



last minute services online

**MEDIA RELEASE  
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### **Pain relief arrives to increase bookings in fitness & wellbeing services.**

**Every day, the over 8,000 businesses in the fitness and wellbeing industry have un-booked appointments which simply go to waste. Until now, there has been no channel to effectively clear over-capacity leaving thousands of sole practitioners and small business owners with no alternative but to survive on their own marketing budgets and personal know-how.**

Just as wotif.com and lastminute.com have created a permanent shift in the travel industry by improving overall occupancy rates, so too is Find4me set to revolutionize the fitness & wellbeing service industry through its last minute appointment system.

Each day, practitioners' post vacant appointments for up to seven days in advance, allowing customers to quickly and easily book a service in their local area. A range of modalities will be represented from massage, fitness & personal training right through to yoga and Pilates, giving customers greater choice and accessibility to the range of services on offer.

And, in a country where 60% of Australians are overweight or obese (Source: Department of Health & Ageing, Australian Government, 2001) and stress-related presenteeism and absenteeism are directly costing Australian employers \$10.11 billion a year (Source: The Cost of Workplace Stress in Australia, Medibank Private, August 2008), there is a strong need for improved accessibility of fitness and wellbeing services for the average Australian.

Kareene Koh, founder of Find4me says 'with the growing stress and worry about the economy and jobs, it is even more important to take care of our personal health and wellbeing whilst at the same time recognizing that these services need to be cost effective. It is also important that we support the over 8,000 small businesses that need customers in order to survive. It seemed like the right time to bring these two needs together more effectively for everyone's benefit.'

### **Finding new customers for micro businesses.**

A recent report by Flying Solo on 'Understanding Micro Business, 2008' found that '44% of business respondents felt that the biggest challenge was finding new customers while a significant 38% also struggled with not enough hours in the day'. Find4me is designed to address these two issues for business owners by finding new customers in a time and cost effective manner, whilst still allowing business owners to retain complete control over the timing, price and number of appointments posted.



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Kareene Koh says 'this is the innovation the industry needed. As a business owner, vacant appointments represent a huge opportunity cost. Building a successful practice often requires getting people in the door for the first time and impressing them from there. Find4me provides a simple solution to improve business profitability both now and for the future.'

#### **About Find4me**

Find4me is an innovative Australian business that creates a marketplace for last minute appointments in the fitness, massage and natural therapies industry.

Business owners post their vacant appointments on Find4me to make them available for sale. This can be done anytime up to four hours prior to the appointment start time. If the appointment is subsequently booked through another channel, we ask that our suppliers remove the appointment to eliminate the risk of double booking for our customers.

Customers purchase the appointment online up to seven days in advance and secure their booking via a 10% deposit. All bookings are confirmed with the business owner through an email notification and SMS to support real-time appointment management.

The customer provides the balance of payment directly to the supplier at the time of the service. Suppliers are charged on a fee per booking basis and incur no cost if the appointment is not sold.

#### **About Kareene Koh**

Find4me was founded by owner and Director, Kareene Koh. After nearly ten years of working in a high pressure, corporate environment, Kareene decided to apply her energy to her own business.

After a few attempts at finding massages and other services at the last minute, Kareene became frustrated with the effort required. Countless phone calls and emails would frequently lead to no appointment. It all seemed to be unnecessarily time consuming.

Kareene decided to combine her passion for health and wellbeing with her business know-how to create a last minute solution for the industry to sell discounted appointments. Kareene says 'it seemed like the logical thing to do. I knew it would have its challenges but my gut feeling was that the idea would work'.

'The concept of Find4me appealed to me because I understand how hard it can be for busy people to make time for themselves and often their personal needs fall to the bottom of the list. These types of services can have such a positive effect on every aspect of your life. I just want more people to discover that for themselves and this seemed like a great way to start.'

Find4me launches in May 2009 and will be offering last minute fitness, massage, beauty and natural therapy appointments throughout Australia.

**For more information about Find4me.com.au or for interviews, please contact Kareene Koh, Ph. 0430 658 660 / E. [kareene@find4me.com.au](mailto:kareene@find4me.com.au).**

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