

423 YOGA

Business Plan

Lori Sandler and Amy Beausang

Executive Summary

Yoga stretches and strengthens your muscles, improves circulation, quiets the nervous system, and enhances concentration. This ancient system of self-care brings vitality, health, deep relaxation, and peace of mind.

423 Yoga offers both classes and workshops to share the many benefits that yoga delivers. Our studio features well-trained, professional instructors with progressive teaching methods. Our aim is a clean, healthy, non-competitive and encouraging studio. 423 Yoga also has a boutique that will sell yoga clothing and yoga props.

Objectives

The objectives of 423 Yoga are the following:

- Acquire 300 customers by the end of the first year of operation.
- Achieve sales in excess of \$15,000 from the boutique.
- Increase customer base by 25% by the end of the second year of operation.
- Increase sales by 15% by the end of the second year of operation.

Mission and Vision

Our mission is to offer students at every level a safe place to practice yoga and be part of an in-person yoga community.

The vision of 423 Yoga is to give the student, whether beginner or advanced, a place to practice yoga and be part of an in-person yoga community. Creating a landmark of a healthy body and mind when people see our name or logo. It is incumbent for the teacher to always act responsibly and with the student's interest in mind. No matter what we learn or from whom we learn, the real and only teacher is within.

Company Summary

423 Yoga offers small group classes including Vinyasa Flow, Yoga Sculpt, Restorative, Meditation and Sound Bath's plus workshops in related yoga topics. 423 Yoga features well-trained, professional instructors, progressive teaching methods, a non-competitive and encouraging atmosphere, and a beautiful environmentally-conscious facility.

423 is located in South Redondo Beach off Pacific Coast Highway. We have a built-in client base of Sandler Partners' employees who work on the second floor of our building. We will also offer studio memberships to the surrounding community and we anticipate that many will choose to walk and bike to our convenient location.

Studio Location

423 Yoga is located at 423 South Pacific Coast Highway, in Redondo Beach, CA 90277. It is located 3 blocks from the beach and surrounded by local businesses, small retailers and restaurants. City of Redondo Fire Station No. 1 is one block away, as is

Redondo Women's club. A majority of the members will be within walking or biking distance to 423 Yoga as it is in a densely populated residential area consisting of single-family residences, townhomes, condominiums and apartment complexes.

423 Yoga consists of one studio room and a lobby that features a retail boutique. 423 Yoga offers plenty of floor space for ease of flow and social distancing. In addition, parking is not a problem as we have a three-level parking structure with 45 parking spaces. Parking along PCH is also available.

Class Size 20 students with 1 instructor

Class Schedule

Monday: 7:30am, 9:15am, 5:15pm, and 6:30pm

Tuesday: 7:30am; 9:15am, 12:00noon, and 5:30pm

Wednesday: 7:30am, 9:15am, 5:15pm, and 6:30pm

Thursday: 7:30am; 9:15am, 12:00noon, and 5:30pm

Friday: 7:30am and 11:00am

Saturday: 8:00am and 9:30am

Sunday: 8:00am and 11:00am

423 Yoga's Services and Products:

CLASSES

- **Vinyasa Flow**

A fun, upbeat class that links breath and movement and is designed to strengthen both your body and your mind. Focus will be on alignment, starting with warm-up sequences and building up to deeper postures and playful flows.

- **Classic Hot**

Build stamina and flexibility while increasing mental and physical balance. Based on the 26 postures used by Bikram, but with music to bring fun to the repetition. Focusing on spinal movement, the heat in this class provides back relief to many.

- **Body Sculpt**

This is a heated, low impact HIIT, yoga-based class using light weights. Be ready to burn calories, build strength, gain flexibility, and feel your core. This is a hard core 50-minute class with upbeat music. All levels of instruction are offered.

- **423 Relax**

A healing and restorative class. Unwind, stretch and relax with athletic stretches and restorative poses to release tension. Rejuvenates and restores the body and mind.

- **Sound Bath**

Heal your body from the inside out. This is a one-hour guided meditation, combined with the healing sounds of various instruments, like crystal bowls and gongs, to induce a state of deep relaxation. This is a great way to introduce yourself to the practice of meditation or to expand upon your existing practice.

Products

- Yoga Mats, Blocks, Straps
- Branded T-Shirts, Hats, Leggings
- Local Artists' Handmade Candles, Cards, Jewelry, Inspirational Books

Target Market Segment Strategy

Yoga classes will be scheduled for 1 hour with a typical 15 minutes in between classes. We plan to offer an initial small schedule of about 3 to 4 classes a day during the week and 1 to 2 classes on the weekends and as our membership base increases, we will add more classes over the next year. Yoga studios tend to build a community of members who become friends and hold each other accountable to showing up for classes. This continual building of a community will cause word of mouth to increase our member base and revenue.

423 Yoga encompasses Sandler Partners Corporate Clientele and Residents within a few miles of our studio. We are focused on serving our small local community, regardless of their yoga experience.

Advertising Strategy and Implementation Summary

- Weekly Newspapers
 - The Beach Reporter
 - The Easy Reader
- Social Networking
 - Facebook
 - Instagram
- Listing Locations
 - Yelp
 - Google
- Mass Mailings
 - residents within 2 miles
 - special discounts for residents within .5 miles
- Free Online Instructional Videos
- Beach Clean Up
 - with other members on Earth Day

Sales Plan

The sales strategy outlines sales of instruction time as well as sales of products through the boutique located in the facility. Instructions are sold in the following 5 ways:

- Monthly memberships
- Class Packages
- Drop-in sessions
- Workshops
- Virtual Classes

Market Overview and Competition

There are currently 4 yoga studios in Redondo Beach within 5 miles of 423 Yoga. We are located on a major thoroughway with signage advertising 423 Yoga to thousands of cars daily. We will be offering our classes to the public as well as to all Sandler Partner employees who are members through the company.

423 Yoga Founders

Amy Beausang, Co-founder of 423 Yoga, has been teaching public classes and privately since 2008 and is a well-known and respected South Bay Yoga instructor. Amy is a compassionate, knowledgeable, and energetic yoga teacher who truly loves her work. Her expansive course studies include 500 hours of Yoga Teacher Training, Arhatic Yoga, Pranic Healing Levels I, II, III, Higher Clairvoyance, and Advanced Pranic Psychotherapy, providing Amy with a holistic background in Yogic practices. In 2008 Amy spent a month in India learning Kriya Yoga at the Bihar School of Yoga, propelling her practice to the next level. Amy views yoga as a multi-layered journey that inspires connection with the true self within. Her classes are physically challenging, holistic explorations of the whole self, mind, body and spirit. You will sweat, smile, laugh and learn how to connect with yourself differently every time you step onto your yoga mat with Amy as your guide.

Lori Sandler Co-founder of 423 Yoga. BA from UCSD, International MBA from Thunderbird, AGSIM. 500 hour yoga teacher training through YogaWorks as well as a daily yoga practice. I am so grateful to have found yoga in 2004, just after my 2nd son, Justin, was born. Not only was I able to bounce back from pregnancy much faster than with my 1st son, Sammy, but I was also able to reach a level of overall fitness that I had never previously achieved. Yoga has given me focus, clarity, and a body that I never thought I was capable of attaining. I am incredibly excited to be able to share the benefits that I have realized with the new 423 Yoga community that we are building together. Namaste!