

THE YOGA CENTER

Business Plan

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Description of the proje

the aler Yoga Center", (YHYC) is the atthematic and one of the oldest yoga 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 full light-filled facility collaborated with a focus fitness center, "Lifestyle Fitness First Club" (FF).



Why people need yoga?

- he ary goal of yoga is to gain balance at control one's life
- Yoga is a physically rejuvenating, spiritually benefiting and emotionally uplifting experience
- Alleviates physical and mental health problems,
 Installs self-discipline
- In the Ses stamina, improves work efficiency, leads to a happier life



Benefits

- sical ailments (cardiovascular disealiaber obesity etc.)
- Improves mental health (provides peace, red anxiety, stress)
- Positive outlook; Boosts confidence
- reases strength; Weight management
- ln es memory, Concentration Skills
- venates everyday-life (fights fatigue, body aches, mood swings)



Seven pillars of Excellence

htion parameters on which we ensure ence of our centre are:

Hentag

Knowledge

Experience

Condibility

Transport professionals

Pricing





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 MarketKnowledge

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
 - WorkingProfessionals
- •Students(U.G/ P.G)
- Housewives
- •Indian origin population
- •People> 60 yrs

Targeting

- WorkingProfessionalsStudents(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

Yoga Center

Kalkstr 24a

40489 seldorf

McFit & bH

Dusseldorf-Bilk

Völklingerstraße 24

40 221 Dusseldorf

Well less & Gesundheitszentrum Vitalis

And as Hecht-Str. 14D

04 736 Waldheim



Global Popularity

- ny has been applied in hospitals in land and the research is providing increasing e 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.
- Mellowne surveyed 3,832 people. >1600 practiced wally, 96% reported improved physical and mental health.



Why collaboration with FF?

Over 275,000 members

Above-average purchasing power, consumption-or conscious pen to new products and trends of modern lifestyle of macter with Partner with Reebok, Media partner with Healthy living lewspaper etc.

SURANCE Protection: Insured with ERGO, the largest insurance mups in Germany and Europe. Offers a comprehensive range of insurance, pensions are services

- enter by our and middle aged people in the area
- references: Modern machinery (cardio equipments, energy cycling), wellhess areas (sauna, solarium), child care, etc.



Communication Channel

working sites: Facebook etc

Brochures

Lifestyle Fitness First's marketing channels: Fit

Newsletter, Fit Online

News Paper



Definition of Capacities

- es held at Lifestyle Fitness First Center, Bonn
 Dusseldorf
 - r Yoga Center open from Monday-I
- Meditation classes are free for members
- Student capacity of each class: up to 24
- We lass of 1 hour, 7 classes on Mondays, We lass and Fridays.
 - lasses for "Pregnancy Program".



esults of the market study

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



Course plan

Timings	Monday	Tuesday	Wednesday	Thursday	
			Š		
	ation	Meditation	Meditation	Meditation	Meditalion
	a 1		Yoga 1		Yoga
11-12 am	Yoga 2		Yoga 2		Yoga 2
2-13 pm		THE RES			
13-14 pm		Pregnancy		Pregnancy	70
14-15	Disease specific		Disease specific		Disease specific
)(ga 1 (- <mark>10%)</mark>		Yoga 1 (-10%)		/oga 1 (- 10%)
	ga 2 (-10%)		Yoga 2 (-10%)	NA-M	Yoga 2 (-10%)
18 pm		Gentle yoga		Gentle yoga	Gentle yoga
18-19 pm	Meditation	Meditation	Meditation	Meditation	Meditation



Services offered

Yoga 1/ Beginner

Yoga 2/ Advanced

Gentle Yoga Services offered

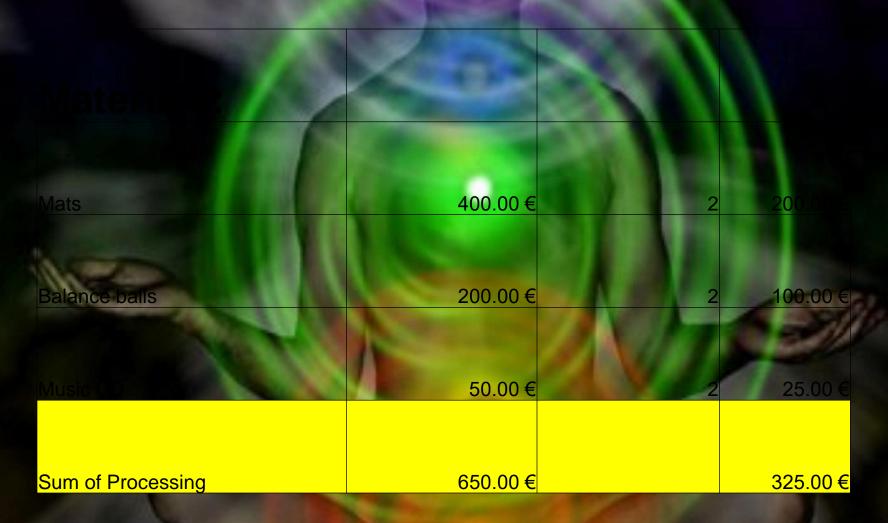
Meditation

Customer specific



Exterior		
insta ons:		
Lights	250.00 €	50.00
Table	50.00 €	5 10.00 €
	00.00	10.000
Chairs	50.00€	5 10.00€
Sum of production	350.00 €	70.00€







