

Determining Suitable Locations for Launching Yoga Studios in Toronto

1. Introduction

Toronto is the provincial capital of Ontario and the most populous city in Canada, with a population of 2,731,571 as of 2016. It is Canada's most populous CMA and the fourth most populous city in North America. The city is the anchor of the Golden Horseshoe, an urban agglomeration of 9,245,438 people (as of 2016) surrounding the western end of Lake Ontario. Toronto is an international centre of business, finance, arts, and culture, and is recognized as one of the most multicultural and cosmopolitan cities in the world. Fast becoming the most desired location for migrants and natives alike, the city has developed into a buzzing centre of social and economic development.

As the corporate culture spreads, with more companies springing up, and an increasing share of the population switching to desk jobs, the concern to develop and sustain levels of personal fitness is also very real. In a fast paced life, where stresses - both mental and physical - are on a steady rise, it is more important than ever to have ideal solutions to enable the citizens to cope up. One among the many well known solutions, and arguably, the most ideal solution that caters to the mental, physical and metaphysical wellness is the ancient Vedic Indian art of Yoga.

Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. Yoga is one of the six Āstika (orthodox) schools of Hindu philosophical traditions. The practice of yoga has been thought to date back to pre-vedic Indian traditions; possibly in the Indus valley civilization around 3000 BCE. Yoga is mentioned in the Rigveda, and also referenced in the Upanishads. Yoga as exercise is a physical activity consisting largely of asanas, often connected by flowing sequences called vinyasas, sometimes accompanied by the breathing exercises of pranayama, and usually ending with a period of relaxation or meditation. It is often known simply as yoga, despite the existence of multiple older traditions of yoga within Hinduism where asanas played little or no part, some dating back to the Yoga Sutras, and despite the fact that in no tradition was the practice of asanas central. In addition to boosting emotional health and relieving stresses, regular practice of Yoga helps you in your fight against cardiac problems, back aches, arthritis, asthma, PTSD etc, or even something as simple as getting a good night's sleep.

Stakeholder: A1 Yoga Studios, a leading chain of Fitness Centres, is planning an entry into the city of Toronto. After having established their bases across the United States of America, after humble beginnings in Kerala, India. The branded has entrusted us with the responsibility of conducting a market survey prior to their launch in the city.

Mission: Our mission is to identify suitable locations across Toronto to launch the Yoga Studio chain.

Aim: The aim of conducting the analytical survey is to determine top locations within Toronto where a fair share of the population is inclined towards fitness activities, but the top 5 most common fitness centres do not include a Yoga Studio. A strong inclination towards fitness, plus lack of a great Yoga Studio in the proximity, presents an ideal case for the establishment of a renowned brand offering top class Yoga sessions.