



## FUN FEET REFLEXOLOGY CENTER

# From the Ground Up

J. LEUNG is a staunch proponent of the ancient Chinese art of restoring energy by touch.

**H**ong Kong's everyday foot traffic is understatedly impressive; millions of people traverse the intricate commuter network laid out across the territory daily. A day's labor combined with this round-trip trek from home to work builds fatigue, soreness and stress, which can later exacerbate illness. To remedy this, many turn to reflexology, an ancient Chinese therapeutic practice and perhaps the only medicinal foot massage on the market. In key locations in Hong Kong Island, Fun Feet Reflexology Center is ready to treat the weary pedestrian.

### The Right Direction

"Since 2007, we saw the massage industry turn around," says manager J. Leung. "Hong Kong people needed quick, high-quality, but reasonably priced physical therapy services. As Happy Valley is known as a region of higher purchasing power, we decided on trying out this area first, starting with a three thousand square foot shop."

Hong Kong's health care industry requirements have grown high. Customers need more than just a decent massage session. To patronize any service establishment, it needs to be of a welcoming size, does not lack of quality services, and caters to the needs of different ages. Design, decor and even music are taken into consideration.

"To be up to standard, we hired professionals to design all our shops. All our therapists and technicians have at least 5 years of experience in the field. Our receptionists are trained to provide guests attentive care and friendly service. Perfecting the formula, we then expanded with a second shop in Central under the name 'Foot Stop'."



### Best Foot Forward

"To enhance the image of the company, guests must first feel the comfortable. A cramped and crowded shop will not do. Guests need to have not only a sense of space but also a serene environment to fully enjoy the treatment. We want to provide a true value-for-money experience."

While the chain's main therapeutic offering is of the traditional sort, the company has taken steps towards modern techniques and technologies. In February 2015, Foot Stop introduced to customers LPG Systems' state-of-the-art Cellu M6 Lipomassage and Endermolift machine, which mechanically stimulates skin, activating deep tissue cells underneath. It is noninvasive and painless. "Apart from just increasing our services, we also want to give our customers something new and modern," says Leung.

In addition, Fun Feet has expanded to include, among others, medical and lymphatic massages, as well as cosmetic services such as exfoliating and hydrating treatments for hands and feet, and choices of French and Shanghainese nail treatments. Foot stop also offers home service.

Rent and competitor saturation remain constant challenges for any player in the industry, a reality with which J. Leung has grown accustomed. Nonetheless, he remains unperturbed. Fun Feet Reflexology Center has performed well beyond expectations, and it will continue to do so.

"As long as we always maintain the quality of our service, and a positive, proactive attitude, we will be able to successfully grow and retain a wider customer base. Good service will always be our only way to success." ■

For additional information please visit [www.funfeet.com.hk](http://www.funfeet.com.hk)

