



THE YOGA CENTER

Business Plan

- Pooja Khurana
- Thi Phuong Thao Le
- Punit Kumar

Description of the project

The “Yogic Healer Yoga Center”, (YHYC) is the most authentic and one of the oldest yoga centers in India. The yoga centre now aims to spread the knowledge and benefits of yoga to the mankind across the globe.

The Yoga Center features well-trained, professional instructors, progressive teaching methods, encouraging atmosphere and a beautiful light-filled facility collaborated with a prestigious fitness center, “Lifestyle Fitness First Club” (FF).



Why people need yoga?

- The primary goal of yoga is to gain balance and control in one's life
- Yoga is a physically rejuvenating, spiritually benefiting and emotionally uplifting experience
- Alleviates physical and mental health problems, instills self-discipline
- Increases stamina, improves work efficiency, leads to a happier life

Benefits

- Cures physical ailments (cardiovascular diseases, diabetes, obesity etc.)
- Improves mental health (provides peace, reduces anxiety, stress)
- Positive outlook; Boosts confidence
- Increases strength; Weight management
- Improves memory, Concentration Skills
- Rejuvenates everyday-life (fights fatigue, body aches, mood swings)

Seven pillars of Excellence

The foundation parameters on which we ensure the excellence of our centre are:

- Heritage
- Knowledge
- Experience
- Credibility
- Trained professionals
- Quality
- Pricing



Challenges

- Regulatory framework
- Working Capital and Investments
- Marketing hurdles
- Sustainable resource inflow
- Suitable location

SWOT Analysis

Strength

- Indian Background
- Knowledge of Business
- Authentic credibility
- Trained professionals
- Low cost model

Weakness

- Lack of International experience
- Financial backbone- not very sound
- Lack of International Market Knowledge

Opportunities

- Line extension into health centers
- Minimal indigenous competition
- Health conscious population
- Beneficial for the country

Threats

- Competition from other health and recreational centers
- Government regulations
- Acceptance by local people

Market Analysis

Fragmented

Less Penetrated

Less Competition

Huge Marketing Potential

Segmenting

- In Dusseldorf
 - Working Professionals
 - Students(U.G/ P.G)
 - Housewives
 - Indian origin population
 - People > 60 yrs

Targeting

- Working Professionals
- Students(U.G/ P.G)
- Housewives

Positioning

(USP-Unique Special Proposition)
Yoga expertise coming to you straight from the land of its birth !

Market Characteristics

Marketing Mix

Competitors

- **Dharma Yoga Center**
Kalkstr. 24a
40489 Düsseldorf
- **McFit GmbH**
Dusseldorf-Bilk
Völklingerstraße 24
40 221 Dusseldorf
- **Wellness & Gesundheitszentrum Vitalis**
Andreas Hecht-Str. 14D
04 736 Waldheim



Global Popularity

- **Yoga therapy** has been applied in hospitals in India and medical research is providing increasing evidence to support the efficacy of **yoga therapy**.
- In the USA and Europe , dedicated and respected **yoga therapy** centers are developing.
- 13th most popular physical activity in Australia.
- Complementary Medicine team, at RMIT University in Melbourne surveyed 3,832 people. >1600 practiced yoga daily, 96% reported improved physical and mental health.



Why collaboration with FF?

- **Football:** Over 275,000 members

- **Brand Awareness:** Above-average purchasing power, consumption-oriented, brand-conscious, open to new products and trends of modern lifestyle of the target character. Official Partner with Reebok, Media partner with Healthy living Newspaper etc.

- **Insurance Protection:** Insured with ERGO, the largest insurance groups in Germany and Europe. Offers a comprehensive range of insurance, pensions and services

- **YOGI (Yoga Of Mind):** Regarded as the most popular and satisfying fitness center by young and middle aged people in the area

- **Facility Features:** Modern machinery (cardio equipments, energy cycling), wellness areas (sauna, solarium), child care, etc.



Communication Channels

- Social networking sites: Facebook etc.
- Brochures
- Lifestyle Fitness First's marketing channels: Fit Newsletter, Fit Online
- News Paper



Definition of Capacities

- Classes held at Lifestyle Fitness First Center, Bonner Straße 29, Dusseldorf
- Yogic Healer Yoga Center open from Monday-Friday 9a.m-7p.m
- Meditation classes are free for members
- Student capacity of each class: up to 24
- Each class of 1 hour, 7 classes on Mondays, Wednesdays and Fridays.
- 2 classes on Tuesdays and Thursdays with special classes for “Pregnancy Program”.



