

Introduction

Scenario

Toronto is an international center for business and finance. It has a high concentration of banks and brokerage firms. The city is the headquarter of many large Canadian and multinational corporations. Different companies in technology, design, life sciences, education, arts, fashion, aerospace, environmental innovation, food services and tourism are represented here.

I am looking for to open a chain of yoga studios in Toronto. Yoga is getting more and more popular among business people and employees as after intense, nervous and sedentary work, yoga helps to restore physical and mental strength.

Business Problem

The objective of the capstone project to find the most suitable locations for yoga studios. For this it is necessary to investigate the situation with yoga studios in different neighborhoods of the city, to determine in which neighborhood the need for more is possible.

Target Audience

This report will help entrepreneurs looking for to open various centers or studios of yoga or other wellness practices.