

**Anam Cara**  
**Executive Summary**  
**Fall 2023**

**Entrepreneur:** Hannah Talbot

**Company Description:**

Anam Cara is a meditation studio located in downtown Spokane. The center offers daily in-person meditation classes, one-on-one healing sessions, special events, workshops, and training. Anam Cara's services are focused on nurturing the mind, body, and spirit through a variety of meditative practices and healing sessions.

**Project Manager:** Isabelle May

**Members:** Sophie Butterly, Will Castillo, Clay Hibbs, CJ Trujillo, Jameson Vasquez

**Scope:**

**Phase I**

Objective: Understand the current situation by performing customer research, market analysis, goal setting, and marketing strategy development.

Time Frame: 3 weeks

**Phase II**

Objective: Gather data and refine value proposition and services using customer surveys and competitor analysis.

Time Frame: 3 weeks

**Phase III:**

Objective: Define and implement loyalty programs by finalizing membership structure and creating a communication plan.

Time Frame: 3 weeks

**Recommendations:**

- 1. Website Improvement:** Simplify website layout for easy navigation, with clear information on memberships and classes on the homepage. Enhance readability with larger fonts and a user-friendly membership grid.
- 2. Market Insight & Engagement:** Understand your market's preference for novelty, social engagement, and flexibility. Tailor marketing to highlight new experiences, options for low commitment, and opportunities for social interaction at the meditation center.
- 3. Membership Options:** Offer three membership tiers: Online Only (on-demand and live virtual classes), Tier 1 (unlimited in-person and online classes), and Tier 2 (Tier 1 benefits plus discounts on studio events, apothecary items, and rentals).

4. **App Development and Engagement:** Create an app with high-quality on-demand videos and live classes. Incorporate gamification to encourage usage and offer incentives for studio visits and full-version app upgrades.
5. **Effective Communication Strategy:** Implement a communication plan to keep customers informed about different offerings, ensuring updates about memberships and services are timely and relevant. Focus on delivering valuable content to foster engagement and trust.

#### **Conclusions:**

1. **Key Areas of Focus:** Anam Cara's future strategy includes a tiered membership catering to various preferences and enhancing customer experience through website and class schedule optimizations.
2. **Prospects and Considerations:** Anam Cara must remain adaptable and focus on sustainable growth, with an emphasis on community engagement and steady membership expansion.
3. **Anam Cara's Strengths:** Established with a quality service offering and strong customer relationships, Anam Cara excels in understanding client needs, community building, and flexible scheduling, positioning it for ongoing success.

***Learn Business by Doing Business.***