

“By correcting posture and structure, life can change.”

Message from the Founder

Hello,
My name is KIZAKI YUTA, founder of Japanese Body Therapy (JBT).
Thank you very much for your interest in our franchise model.

In the past, I operated a group of 187 chiropractic and osteopathic clinics in Japan, gaining extensive experience and success. In 2022, I relocated to Singapore, where I established a highly profitable model of PM Balance Seitai in our flagship store. Building on that success, we are now aiming to expand to 100 locations across Asia.

PM Balance Seitai is our unique technique designed to fundamentally correct chronic issues such as shoulder stiffness, lower back pain, and fatigue caused by misalignments in posture and skeletal structure. By combining pelvic correction, deep muscle shiatsu, and posture analysis into a 60-minute fully manual session, we deliver visible Before/After results in just one treatment, leaving a strong impression and earning deep trust from our clients.

With a first-visit closing rate of over 70%, an average contract value of SGD 1,474–2,627, and a lifetime customer value (LTV) exceeding SGD 6,000, we have built a replicable model that even beginners can succeed with through thorough training and a fully systemized operation.

Our philosophy is “A fair exchange of value and money.”
Our purpose is not “to sell,” but to change our clients’ lives.

Three Core Principles:

1. No.1 in customer satisfaction
2. No.1 in staff happiness
3. Contribution to society

With this philosophy and system, we will fully support your success.
Let’ s bring life-changing therapy to your city together.

KIZAKI YUTA
CEO, JBT GLOBAL PTE. LTD.
Full Member, FLA Singapore
CEO / Representative Director
JBT GLOBAL PTE. LTD.

JAPANESE BODY THERAPY

SEITAI • PELVIS • SHIATSU

“Almost Zero Cost × Over 100M JPY Annual Sales
from One Store”

Singapore No.1 Japanese Seitai & Posture Therapy

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About us



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JAPANESE BODY THERAPY



JAPANESE
BODY THERAPY
整体・骨盤・指圧

Seitai / Pelvic Balance / Shiatsu

“Correcting posture and structure can change your life.”
Delivering Value to the World
-High Profit × Low Risk × Replicable Model

Join us as a franchise partner today!
We aim not to only improve the general well-being of our clients,
but also to bring smiles to their faces!
Be a part of our growth as we expand into Asia.
*Massage License obtainable in 2 weeks (Singaporeans only)

Singapore No.1
Japanese Seitai & Posture Therapy

Advertising-free growth:
70+ new clients monthly, over SGD 1M annual sales
Featured in Yahoo! Asia – 570+ Google Reviews, 4.9+ rating

yahoo!

Google
Reviews ★★★★★

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Our aim to be a 100-salon strong group stems from our strong belief of improving as many people’s lives as possible through Japanese Body Therapy!

What is PM Balance Seitai?

- A fusion of traditional Japanese techniques and anatomical science that delivers real results:
- A 60-minute full session combining traditional Japanese Shiatsu, pelvic correction, posture alignment, and deep muscle therapy
- Visual transformation using before/after posture photos for strong client satisfaction
- Immediate change for chronic issues that “didn’t improve elsewhere”
- Integrative techniques: sustained pressure, skeletal adjustments, and nervous system activation
- A true holistic approach combining Western anatomy with Eastern hands-on therapy

Franchise Training Program – Master Everything in 1 Month

All franchisees will undergo a full one-month training program at our flagship store in Suntec City, led directly by our COO. This hands-on training ensures you gain all the skills needed to run a high-performing clinic from day one.

- You will learn:
- PM Balance Seitai: 60-minute full-body session
 - Consultation & intake interview (postural photo analysis, communication)
 - New client package sales (contract closing: 17–34 sessions)
 - Pelvic correction using the Thompson table
 - Postural alignment techniques and explanations
 - Deep muscle shiatsu massage with sustained pressure
- After one month of training, you’ll be fully equipped to launch and operate your own JAPANESE BODY THERAPY clinic – with both confidence and skills.

- Proven Product Strength
- Over 70% first-visit conversion rate
 - Primarily 34-session and 17-session prepaid packages (SGD 1,474–2,627 per contract)
 - One-time sessions are also available at SGD 100
 - Over 90% of revenue comes from upfront package payments
 - 570+ Google reviews with a 4.9+ average rating in Singapore
 - High retention & satisfaction through full-reservation system

Franchise Profitability & Revenue Structure

Achieve over SGD 1 million in annual sales through a replicable business model

Revenue Highlights:

- Monthly Recognized Revenue (IFRS): SGD 80,000+
- Monthly Prepaid Package Sales: SGD 96,000–130,000
- Operating Profit Margin: Over 40% (after royalty fees)
- Contract Pricing: SGD 1,200–1,400 (17 / 34 / 50 / 80 sessions)
- One-time sessions available: SGD 100 per visit
- Strong repurchase rate = high lifetime customer value (LTV)

