

# Search for locations for the establishment of a new yoga studio in Paris

## *Business Problem*

### Introduction

#### 1. Background

There are nowadays more than 2.5 million yoga practitioners in France. Over the last 15 years, more and more people have been practicing yoga. Studio managers speak of an annual increase in attendance of 15 to 20%<sup>1</sup>. Faced with this ever-increasing demand, new yoga studios are set up every year. However, these same managers reveal us the difficulty to set up a profitable activity, because of the relatively low price of the courses given and the low number of profitable time slots. The choice of a new location for a yoga studio should therefore not only be based on the existence of competition but perhaps more on the possibility of concentrating the clientele and the cost of the premises.

#### 2. Problem

The difficulty of obtaining a profitable yoga studio requires, during looking for a location to take into account other criteria than that of the competition's location. This study therefore aims to identify the client population and its areas of residence. With the additional study of the transport offer to increase the potential clientele and the rental rate zones we seek to reveal the optimal zones for the establishment of a new yoga studio.

#### 3. Interest

This study could be of interest mainly to entrepreneurs who wish to open their first yoga studio or to expand their course offerings with additional premises. It will show them the areas that are most free of competition and most likely to concentrate a potential clientele by relying on nearby residents as well as on more distant customers by choosing a properly serviced area. It will also enable them to target the least expensive areas possible in terms of rental costs.

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<sup>1</sup> <sup>1</sup>Redaction JDD. Le Journal du Dimanche. Véronique Leuilliot [online] ,accessed 22 May 2020. Available at : <https://www.lejdd.fr/Sport/yoga-lage-du-business-3433355>