

BA Business
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Introduction

- My planned business, Mindful Yoga Studio, aims to improve overall health through yoga.
- There will be yoga classes every day, and the classrooms will be in areas with many people.



HELLO!

Self Introduction as an Entrepreneur

- My strengths are strong bonds, clear goals, learning new things, and careful planning.
- My weaknesses are fear of failing, a lot of planning, and a general lack of production.
- Making helpful friends and taking advantage of learning chances could be opportunities.
- Loss of zeal, security in money, could be the threats I face.

Strengths

I like picking up new skills and growing my knowledge.

I'm good at getting my point across and have a lot of friends.

There are clear goals and steps in everything I do.

I keep a lot of things in order.

Weakness

I'm scared to fail, so I don't take chances.

I overthink all the time.

I'm less productive when I'm stopped.

Opportunities

There are only good things to say about my networks.

People in all fields need people with good people skills and the ability to network.

It's always possible for me to learn something new.

Threats

My silly sense of hope.

My present level of financial security.

My own lack of drive.

Overview of my business idea



- My planned business, Mindful Yoga Studio, aims to improve overall health through yoga.
- There will be yoga classes every day, and the classrooms will be in areas with many people.
- The goal of Mindful Yoga Studio is to be the most reputable yoga studio in the area.
- The school will also offer nutrition advice and healthy meals (Gangadhar, 2017).

The goal of Mindful Yoga Studio is to be the most reputable yoga studio in the area. I also want it to be a natural, long-lasting yoga school that helps the community and the environment (Gangadhar, 2017). The school will also offer nutrition advice and healthy meals. As part of the food service, there will be ready-made and cook-to-order snacks, with an emphasis on eating well. The studio will follow the DASH diet daily, which encourages eating in a way that is good for the heart.

Management team plan

- Roland is the Chief Executive Officer of Mindful Yoga Studio.
- Alexson is the Chief Marketing Officer, and Nickles is the Chief Operating Officer.
- Roland is in charge of running the business and coming up with strategies.
- The staff will talk to customers who can't reach the store in person through Instagram and Facebook.

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Roland is the Chief Executive Officer of Mindful Yoga Studio. Alexson is the Chief Marketing Officer, and Nickles is the Chief Operating Officer. Roland is in charge of running the business and coming up with strategies. Alexson, on the other hand, will be in the order of making plans for marketing and sales. Nickles will keep an eye on day-to-day activities and make sure they follow the company's strategy. The staff will try to make clients feel better inside and out by giving them yoga classes, diet tips, and light meals. The studios will be put in areas with many people, like those with many students and workers. The staff will talk to customers who can't reach the store in person through Instagram and Facebook.



Target market and marketing strategies

- People in Mindful Yoga Studio's target audience like its online classes, and the studio's real space is also suitable for them.
- Pay-per-click (PPC) advertising works well for yoga schools because they only have to pay when people who might want to take classes click on their ads on Google or another search engine (Mangani, 2014).

The primary market is made up of people who are ready to directly use Mindful Yoga Studio's services. Locals, classmates, and co-workers may comprise most of the leading group. People in their 20s who want to learn about diet and yoga are also significant groups to focus on. That group was chosen because they have many of our hobbies, are easy to reach, and can donate to our cause because most have jobs. This age group is the most likely to be interested in yoga because most Americans are between the ages of 26 and 40. People in Mindful Yoga Studio's target audience like its online classes, and the studio's real space is also suitable for them. Some people worry about their health and well-being. The second group of people that traditional and digital ads can reach are those between the ages of 40 and 60, as well as children. The second group of people doesn't do well with modern media. Offering yoga and nutrition lessons inside is a great way to reach customers who can't visit our

store.

Pay-per-click (PPC) advertising works well for yoga schools because they only have to pay when people who might want to take classes click on their ads on Google or another search engine. This way, People can quickly get the services they want to get (Mangàni, 2014). This way, Mindful yoga studios can find the best way to sell themselves by trying other things and seeing what works best.

