

# Company in need: 'Due to corona, we have started to give digital massage courses'

17-8-2020 18:13:13

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"As a massage school we have been hit hard by the corona crisis. How can you massage 1.5 meters away?" Van Zurk was naturally concerned about the survival of her massage school in mid-March. "Our salon is in Amsterdam, and the rental costs just continued while we were closed," she says.

Rent was not the only problem. "We had to cancel all courses in March. We were able to offer some students a voucher, but others needed the money now because their own company, for example, went under. Then you have to return the money. We were also forced to do the retreats that we take in Thailand. organization," said Van Zurk.

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"Not only financially, it was bitter that we had to close, but also because we know how much our students benefit from our school. We received direct emails from people who missed the lessons, because they were in the middle of a burnout, for example. "

## Opportunities in the crisis

Van Zurk has been running the massage school for eleven years now, together with her husband. After a day of sickness they saw opportunities in the crisis. "Right now people started to need knowledge about massage", she continues. "People sat at home all day, were stressed. As a result, neck pain, headache, back pain. We thought, we bring the massage mat home. We immediately started to offer online all our courses and lessons that we have developed over the past eleven years. . "

When the children were in bed, she recorded course videos with her husband. "We initially offered them for free," she explains. The reactions were very positive. "To our surprise, it turned out to be very possible to teach people how to massage digitally. The great thing about online is that people all over the world can do the course at the same time."

Offering massage courses online is so good that the entrepreneur wants to continue the online professionalization. "With a technical team, we invest in the further development of online courses. That costs something, but then you have quality. Ultimately, we will offer the courses online for a fee, but we initially wanted to keep it accessible."

## Better safe than sorry

The school is now physically running some of the massage courses in Amsterdam again. "Our students, wearing masks, are taught on models. For safety reasons, we are not running our courses at full speed yet. We want to make sure that no one infects each other through our courses. I do not massage myself at the moment, because I have chronic bronchitis, "said Van Zurk.

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The massage school had access to government support. "It did not cover all the costs, but we were happy with it. Our Thai colleagues - we are part of a franchise - are really sad. Nobody goes to Thailand, they have no customers for their massage courses and they do little online. "

Van Zurk continues: "Fortunately we did not have to fire people, because we only work with freelance masseurs." The massage school had built up a buffer, which allowed them to bridge the past months. "We assume that we will get through this crisis and that after this only more people will be able to find us."

Source: [nunl](#)