Results of the market study

Parameter	Spec. Assumption
Total production	10000 Hours of teaching service and 6328 members
Capacity	20 hours per week
Working time	5 days per week
Price	15 €. We intend to give discounted 10% price at 15-17pm
Location	Düsseldorf/ Germany
Product produces	Service



Course plan

Timing	Monday	Tuesday	Wednesday	Thursday	Friday
9-10 am	Meditation	Meditation	Meditation	Meditation	Meditation
10-11 am	Yoga 1		Yoga 1		Yoga 1
11-12 am	Yoga 2		Yoga 2		Yoga 2
12-13 pm					
13-14 pm		Pregnancy		Pregnancy	
14-15 pm	Disease specific		Disease specific		Disease specific
15-16 pm	Yoga 1 (-10%)		Yoga 1 (-10%)		Yoga 1 (-10%)
16-17 pm	Yoga 2 (-10%)		Yoga 2 (-10%)		Yoga 2 (-10%)
17-18 pm		Gentle yoga		Gentle yoga	Gentle yoga
18-19 pm	Meditation	Meditation	Meditation	Meditation	Meditation



Services offered



Investment Calculation

Exterior installations:			
Lights	250.00 €	5	50.00 €
Table	50.00 €	5	10.00 €
Chairs	50.00 €	5	10.00 €
Sum of production			70.00 €



Investment Calculation

Material	Unit Price	Quantity	Total Price
Mats	400.00 €	2	200.00 €
Balance balls	200.00 €	2	100.00 €
Music CD	50.00 €	2	25.00 €
Sum of Processing	650.00 €		325.00 €

Investment Calculation

electrical Equipments:				
CD-player	50.00 €	5	10.00 €	
Computer	300.00 €	5	60.00 €	
Printer	60.00 €	5	12.00 €	
Sum of electrical Equipments	410.00 €		82.00 €	

Investment Calculation

Off-site			
Advertisement	200.00 €	2	100.00 €
Brochures	240.00 €	2	120.00 €
Office materials	100.00 €	2	50.00 €
Telephone	600.00 €	2	300.00 €
Refreshment	100.00 €	2	50.00 €
Sum of off-site	1,240.00 €		620.00 €

Investigation	Amount of investment in €	Depreciation in years	Depreciation in €
Property of 2 to 500€/month for 1 year	6,000.00 €	0	0.00 €
Additional expenses (100€/month)	1,200.00 €	0	0.00 €
Sum renting of land	7,200.00 €	0	0.00 €
Interior installation			
Lights	250.00 €	5	50.00 €
Tables	50.00 €	5	10.00 €
Chairs	50.00 €	5	10.00 €
Sum of production	350.00 €		70.00 €
electrical Equipments:			
CD-player	50.00 €	5	10.00 €
Computer	300.00 €	5	60.00 €
Printer	60.00 €	5	12.00 €
Sum of electrical Equipments	410.00 €		82.00 €

Mats	400.00 €	4	100.00 €
Balance	200.00 €	4	50.00 €
Music CD	50.00 €	4	12.50 €
Sum of Processing	650.00 €		162.50 €
Off-site			
Advertisement	200.00 €	2	50.00 €
Brochures	240.00 €	2	60.00 €
Office materials	100.00 €	2	50.00 €
Telephone	600.00 €	2	300.00 €
Refreshment	100.00 €	2	50.00 €
Sum of off-site	1,240.00 €		620.00 €
License	2,500.00 €	0	0.00 €



Investment Calculation

Investment goods	Investment expenditure	Depreciation in years	Depreciation cost
Property	7,200.00 €	0	
Exterior installation	350.00 €	5	
Building	0.00 €	0	0.00 €
Electrical Equipments	410.00 €	5	82.00 €
Off-site	1,240.00 €	2	620.00 €
Vehicle	0.00 €	0	0.00 €
License	2,500.00 €	0	0.00 €
Unexpected	1,000.00 €	10	100.00 €
Circulating capital	2,000.00 €		
Total investment	14,700.00 €	Total depreciation cost	872.00 €

Labour Calculation

Personnel post center	Number	Personnel direct costs
Trainer	1	7,062.00 €
Specific Trainer	2	2,500.00 €
Tax accountancy	1	1,800.00 €
Receptionist	1	1,200.00 €
Total labour costs (1 years)		12,562.00 €

Remuneration statement

gross salary base	1.000,00 €
retirement pay	
Unemployment insurance	25 + 25 = 50
health insurance	70 + 70 = 140
Income tax	300,00 €
Solidarity surcharge = 5.5% income tax	16,50 €
salary net	588,50 €