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



Off-Street,		
Advertisemen	200.00 €	2 1000
Brochures	240.00 €	2 120.0
Office materials	100.00€	2 50.00 €
refeprore	600.00€	2 300.00 4
Refreemen	100.00€	2 50.00 €
Sum of off-site	1,240.00 €	620.00 €



Investigation	Amount of investment in €	Depreciation in years	
Property 801 ² to 500€/month for 1 year	6,000.00€		
Additional expenses in a continuous proce/month)	1,200.00€		1
Sum renting of land	7,200.00 €	0	0.00€
Exerior installations			LOT I
Lights	250.00 €	5	## \$0.00 €
	50.00€	5	10.00 €
Chairs	50.00 €	5	10.0
Sum of production	350.00 €		70.00 €
electrical Equation nents:			
D-player	50.00€	5	_10.00 €
	300.00 €	5	60.00
Printer	60.00€	5	1200€
Sum of electrical Equipments	410.00 €		82.00 €
	yogic the	ALER	

	The second secon	Control of the Contro	
Mats	400.00 €	4	
Belance balls	200.00 €	4	
Music CD	50.00 €	4	The second
Sum of Processing	650.00 €		162.50 €
ff-site		-330	
Advertisement	200.00 €	2	00 €
Bures	<mark>2</mark> 40.00 €	2	20.00 €
Office materials	100.00 €	2	
Telegrane	600.00 €	2	300.00€
Terreshment	1 00.00 €	2	50.00 €
Sum of off-site	1,240.00 €		620.00 €
License	2,500.00 €	0	100€
	yogic	HEAPER	

Investment goods	Investment expenditure	Depreciation in years	Depreciat
roperty (A)	7,200.00 €		
exterior installation	350.00 €	E t	
Building	0.00	(0
e crical Equipments	410.00 €	E t	5 82.00€
Off-site	1,240.00 €		2 620.00
Vehicles	0.00 €		0.00€
Loense	2,500.00 €		0.00€
nexpecti	1,000.00 €	10	100.00€
Circulating capital	2,000.00 €		
Total investment	14,700.00	Total depreciation cost	872.00 €

