

# Red Yoga Studio Business

## 1. OVERVIEW

My business is a yoga studio that foster mindfulness and wellness beyond the physical practice of yoga, by offering workshops, events, and resources related to nutrition, meditation, and stress reduction to each client.

## 2. Services and Products

- **Yoga 1/Beginner** is an introductory class for students who are new to Yoga. This class focuses on poses to stretch and strengthen the legs, back, and shoulders. Emphasis is given to the basic alignment of the standing poses.
- **Yoga 1-2/Continuing Beginner** is a continuation class for Yoga 1. The emphasis of this course is on refining and building endurance in Yoga 1 and Yoga 2 standing poses. It does not include the shoulder stand. The basic Anusara Yoga principles of alignment are presented. This class is suitable for students who have practiced other styles of yoga, but it is not suitable for those who have never studied yoga before.
- **Yoga 2/Intermediate** focuses on refining the standing poses and learning basic sitting postures, simple back bending poses, and the shoulder stand using the Anusara Yoga principles of alignment. It is recommended that students complete both Yoga 1 and Yoga 1-2 before taking Yoga 2.
- **Yoga 3/Advanced** continues with refinements to poses studied in Yoga 2 and introduces full arm balance (handstand), headstand, and forearm balance. Additional back bend poses are also included. Regular yoga practice outside of class is strongly encouraged. Permission of the instructor is required.

### Products

- **Workshop Clothing:** Shirts, shorts, athletic bras and pants.
- **Workshop Equipment:** Balancing balls, belts, weights, and mats.
- **Yoga training aides:** Video tapes, instructional manuals, inspirational books.

### 3. THE MAIN CONSUMER PROFILE TO BE TARGETED

1. Ages: 26-40.
2. Sex: 30% male, 70% female.
3. Family Income: \$30,000-\$50,000.
4. Health/Lifestyle Issues: Active individuals that are focused on healthy food and dieting. Over 70% of this group are members of gyms. Approximately, 40% of potential customers have taken yoga classes before.
5. Social Pattern: Will more likely attend as part of group.
6. Center's selling point: Close to work. The session lowers stress. Can be attended with workmates as group activity.

### 4. STRATEGIC GOAL/VISION

to become the biggest Yoga Studio in the region that foster mindfulness and wellness beyond the physical practice of yoga, by offering workshops, events, and resources related to nutrition, meditation, and stress reduction.

### 5. STATUS OF THE BUSINESS

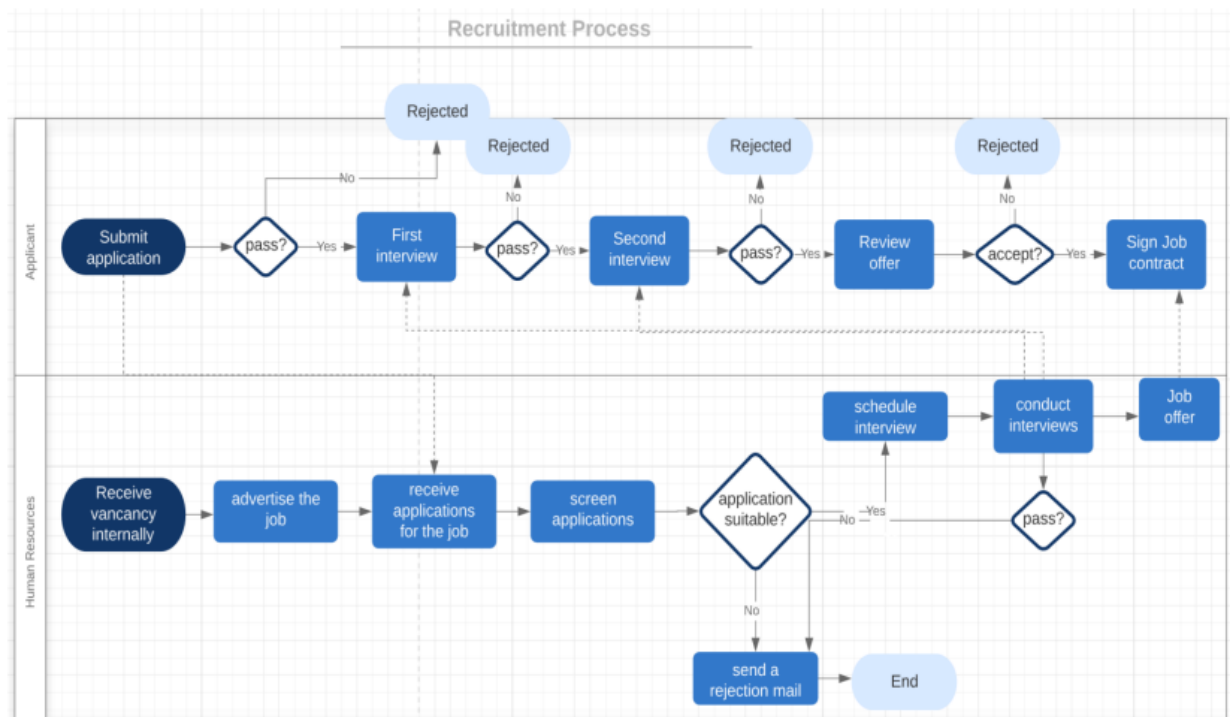
The business is a startup that is currently going through the market research & branding phase

### BUSINESS NEEDS

1. High spirited teams of administrators ( to manage marketing and operations)
2. Highly qualified yoga instructors
3. A great facility to create a safe space for our yogis

## Yoga Instructors 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 , interviews 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.



## Yoga Instructors Recruitment Process Automation & Improvement Steps:

1. Introduce an HR system (using the system from your shapes options) 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.

