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# Project Guidance Form

iUCT26 – Introduction to clinic services and business awareness for complementary therapies

Identify the basic requirements of operating and promoting a complementary therapies practice

To include the following:

- Business models
- Basic resources
- Business environment
- Basic marketing and promotion
- Basic products and services
- Client appointment systems
- Customer loyalty
- Employment opportunities in the industry
- Legislation
- Insurance

All evidence listed above may be presented in any of the following formats and may include some ICT:

- List
- Written word
- Chart
- Spider diagram
- Other pictorial presentation