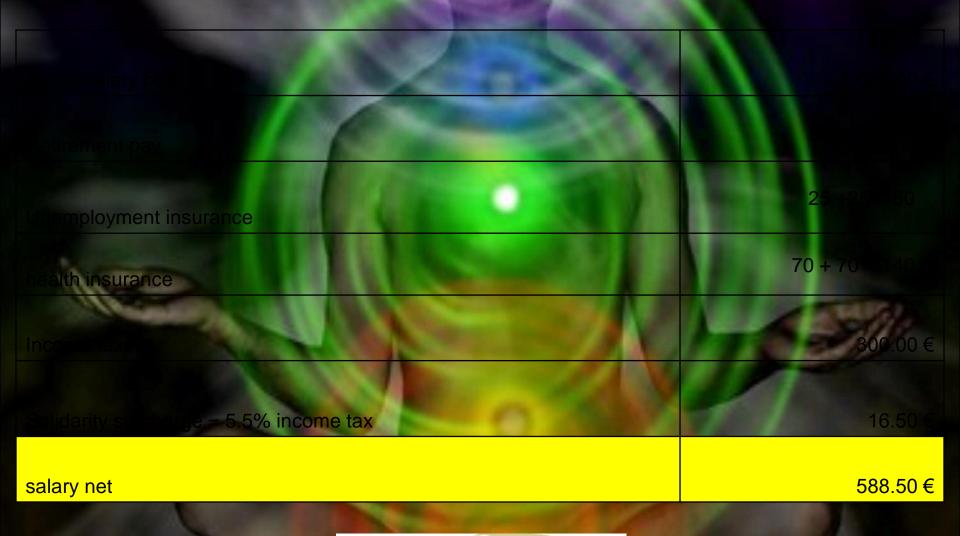


Labour Calculation

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



Remuneration statemen





Total investment and financing

Iotal invo	14700 €
Owner capital	5000 €
Bank loan	12000€

- 50 interest
- 10 e s running time

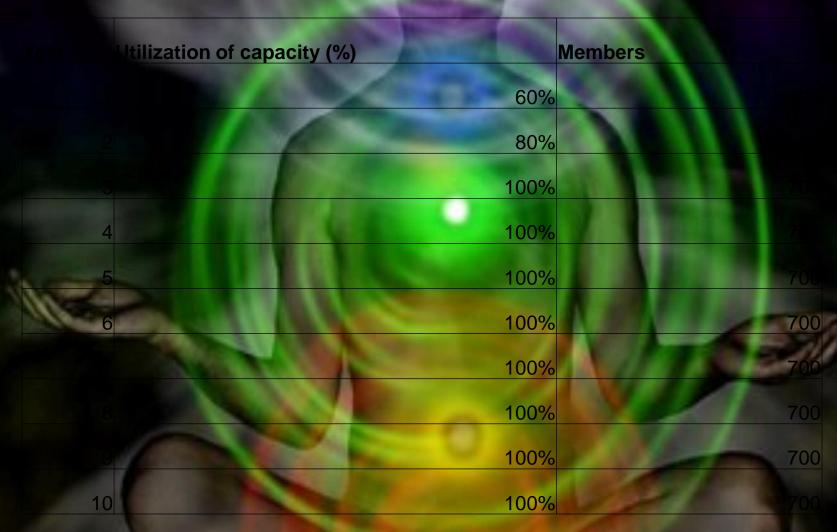


interest paid on debt

	lebt	Interst rate (%)	Interest cos	ts paid R	epayment
	000.00€		5	600.00€	
	,400.00€		5	570.00€	
3	0,830.00€	A Property of	5	541.50 €	1,200.
4	10,288.50 €	980	5	514.43 €	1,200 00 €
5	9,774.08 €	美国 正	5	488.70 €	1,200.01€
6	9,285.37 €		5	464.27 €	1,200.00 6
	8,821.10€		5	441.06 €	1,200.00 €
	8,380.05€		5	419.00 €	1,200.00€
	7,961.05 €		5	398.05€	1,200.00€
1	7,562.99 €		5	378.15 €	1,200.00€
Total inter	rest paid			4,815.16 €	
Total repa	ayment				12,000.00€



Self cost in 10 years





Se reost per hour in period 10 years





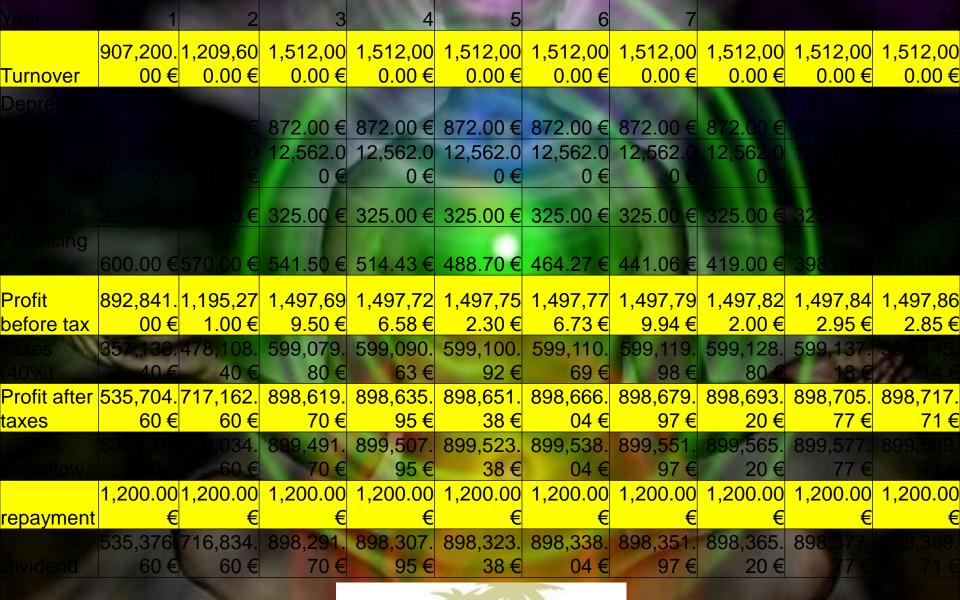


Calculation of turnover

			Committee of the Commit	1	
	Output	Price per hour	Number of members	ð	Revenue
	144	15.00€		420	907,200
	144	15.00€		560	1,209,000
3	144	15.00€		700	1,512,000 (∪ €
4	144	15.00€		700	1,512,000 00 €
5	144	15.00€		700	1,512,000.00 €
1100	144	15.00 €		700	1,512,000.00 €
	144	15.00€		700	1,512,000.00€
	144	15.00€	S (2)	700	1,512,000.00€
	144	15.00€		700	1,512,000.00 €
10	144	15.00€	Street St.	700	1,512,000.0



Cash Flow



YOGIC HEALER



