

Namasté Yoga and Massage Therapy

Bringing alternative health and
wellness into the workplace



Abstract

This study has been focused on the necessary steps that go into a business plan in order to see if a business is viable. This business to business service focuses on bringing alternative health and wellness options into Wyoming businesses.

Problem

The most important aspect of the plan:
What are we solving?

Health issues in the workplace

Stress

Physiological pain

Inactivity



Problem: Poor health in the workplace and the need for alternative approaches. Stress causes loss

Possible Causes

- Lack of drive, motivation initiative
- Stressed, unhappy, overworked
- Unwillingness / lack of understanding

Effects

- Reduction in quality of work, production, ambition, energy
- Unhappy employees
- Unhealthy employees
- Higher medical costs due to illness and absenteeism

Solution

Namasté: Selling preventative health to employers.



Service Details

Yoga

- Flexibility of schedule
- Variety of levels
- In-studio or in-office
- Competitive Pricing; custom packages
- Trained instructors
- In-studio mixed classes and individual classes
- Equipment provided

Massage

- Flexibility of schedule
- Variety of levels
- In-studio or in-office
- Chair, 30, 60, 90
 - Competitive Pricing; custom packages
- Licensed professional
- Equipment provided

In the works: Yoga and Massage Benefits.

Saving money while preventing future problems.

Employers

- Reductions in claims
- Preventative health measures
- Save money that will no longer be lost to workplace stress; return on investment
- Improved productivity, quality of work, and energy
- Better organizational performance
- Reduced absenteeism/presenteeism

Employees

- Happier, healthier, feel appreciated
- Reductions in back, neck, shoulder, wrist, and joint pain and tension
- Fewer headaches, less anxiety and depression
- More energetic throughout the day, and more relaxed when the day is done
- Reduction in stress, and the ability to manage stress

Customer

Understanding the
importance of a healthy
team



Customer

Identifying by stress
type

- A company concerned about the health of their employees
 - Type 1: heavy lifting and constant movement, no time for sufficient muscle recovery
 - Trade, transportation and utilities
 - Type 2: Excessive lack of movement, sitting or standing too long
 - Educational and health services
- Secondary Market

Market

Top industries; growth



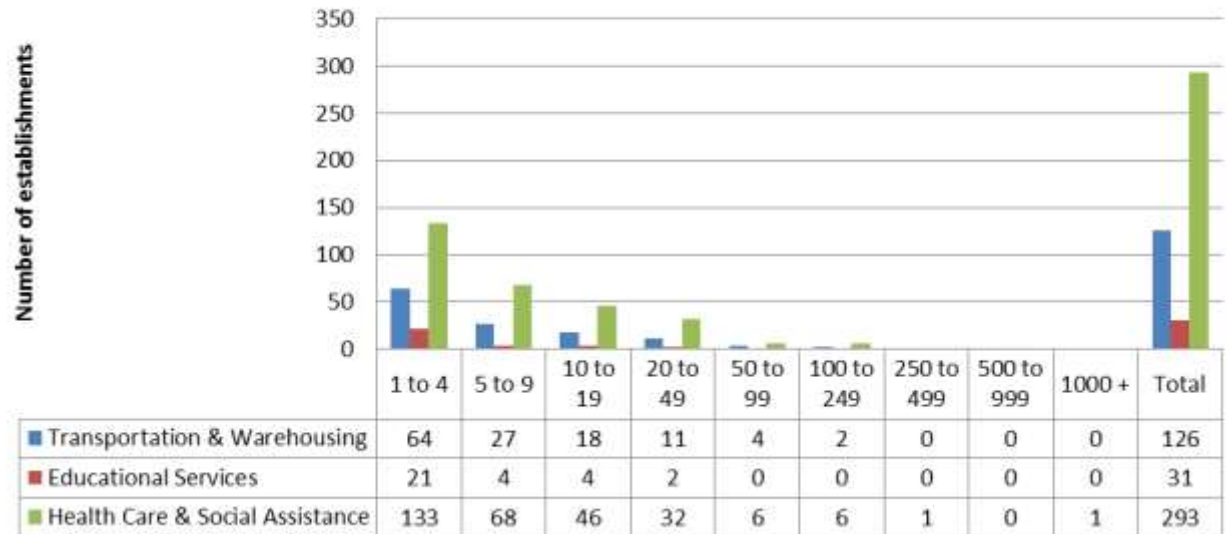
Market

2,962 private, non-farm establishments 2009

39 Individual schools
Hospitals

Industry growth (since 2000)

Establishments per Employee Size



Competition

3 areas



Competition

- 1. Other studios
 - Yoga
 - Healthy Life/Hilton Yoga
 - Prana
 - Wyoming Athletic Club
 - Massage
 - Alpine Massage
- 2. Already established and integrated programs
- 3. The employer does not have a wellness plan

Graph of Competitive Analysis

What I have, what they don't
Why?

