

Introduction/Business understanding

1. Background

A healthy lifestyle is one of the most important trends for a modern person. It involves a balanced diet and physical exercise aimed at strengthening health. A modern person wishes to be energized in order to achieve their goals, and a healthy lifestyle contributes to this. That is why sport venues industry is one of the most developing and actual.

One of the perspective directions is yoga studios. Multiple health benefits related to yoga, celebrity endorsement & promotion of yogic practices, and initiation of international yoga day and other supportive government initiatives drive the growth of the global yoga market. On the other hand, mental benefits to deal with a hectic lifestyle and increase in stress present new opportunities for the market across the world.

As it is known, a majority of people practicing yoga are vegetarian, as this is one of the principles of yoga (Principle of ethical attitude to the world and of avoiding violence). Additionally, an increase of plant-based food in the diet leads to a high flexibility, as magnesium (which is found in rice, nuts, and beans) makes tendons more elastic. Vegetarians are important potential group of clients of yoga studios.

2. Problem description

The aim of this project is opening 2 yoga& gym studios in Downtown Toronto.

Why exactly in Downtown Toronto? Downtown Toronto is a dynamically developing area with a huge potential, due to the fact that a large number of people who monitor their health and wish to live a healthy lifestyle live, work, and study there.

Brief description of Down Toronto.

Downtown Toronto is the main central business district of Toronto, Ontario, Canada. Located entirely within the district of Old Toronto, it is approximately 17 square kilometres in area.

In recent years the area has been experiencing a renaissance as the Business Improvement Area (BIA) has brought in new retail and improved the cleanliness. The area has also seen the opening of the Dundas Square public square, a public space for holding performances and art displays. The area includes several live theatres, a movie complex at Dundas Square and the historic Massey Hall. Historical sites and landmarks include the Arts & Letter Club, the Church of the Holy Trinity, Mackenzie House, Maple Leaf Gardens, Old City Hall, and the Toronto Police Museum and Discovery Centre.

The Financial District, centred on the intersection of Bay Street and King Street is the centre of Canada's financial industry. It contains the Toronto Stock Exchange, which is the largest in Canada and seventh in the world by market capitalization. The construction of skyscrapers in downtown Toronto had started to rapidly increase since the 1960s.

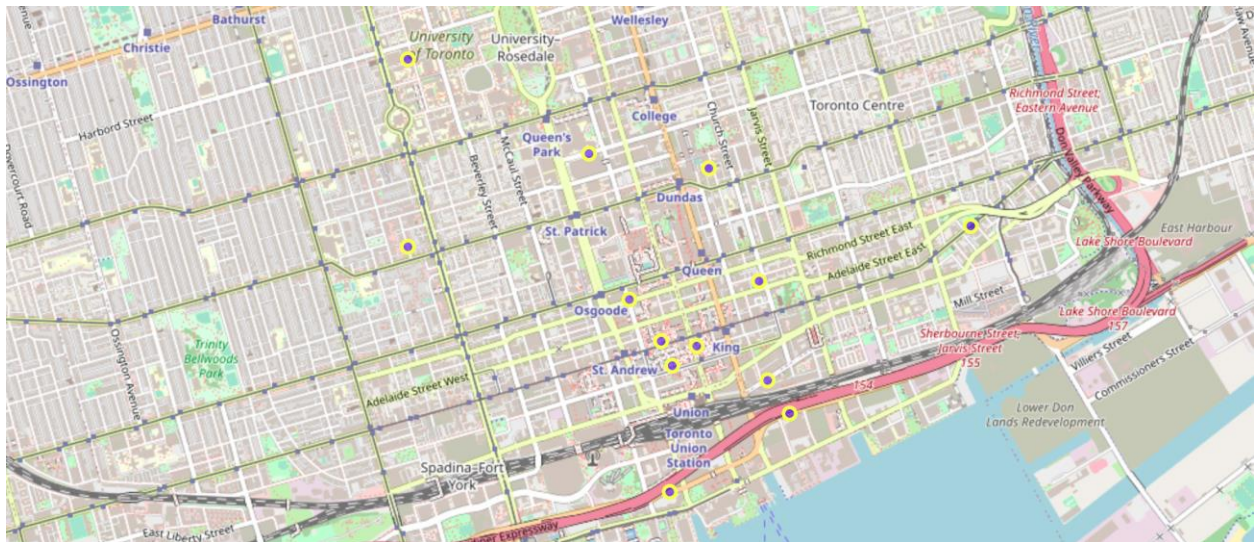
Downtown Toronto is home to three public universities, OCAD University, Ryerson University, and the University of Toronto.

Among many aspects in decision making we need to consider

1. Which neighborhoods of Downtown Toronto are the best for opening a yoga studios
2. Which neighborhoods venues can affect decision making.

1. We will make an analysis of the neighborhoods of Downtown Toronto and carry out clustering. And define how many sport venues already exist in downtown Toronto.

(More detailed analysis in Data section)



2. That is, placing a yoga studio next to a vegetarian restaurant will allow us to attract this target audience. As a result we will also research the locations of vegetarian restaurants in neighborhoods of downtown Toronto.

3. Target Audience

This project will serve two groups of audience:

1. People who live in Downtown Toronto and travellers: Inform them about sporting venues in their neighborhoods.
2. Business Person: Provide useful information which help them to make decision where to open yoga studios in Downtown Toronto.