One needs to look at demographics, relationship categories, and in-market segments to tailor marketing messages to specific groups. Automation allows ads to reply to user input in real-time, making them much more likely to be clicked on and lead to a conversion. The success of a digital marketing effort depends in part on how timely and open it is. Behavioural segmentation, which puts viewers into groups based on their actions, is another good approach. Getting the right words to the right people has been done successfully with data-driven segmentation. The creative design process at Effective Spend has been rethought to put more stress on data analysis and making new content to improve KPIs that are falling behind.

Some digital marketing tactics will be live streaming, guest blogging, making instructional videos, hosting or taking part in them, and podcasts. By writing as a guest writer for other sites, brands can build credibility with their target audience. Videos like how-to guides, customer reviews, and exclusive behind-the-scenes clips can help keep customers coming back. Livestreaming is easy to set up, can quickly reach many people, and lets you interact with them. One type of video content is the explainer video, which is meant to make complicated ideas easier to understand. Podcasts are a great way to reach more people and use old material in new ways.

Livestreaming has become incredibly popular quickly because it is easy to use, doesn't cost much, and lets viewers connect with the show. Google's algorithm likes explainer films, another type of video content because they make complicated ideas easier to understand.

Google My Business is a free tool that helps businesses keep up with their Google profile and can help them with local SEO. This approach gave businesses more leads and people searching for their brand names. Many customers don't know about Google My Business, and not many businesses have taken the time to improve their ads. As shown by its new real estate and lead funnel features, Google wants people to interact with its assets first. The company also gives businesses tools to meet with customers. Voice technologies, augmented reality, smart bidding, and automated email marketing efforts have all helped raise the number of leads and sales. These strategies will help Mindful Yoga get the most out of its advertising dollars, test augmented reality, get customers more involved, get more publicity online, and get ready for voice technology.



Competition and differentiation strategies

- Other yoga schools offer similar services to Mindful Yoga Studio.
- To market a yoga school effectively, one needs to make sure they have a steady flow of income.
- It might be hard for yoga school owners to balance making money and doing good in the community.
- Using effective cash flow management software, costs will be tracked, ways to save money will be found, and preventative steps will be taken (Becerra, Santaló and Silva, 2013).

Other yoga schools offer similar services to Mindful Yoga Studio. There is also competition from businesses that give diet advice to people in general. People who eat right mostly go to enterprises dealing with food and drinks. There is competition from hotels that serve food and beverages to their guests. It's a tough call between Mindful yoga and them. Through low-impact movements, they often help people improve their physical strength, flexibility, and endurance. To market a yoga school effectively, one needs to make sure they have a steady flow of income. To do that, they need to actively find and keep new people. People who own yoga schools often fail because they don't run them like a business. It might be hard for yoga school owners to balance making money and doing good in the community. How the company defines success and how much money they want to make are very important (Becerra, Santaló and Silva, 2013). More students and growth can be

encouraged by letting people in the area know about the studio's unique qualities.

We will save enough cash to cover any sudden costs or lack of income, which will help us get through any problems that may come up. We will look for ways to save money without lowering the quality of our work, talk to our suppliers about better prices, organise our supply chain, and stop spending money we don't need to. Using effective cash flow management software, costs will be tracked, ways to save money will be found, and preventative steps will be taken.



Funding requirements and allocation

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- Opening a yoga school will cost us about \$15,000.
- Mindful Yoga Studio will start an on-site food service business that will serve food outside people's homes to ensure that clients only eat what their bodies need.

Opening a yoga school will cost us about \$15,000. We think that this amount of money will be enough to cover the minimum needs. The Mindful Yoga Studio will use this money to help people get their bodies in the best position by practising yoga, making adjustments, and teaching people about diet. This will improve their physical and mental health. In addition, the company will offer basic food and drinks to its customers to stand out and raise its value. Mindful Yoga Studio will start an on-site food service business that will serve food outside people's homes to ensure that clients only eat what their bodies need. Mindful Yoga Studio will primarily serve people between the ages of 26 and 40, with a smaller group of people between the ages of 40 and 60 and children. Students and other company employees will be able to get to work quickly and easily because of its location.

Conclusion

The Mindful Yoga brand aims to provide a natural and long-lasting yoga school that is easy for beginners and supports the community and the environment. The Mindful Yoga Studio's goal statement shows that we believe in and understand how yoga can improve people's health and happiness. The ultimate goal of Mindful Yoga School is to be the best yoga school in the area.



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