Competitive Analysis: Features	Hilton Yoga	Superfit: Prana Yoga	Independent Massage Therapists	Namasté
Mobility			✓	✓
Trained professionals	✓	No information available	Not necessarily in the state of WY	✓
Equipment provided	✓	✓	✓	✓
Flexible schedules			✓	✓
Variety of practices		✓	✓	✓
Competitive pricing	✓	By membership only	Not necessarily in the state of WY	✓

Marketing

Everything Namasté
does to find its
customer.



Marketing

- Find, Call, be a member (COC, DDA)
- Brochures, business cards
- Word of mouth
- Approaching businesses with obvious interest

Sales

Everything Namasté
does when it's in front
of its customer.



Sales

- Complex, Consultative Sale: direct questions
 - Make a research call, in person or over the phone
 - Creating interest
 - Establishing need
 - Find a way to satisfy the need
 - Recommendation call
 - Offering this service
 - Education: benefits

Revenue Model

Cash flow projections;
basic assumptions

Why this is important:
combining information



Fee for service: Contract

Cost

- Equipment
- Utilities
- Instructors, therapists
- Travel
- Sales
- Studio rental from Stan Martin

Income

- In-office yoga and massage, package or tailor made contracts
- Employee outside interest
- Referral program
- In-studio public workshops
- Product

Year 1: Basic Assumptions & Cash Flow Projections

- Keep job
- Get 1st client in month 2
- 1 client per month each subsequent month
- First year is all in-office classes/massages
- Receive payment the month after service is rendered
- Purchase 10 mats the 1st month, 20 the 2nd month, and 20 the 3rd month (=60 mats)
- Hire one therapist, I will be the yoga instructor
- Assume every client has one class per week (with 10 people in each class), and one chair massage per week (one employee per client for each massage)

Company: Namasté Year 1													
	Mo 1	Mo 2	Mo 3	Mo 4	Mo 5	Mo 6	Mo 7	Mo 8	Mo 9	Mo 10	Mo 11	Mo 12	Total
Income													
Yoga Sales			400	800	1200	1600	2000	2400	2800	3200	3600	4000	22000
Massage Sales			100	200	300	400	500	600	700	800	900	1000	4500
Other													0
Total Income	0	0	500	1000	1500	2000	2500	3000	3500	4000	4500	5000	27500
Other Cash													
Equity	1000												1000
Debt													0
Total Other Cash	1000	0	0	0	0	0	0	0	0	0	0	0	1000
Total Cash Flow	1000	0	500	1000	1500	2000	2500	3000	3500	4000	4500	5000	28500
Operating Expenses													
Salaries/Wages (Yoga)		0	0	0	0	0	0	0	0	0	0	0	0
Salaries/Wages (Massage)			30	60	90	120	150	180	210	240	270	300	1650
Personal Wages						1500	1500	1500	1500	1500	1500	1500	0
Communication	25	25	25	25	25	25	25	25	25	25	25	25	300
Office Supplies/Support	25	25	25	25	25	25	25	25	25	25	25	25	300
Rent & Utilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Insurance	100	100	100	100	100	100	100	100	100	100	100	100	1200
Legal/Professional	500												500
Travel	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Operating Expenses	650	150	180	210	240	1770	1800	1830	1860	1890	1920	1950	14450
Capital Expenses													
Equipment		100	200	300									600
Furniture/Fixtures													0
Inventory													0
Total Capital Expenses	0	100	200	300	0	0	0	0	0	0	0	0	600
Debt Payment													0
Total Expenses	650	250	380	510	240	1770	1800	1830	1860	1890	1920	1950	15050
Gross Cash Flow	350	-250	120	490	1260	230	700	1170	1640	2110	2580	3050	13450
Previous Cash		350	100	220	710	1970	2200	2900	4070	5710	7820	10400	
Cash Balance	350	100	220	710	1970	2200	2900	4070	5710	7820	10400	13450	13450

Year 2

- Maintain assumptions in frequency
- 2 clients gained per mo.
- Consider either quitting one job, or cutting back hours
- Move to wages
- Purchase more mats
- In month 1 hire a second therapist, and a second instructor
- Purchase new equipment for original therapist and instructor

Cash Flow	
Gross Revenue	132,000
Operating Expenses	57,660
Cash Balance	87,790

Year 3

- No new clients
- Maintain all other assumptions
- Buy new equipment
- Open studio
- Increase my wages
- New mats

Cash Flow	
Gross Revenue	207,600
Operating Expenses	81,280
Cash Balance	214,110



Next Steps

What's to come in the next year

Here we go!

- Step 1: Will be trained to teach by Shoshoni yoga school by June 24th . Paid in full.
- Step 2: Finalize all of my registration with the state
 - Insurance, company name, fees, etc.
- Step 3: Initial Sales
 - Calling potential customers
 - NCSD
 - Healthier Wyoming: Tammi Till
 - Wyoming Health Fairs: Alice Burron
 - Purchase equipment

Image Citations

Slide 10: <http://bellanina101.files.wordpress.com/2011/02/massage-pict-tuina.jpg>

Slide 23: <http://healthysoul.tumblr.com>

Slides 2, 5, 8, 15, 17, 19: <http://palmheart.tumblr.com>