Yoga Studio Business

1. OVERVIEW

My business is a yoga studio that offers various types of yoga classes for different levels.

2. THE MAIN CONSUMER PROFILE TO BE TARGETED

1. Basic age range 25-60
2. Medium/high income
3. Well-educated
4. Yoga fanatics
5. Sports and fitness enthusiasts
6. Consumer classification:
   a. People who are looking to release stress and anxiety.
   b. People who are looking for a different kind of movement exercises.

3. STRATEGIC GOAL/VISION

to become the number 1 yoga studio for athletes and non-athletes in the area.

4. STATUS OF THE BUSINESS

The business is a startup that is currently going through the market research & branding phase

5. COMPETITION

My business may be considered a pioneer in the local market having insignificant direct competitors. However, indirect competition is vast and presents a big challenge to the business as it includes meditation centers and pilates classes.

BUSINESS NEEDS

1. High spirited team of administrators to manage marketing and operations
2. High qualified yoga instructors
3. A great facility to create a safe space for our yoga
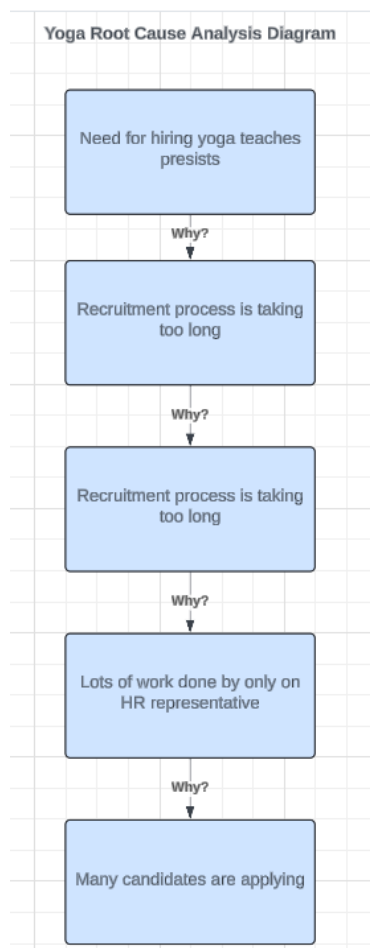4. …

