOCATION: _____ CATEGORY: _____



2. Business Cluster



CLUSTER A:

Medical, Urban, High-Tech Beauty



CLUSTER B:

Nature, Roots, Herbal, Botanical



CLUSTER C:

Spiritual, Silence, Heritage Niche



3. Value Proposition

SIGNATURE ASSETS

TARGET PERSONA



4. 3-Day The "Ready-to-Use" Itinerary Pack

Day	Theme	Activity Outcome
Day 1		
Day 2		
Day 3		

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The "Ready-to-Use" Itinerary Pack

PRACTICAL DOWNLOAD: MODULE 1 / ASSET 2



Activities Details

Day 1

Time	Activity	Details
Morning		
Afternoon		
Evening		

Day 2

Time	Activity	Details
Morning		
Afternoon		
Evening		

Day 3

Time	Activity	Details
Morning		
Afternoon		
Evening		

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Ethics & Safeguards Checklist

PRACTICAL DOWNLOAD: MODULE 1 / ASSET 3



Information

DATE: _____ SHIFT SUPERVISOR: _____



"This daily checklist ensures your team maintains the gold standard of professional hospitality and safety. Complete this every morning and afternoon to protect your brand and your guests."



The "Zero-Risk" Reception

Status	Safety Standard	Details
☐	Informed Consent Signed	Every guest has signed a form stating services are non-medical.
☐	Contraindication Check	Therapist has asked: 'Are you pregnant?', 'Any recent surgeries?', 'High blood pressure?'
☐	Scope of Practice	Staff knows script: 'I am a therapist, not a doctor. I cannot diagnose injuries.'
☐	Privacy	Guest intake forms are stored in a locked cabinet or password-protected file.



The "Visual Hygiene" Theatre

Status	Safety Standard	Details
☐	The Open Pack	Fresh linens/towels are opened in front of the client.
☐	High-Touch Wipe	Door handles, payment terminals, and counters wiped with disinfectant every 60 mins.
☐	Ventilation	Treatment room windows opened or air purifier run for 15 mins between clients.
☐	Hand Washing	Therapist washes hands with soap for 20 seconds before touching the client (and client sees it).



Cultural & Safety Respect

Status	Safety Standard	Details
☐	Modesty	Sarongs/disposable underwear provided; client is never fully exposed during treatment.
☐	Gender Check	Male therapists do not treat female guests (unless explicitly allowed/requested).
☐	Sacred Objects	No feet pointing at Buddha statues or religious icons in the lobby/rooms.
☐	Quiet Zone	No mobile phones used by staff in guest areas.

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Cluster A Sample



1. Business Information

BUSINESS NAME: *ABC Medical & Heritage Wellness Center BKK*

LOCATION: *Asoke, Bangkok*

CATEGORY: *Integrative Clinic & Spa*



2. Business Cluster



CLUSTER A:

Medical, Urban, High-Tech Beauty

Cluster A: Best fits for *The Leaders*
(Thailand, Malaysia, Singapore)



3. Value Proposition

SIGNATURE ASSETS

- UNESCO Nuad Thai (Traditional Massage)*
- Post-Surgery Herbal Hot Compress (Plai)*
- Integrated High-Tech Scalp Therapy*

TARGET PERSONA

- Medical tourists post aesthetic surgery*
- Office workers with "Tech-Neck" burnout*
- Active silver travelers (60+ healthy aging)*



4. 3-Day The "Ready-to-Use" Itinerary Pack

Day	Wellness Activity	Activity Outcome
Day 1	<i>Welcome Consultation + Express Stress Relief (60m)</i>	<i>Release travel stiffness & arrival anxiety.</i>
Day 2	<i>Traditional Hot Herb Recovery Treatment (90m)</i>	<i>Reduce physical inflammation & soreness.</i>
Day 3	<i>Posture Analysis Workshop + Home Care Herb Pack</i>	<i>Establish long-term posture habits for work</i>

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Cluster B Sample



1. Business Information

BUSINESS NAME: *XYZ Jamu Roots & Botanical Sanctuary*

LOCATION: *Bali, Indonesia*

CATEGORY: *Eco-Wellness Retreat*



2. Business Cluster



CLUSTER B:

Nature, Roots, Herbal, Botanical

Cluster B: Best fits for *The Emerging*
(Vietnam, Philippines, Indonesia)



3. Value Proposition

SIGNATURE ASSETS

- Heritage Jamu Tonics (Ancestral Recipe)*
- Balinese Boreh Body Scrub (Volcanic)*
- Rain-Forest Bathing & Tea Meditation*

TARGET PERSONA

- Long-stay Digital Nomads (Work-action)*
- Nature-loving eco-tourists & honeymooners*
- Botanical & ethno-botany enthusiasts*



4. 3-Day The "Ready-to-Use" Itinerary Pack

Day	Wellness Activity	Activity Outcome
Day 1	<i>Welcome Turmeric-Lime Tonic + Sunset Paddy Walk</i>	<i>Grounding and mental disconnection.</i>
Day 2	<i>Farm-to-Spa: DIY Jamu Making Workshop (Hands-on)</i>	<i>Interactive cultural skill acquisition.</i>
Day 3	<i>90m Balinese Boreh Scrub + Farewell Garden Lunch</i>	<i>Complete body detox and energy boost</i>

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Cluster C Sample



1. Business Information

BUSINESS NAME: DEF Silent Wisdom Sanctuary

LOCATION: Siem Reap, Cambodia

CATEGORY: Spiritual Wellness Retreat



2. Business Cluster



CLUSTER C:

Spiritual, Silence, Heritage Niche

Cluster C: Best fits for **The Niche**
(Cambodia, Lao PDR, Brunei)



3. Value Proposition

SIGNATURE ASSETS

- 32-Herb Khmer Herbal Steam Sauna Ritual
- Monk-led Meditation & Blessing Ceremony
- Kru Khmer Ancient Medicine Consultations

TARGET PERSONA

- Solo travelers seeking life-path clarity
- Digital detox seekers (Phone-free sanctuary)
- Religious & spiritual heritage scholars



4. 3-Day The "Ready-to-Use" Itinerary Pack

Day	Wellness Activity	Activity Outcome
Day 1	Silent Arrival + Sunset 32-Herb Steam Sauna	Purification and transition to stillness
Day 2	Sunrise Alms Giving + Mindful Temple Walk	Spiritual connection and presence building
Day 3	Traditional Sound Bath + Intentional Departure	Integration of peace for the return home