

# Fakhria Yoga

DISCOVER YOUR INNER PEACE AND POWER WITH YOGA



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**Face Book Page: Fakhria Yoga**

Fakhria yoga is the only educational and recreational entity that promotes conventional medicine. The fact that involvement in such activities help individuals to think, talk and take action in a positive way and transforms all negativity into constructive thoughts both practically as well as experimentally. It also scientifically a strong wellness medium to strengthen the immune system against all sorts of diseases, especially pandemic-related one.

## **Who We Are?**

**Fakhria Yoga** is founded by Fakhria Salimi and run by a highly educated, experienced, and dedicated training personnel (three technical and two supportive staff)<sup>1</sup> with the high spirit of implementing this idea into the society.

## **What does Fakhria Yoga do?**

We want to decrease some burden from shoulders of health sector in Afghanistan by promoting the science of healthy body, mind, and spirit (YOGA) in our society. Yoga is the most applicable branch of alternative medicine according to the need of our country in this situation.

We want to provide health care services in the market with a different medium that doesn't have any side effects and it is very reasonable in comparison to allopathic medicine. Yoga is not only a sort of therapy it is a prevention solution as well. All yoga practitioners maintain good health and wellness only by accepting a yogic lifestyle.

This business is for tackling the issue of wellbeing and indirectly it contributes and supports local economic development and increases income-generating activities in the market and finally to peace and co-existence in our society.

More importantly, Yoga is a fast-growing business. So there is a need for a yogic institute in Afghanistan for teaching all branches of yoga, especially yoga therapy. Launching such kind of infrastructures leads our society to local economic development and income generation activities.

## **Customers:**

Yoga is for everyone irrespective of age, sex, religion, social status, educational background, even those with minor different abilities can benefit from our services.

## **Milestone:**

Our vision is that within short period of six months we shall make our strong presence at seven-part of Kabul city towards conducting regular classes with a minimum batch of 20 yoga trainees in each one of these venues as outreach activities and one center based teacher training class.

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<sup>1</sup> 1. Fakhria Salimi, a certified yoga instructor with 13 years of yogic experience in national and international level from a law background at master level.

2. Fatima Hasani, a certified yoga practitioner with three years of yogic experience from an economic background at Bachelor level.

3. Mohamad Sadaqat, a yogic practitioner with a medical background at MD level.

4. Negin Latif, a yoga practitioner with 5 years of yogic experience from a medical background at diploma level.

5. Zahra Rezaie, yoga practitioner with an education background at Bachelor level.

## **Competitors:**

We are the initiator of this concept in our society, we offer classes based on **science of Yoga**. In terms of experience, knowledge, and professionalism we are unique in the market.

## **Model:**

We operate in two manners: **Center-based yoga activities** which are regular classes in our own venue and **Outreach yoga activities** which we conduct in some offices, cafes, hotels, and associations

We have started the outreach at **Le Bistro restaurant, Kabul Serena Hotel** and we are also in the process of negotiation with some organizations and cafes like, **Co worthy Co-working Space & the Hub Co-working Space, Café Shahmam, Café Taj Begum, Aashak restaurant, Anjuman Qalam, and American university.**

In November 2020, we are going to open our office and launch our center-based activities.

Organizations have an open area for conduction yoga classes and it's free in the afternoon after office hours so we can utilize these spaces from 4:30 pm up to 7 pm. And hotels and cafes have free yoga friendly space form 5 am up to 10 am so we can utilize them to conduct morning classes.

Mostly our customers would be staff and customers of venue providers.

Each yoga sessions last 60-90 minutes and 30 minutes before the program the class assistant with 50 yoga mats on a three-wheelers-vehicle reaches in the venue for providing yoga mats to the participants and after the classes cleaning up the venue and collecting yoga mats back to our stock.

For our business geographical pricing is the best model. We offer yoga class in different areas at different prices. For example, we can't charge the same amount from a customer in West Kabul and customer at Serena Hotel. The price in the high-class area is much higher than the economy area.

In the fact our business has been designed for this model and by nature, it fits this model only. Now as a start-up and even for the long term we have to stick to the geographical pricing model otherwise we would not succeed our goal.

By this model of pricing we can expand our business as much we want and get the maximum revenue of out it.

**Financing:**

We are a-three-week old in the market and we are happy till now. Because we have got two partners (Serena Hotel and Le Bistro restaurants) and we have signed MOU of partnership for six months. And we are approached by the American university and three cafes in the west of Kabul for further cooperation.

I, Fakhria Salimi have the ownership and leadership of Fakhria Yoga entity and till now I have invested 2700\$ and soon I am going to launch my office and invest around twenty times more than the amount that I have done till now. (برای اجاره مقر/ دفتر فخریه یوگا)

I am pitching to raise technical and financial support especially in launching our website and social media (Facebook, Instagram, Telegram, YouTube channel and LinkedIn) as well as fundraising and proposal writing.