YOGA TEACHERS RECRUITMENT PROCESS

1) The process starts with receiving the vacancy information internally.
2) Then advertising the job.
3) Collecting applications for the job
4) Screening is done to categorize the applications into suitable or not suitable.
5) For suitable applications, interview are scheduled for the applicants and
6) If applicants pass the first interview they move to the second interview and
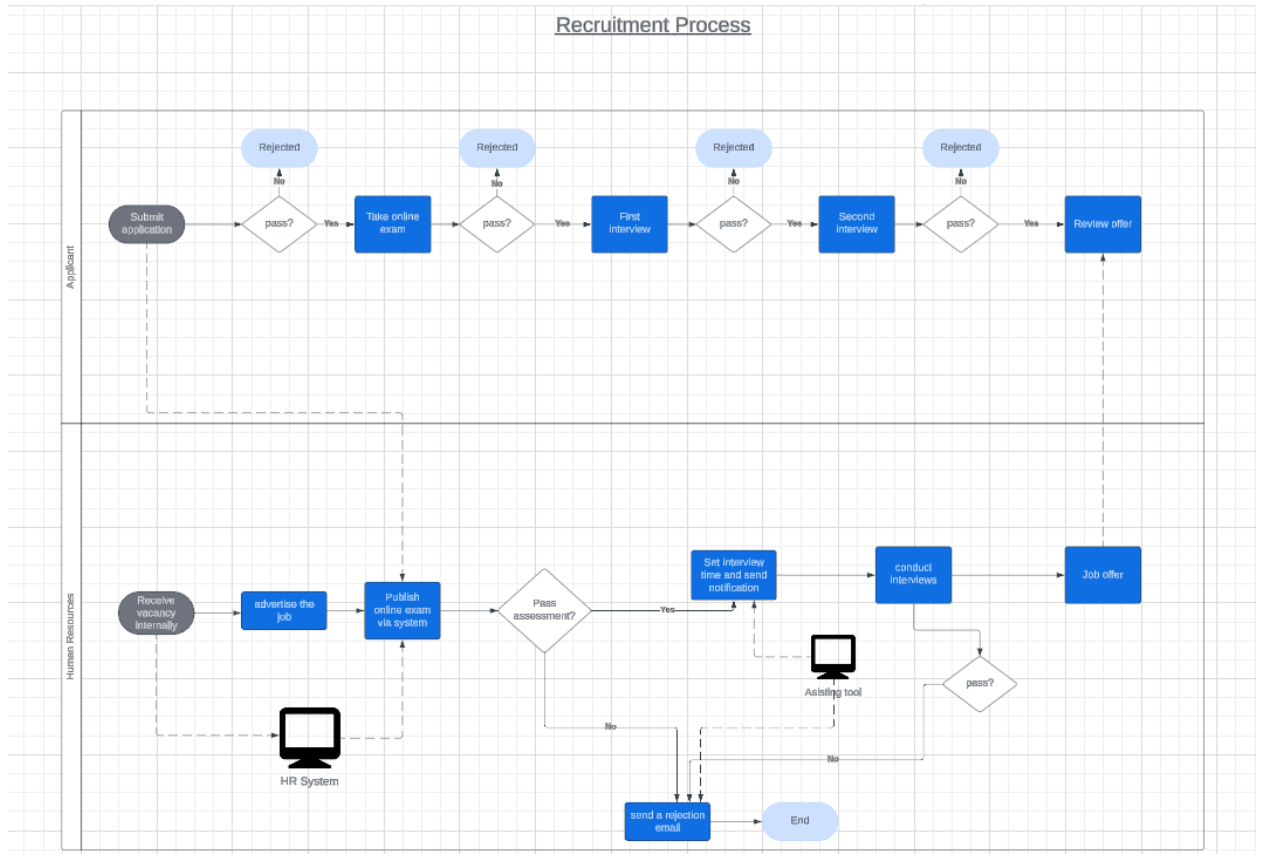7) If they pass the second interview they get accepted and
8) They get a job offer.
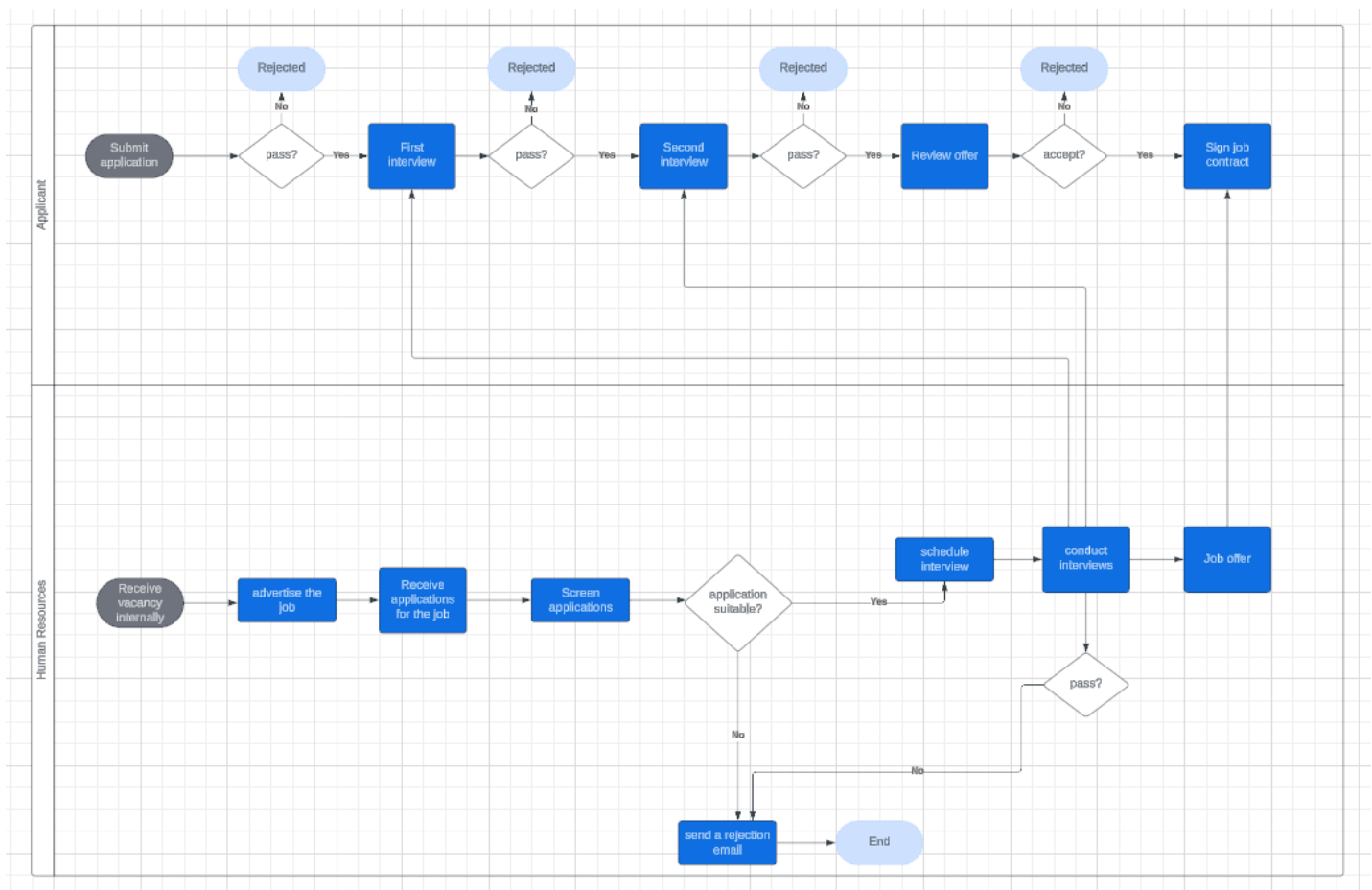
Recruitment Process Diagram

YOGA TEACHERS RECRUITMENT PROCESS AUTOMATION & IMPROVEMENT STEPS

1. Introduce an HR system that accomplishes the following activities:
    a. Receives the vacancy internally,
    b. Publishes an online exam to assess the candidates.
2. The applicants take an online exam after submitting their application in case they pass the initial screening decision, this is then followed by the series of interviews.

3. Introduce an assessing tool that achieves the following
    a. Send the applicants the rejection email in case they do not pass the assessment.
    b. Schedules an interview and sends it to the applicants in case they do pass the online assessment.

Yoga Root Cause Analysis Diagram

Need for hiring yoga teaches presists

Why?

Recruitment process is taking too long

Why?

Recruitment process is taking too long

Why?

Lots of work done by only on HR representative

Why?

Many candidates are applying

Root Cause Analysis Diagram

Recruitment Process Automation Diagram