

# **Business Plan**

## **1. Executive Summary**

Fakhria wellness society is a collective of recreational activities with two goals: First of all for promoting Peace and Harmony in our society. Involvement in the science of healthy body, mind and spirit is one of the most powerful social building activities that assure peace and coexisting in society. All members of society, irrespective of ages, sexes, education, and backgrounds, can benefit from such services and learn how to deal with social, physical, mental and even emotional issues/ errors which are base of all sorts of conflicts and violence in society.

Secondly, I would teach people yoga as local economic development activity: It is a fast-growing business and anyone with a minimum budget and time investment can start this work.

### **Methods:**

1. Teach private yoga lessons
2. Offer workshops
3. Share your expertise
4. Look into teacher training
5. Think quality over quantity

## **2. Business Concept**

I want to decrease some burden from shoulder of health sector in Afghanistan by opening a Yoga Cafe. Yoga is the most applicable branch of alternative medicine according to need of our country in this situation.

I want to provide health care services in the market with a different medium that does not have any side effect and it is very rescannable in compare to allopathic medicine. Yoga is not only a sort therapy it is prevention as well. All yoga practitioners maintain good health and wellness only by accepting yogic life style.

This business is for tickling the issue of wellbeing and indirectly it contributes and supports local economic development and increases income generating activities in the market.

### **3. Market Analysis**

We are initiator of this concept in our society. In the market no one can compete with us. We are professional, with relevant experience and education and well dedicated to implement our concept. We will you offer very unique services which has many diminutions for individual and group transformation.

#### **Challenges:**

- Location challenges
- Difficult parking
- Market demographics (awareness)

### **4. Management Team**

1. Manager one (Fakhria)
2. Technical team two (to be hired ...)
3. Media specialist one ( to be hired ...)
4. Admin and finance officer one ( to be hired ...)

### **5. Financial Plan:**

- Venue: 30,000\$
- Decoration: 1,000\$
- Yoga mate: 1,000\$
- Regsha (a-three-wheelers-vehicle): 2,000\$
- Electricity and energy 1,000\$
- Administrative cost: 1.000\$
- Electronic items and sound system 1000\$
- Marketing and website: 1,000\$
- Personal salary: 2,000\$

## **6. Operations and Management Plan**

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

Initially, we want to start with outreach activities. Our focus areas are Coworthy Co-working Space & the Hub Co-working Space, café Shahmam, café Taj Begum, café, Aashak, Café Le Bistro, hotel Serena and Anjuman Qalam and they are ready to tie-up with us.

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 7pm. And hotels and cafes have free yoga friendly space form 5am up to 10am so we can utilize them to conduct morning classes.

Mostly our customers would be staff and customers of venue providers and I would share 20% of our revenues with space providers.

Each yoga secessions lasts 60-90 munities and 30 munities before the program the class assistant with 50 yoga mates on a three-wheelers-vehicle reaches in the venue for providing yoga mate to the participant and after the classes he cleans up the venue and takes yoga mates back to our store.

Based on the venue provider discretionary fee collection mechanisms and pricing will be sort out.