Total investment and financing

Total investment	14700 €
Owner capital	5000 €
Bank loan	12000€

- 5% interest
- 10 years running time

Calculation of financing costs: interest paid on debt

Year	Balance of debt	Interest rate (%)	Interest costs paid	Repayment
1	10,000.00 €	5	600.00 €	1,200.00 €
2	9,400.00 €	5	570.00 €	1,200.00 €
3	8,830.00 €	5	541.50 €	1,200.00 €
4	8,288.50 €	5	514.43 €	1,200.00 €
5	7,774.08 €	5	488.70 €	1,200.00 €
6	7,285.37 €	5	464.27 €	1,200.00 €
7	6,821.10 €	5	441.06 €	1,200.00 €
8	6,380.05 €	5	419.00 €	1,200.00 €
9	5,961.05 €	5	398.05 €	1,200.00 €
10	5,562.99 €	5	378.15 €	1,200.00 €
	Total interest paid		4,815.16 €	
	Total repayment			12,000.00 €

Self cost in 10 years

Year	Utilization of capacity (%)	Members
1	60%	600
2	80%	700
3	100%	700
4	100%	700
5	100%	700
6	100%	700
7	100%	700
8	100%	700
9	100%	700
10	100%	700

Self cost per hour in period 10 years

Costs	1. Year	2. Year	3. Year	4. Year	5. Year	6. Year	7. Year	8. Year	9. Year	10. Year
Depreciation	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €
Financing costs	600.00 €	570.00 €	541.50 €	514.43 €	488.70 €	464.27 €	441.06 €	419.00 €	398.05 €	378.15 €
Labour cost	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €
Sum of cost	14,034.00 €	14,004.00 €	13,975.50 €	13,948.43 €	13,922.70 €	13,898.27 €	13,875.06 €	13,853.00 €	13,832.05 €	13,812.15 €
Cost per hour	14.03 €	14.00 €	13.98 €	13.95 €	13.92 €	13.90 €	13.88 €	13.85 €	13.83 €	13.81 €

Definition of price

The total costs for 1 hour services is :

+ 12.03€ for the 1st year

+ 13.81€ for the last year

We decide to offer the service at 15€(net of VAT)



Calculation of turnover

Year	Output	Price per hour	Number of members	Revenue
1	144	15.00 €	420	907,200.00 €
2	144	15.00 €	560	1,209,600.00 €
3	144	15.00 €	700	1,512,000.00 €
4	144	15.00 €	700	1,512,000.00 €
5	144	15.00 €	700	1,512,000.00 €
6	144	15.00 €	700	1,512,000.00 €
7	144	15.00 €	700	1,512,000.00 €
8	144	15.00 €	700	1,512,000.00 €
9	144	15.00 €	700	1,512,000.00 €
10	144	15.00 €	700	1,512,000.00 €

Cash Flow

Year	1	2	3	4	5	6	7	8	9	10
Turnover	907,200.00 €	1,209,600.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €	1,512,000.00 €
Depreciation	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €	872.00 €
Amortization	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €	12,562.00 €
Financials	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €	325.00 €
Financing Costs	600.00 €	570.00 €	541.50 €	514.43 €	488.70 €	464.27 €	441.06 €	419.00 €	398.00 €	378.15 €
Profit before tax	892,841.00 €	1,195,271.00 €	1,497,699.50 €	1,497,726.58 €	1,497,752.30 €	1,497,776.73 €	1,497,799.94 €	1,497,822.00 €	1,497,842.95 €	1,497,862.85 €
Taxes (40%)	357,136.40 €	478,108.40 €	599,079.80 €	599,090.63 €	599,100.92 €	599,110.69 €	599,119.98 €	599,128.80 €	599,137.18 €	599,145.14 €
Profit after taxes	535,704.60 €	717,162.60 €	898,619.70 €	898,635.95 €	898,651.38 €	898,666.04 €	898,679.97 €	898,693.20 €	898,705.77 €	898,717.71 €
Cash flow	535,704.60 €	717,162.60 €	898,619.70 €	898,635.95 €	898,651.38 €	898,666.04 €	898,679.97 €	898,693.20 €	898,705.77 €	898,717.71 €
Repayment	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €	1,200.00 €
Dividend	535,376.60 €	716,834.60 €	898,291.70 €	898,307.95 €	898,323.38 €	898,338.04 €	898,351.97 €	898,365.20 €	898,377.77 €	898,389.71 €



Total dividend cumulated over 10
years 8,438,959.91 €



Investors Are Welcome „