- Performance Snapshot (2025):
- Suntec City Flagship: Monthly Avg. Sales SGD 100,000+
 - Annual Sales Pace: SGD 1.2M+
 - Customer Unit Price: SGD 1,200–1,400
 - Repeat Rate: Over 80%
 - 70+ new clients/month with zero advertising
 - Replicability proven – new staff closed a 50-session package in their first month

- Why This Model is Replicable
- Almost zero COGS – no inventory or product stock
 - Minimal fixed costs (mainly rent and salaries)
 - Fully systemized: operation, treatment, consultation, and sales scripts
 - Full HQ support: recruitment, onboarding, education
 - All client-facing operations are structured and standardized

- Licensing & Hiring in Singapore
- Massage License obtainable in 2 weeks under simplified scheme (Singaporeans only)
 - No national medical qualification required – basic massage license is sufficient
 - Therapist salary: approx. SGD 3,000/month
 - Recruitment ad budget: under SGD 1,000/year, with 5–6 monthly applicants
 - One therapist generates 3–4x their salary in monthly revenue
 - High productivity × High unit price × Prepaid model = Strong profitability

- HQ Support Provided
- Location scouting and interior layout planning
 - Technique training: structure, shiatsu, anatomy, posture photo analysis
 - Sales & consultation scripts, intake interview manuals
 - Staff recruitment support: media ad setup and interview criteria
 - KPI-based business systems for retention & LTV
 - Franchise training is held at Suntec City Flagship with real on-site guidance by our COO

- Franchise Package Overview
- A one-location, high-profit model ready to scale across Asia
- Initial Investment: SGD 200,000+
 - Franchise Fee: SGD 50,000
 - Royalty: 15% of monthly package sales (prepaid revenue)
 - ROI: 2–3 years
 - Territories Open: Singapore / Hong Kong / Taiwan / Indonesia / Thailand / Philippines / More



Store Layout Comparison

- Flagship Store (Suntec City)
- Area: 127.03 m² (1,367 sqft)
- Rent: SGD 25,000/month
- Staff: More than 7
- Equipment: 10+ treatment beds, 2 Thompson tables, 1 consultation

- Franchise Standard Model
- Area: Approx. 63 m² (680 sqft)
- Rent: SGD 12,000–13,000/month
- Staff: 5-person team
- Equipment: 6 treatment beds, 2 Thompson tables, 1 consultation bed

Monthly Sales Model

Flagship Store

Accounting Revenue: Approx. SGD 80,000

Package Sales (Prepaid): Over SGD 100,000 (average)

Franchise Model

Accounting Revenue: Approx. SGD 70,000

Package Sales (Prepaid): SGD 70,000–100,000

Profit & Loss		
Item	Flagship Model	Franchise Model
Accounting Revenue	SGD 80,000	SGD 70,000
Package Sales	SGD 100,000 - SGD 130,000	SGD 100,000
Royalty (15% of monthly package sale)		SGD -15,000
Rent	SGD -25,000	SGD -12,500
Staff Salary	SGD -20,000	SGD -17,500
Other Expenses	SGD -1,500	SGD -1,100
Operating Profit (Accounting Base)	SGD 33,500	SGD 23,900
Operating Profit (Package Base)	SGD 68,500	SGD 53,900

Flagship staff: 7, FC staff: 5

Franchise Profit Simulation (Per Store)**

- Royalty (15% of monthly package sales): SGD 15,000
- Rent: SGD 12,500
- Staff Salary (5 staff): SGD 17,500
- Other Expenses (utilities, supplies): SGD 1,100
- Operating Profit (Accounting base): Approx. SGD 20,000
- Operating Profit (Package base): Approx. SGD 30,000+

First-Month Cash Flow Simulation

- New Clients (First Month): 100
- Avg. Package Price (conservative): SGD 1,000
 - Cash In (Packages): SGD 100,000
 - Operating Expenses (rent, staff, utilities, royalty): ~SGD 70,000
- First-Month Cash Flow: +SGD 30,000

Royalty

- 15% of monthly package sales (e.g., 100,000 → 15,000)
 - Royalty is applied to prepaid package sales, not accounting-based consumption revenue.
 - Only applies to services actually performed
 - Package contract payments (prepaid) are not subject to royalty
- We adopt a fair royalty structure based on actual performance, allowing franchisees to grow with confidence and profitability.

Message

Our flagship store consistently generates over SGD 80,000/month in accounting revenue and more than SGD 100,000/month in package sales. The franchise model reproduces this success with half the size, cost, and staffing—while maintaining equal profitability. Even compact stores can achieve high unit prices and high LTV with our proven business system.

