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Red House Yoga Studios, LLC
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BUSINESS PLAN

Opening a Yoga Studio Franchise

Prepared for: Jennifer Shamason
Senior Loan Officer

Prepared by: Ellen Lansford
President

DESCRIPTION

Red House Yoga Studios, LLC, requires a loan to open our first studio. Funding is to be used to cover expenses of opening our first studio location in a retail mall location.

Requesting a loan of \$95,000.00





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EXECUTIVE SUMMARY




The Objective...

Our first objective is to open our flagship studio to provide a base and model for future locations.

-  Need #1: Open first studio location.
-  Need #2: Train additional teachers.
-  Need #3: Build Red House Yoga brand.






The Opportunity...

Yoga is a growing trend in health and fitness and Red House Yoga founders teach both traditional and unique styles of classes. This blend of styles draws more customers than typical studios attract. By capitalizing on this strength, we are in a unique position to create a nationally recognized style of teaching and a recognized brand.

-  Goal #1: Open a flagship studio that will draw clients from other local studios.
-  Goal #2: Franchise additional studios under the Red House Yoga Studios brand.
-  Goal #3: Establish our unique system of yoga training as a branded system.

The Solution...

The solution is to open our first local studio, train teachers in our methodology, create branded retail products, then expand our unique yoga fitness system into a recognizable brand.

-  Step #1: Open first local studio.
-  Step #2: Train teachers and staff.
-  Step #3: Build local clientele.
-  Step #4: Build business materials to allow franchising.
-  Step #5: Open additional franchised studios.





MISSION STATEMENT

Mission Statement

Red House Yoga Studios, LLC, is dedicated to promoting healthier living and reduced stress through yoga and meditation classes and massage therapy.

Purpose Statement

Our motto and our mission is “Health for Life.”

Red House Yoga Studios, LLC, intends to fulfill our mission through the opening of multiple studios. Initially, our first studio will be used as a model on which to base additional franchised studios.





LEGAL STRUCTURE

Following is Red House Yoga Studios, LLC's legal structure.

Red House Yoga Studios, LLC, is structured as a limited liability company.

Legal name: Red House Yoga Studios, LLC

DBA: Red House Yoga Studio of Redmond

Type of company: Yoga and meditation instruction and massage therapy services

Federal Tax Id: 9110001111





SERVICES PROVIDED

Red House Yoga Studios, LLC, will provide the following services.

Yoga Classes

Yoga classes will include a variety of styles to appeal to a wide variety of clients. Our signature system is the centerpiece of the studio. Yoga classes promote overall physical fitness, strengthening, flexibility improvement, and stress reduction.

Meditation

Stress reduction meditation classes will be offered.

Massage Therapy

Massage therapy will be offered by a variety of licensed therapists.

All of the Red House services work together as a complementary system to promote health and well-being.





PRODUCTS

Red House Yoga Studios, LLC, will produce the following products to be sold in our retail locations and from our web site.

Apparel

Branded workout and everyday apparel such as T-shirts, sweatshirts, etc.

Apparel will be branded with our logo and web site address.

Training Materials

Training materials such as workbooks and DVDs to teach students and teachers the Red House style of yoga.

Workbooks will also be offered for sale through other outlets such as Amazon.com and retail bookstores.

Just like any other fitness regime, students are always looking for new variations. The Red House system has been shown to draw the largest client base, compared to other yoga systems offered in other studios.

Third-Party Products

Complementary products such as yoga mats, towels, DVDs, videos, books, and other related relaxation and fitness products will be offered in our studio's retail shop and online store.





FUTURE DEVELOPMENTS

Red House Yoga Studios, LLC, is dedicated to promoting healthier living and reduced stress through yoga and meditation classes and massage therapy.

We are committed to the highest standards of integrity, excellence, and performance in dealing with our clients. Our mission is to be the best at identifying, qualifying, and delivering our health and fitness services for our clients.

As specialists in our industry, our team of professionals has the ability to understand the needs, expectations, and abilities of our clients.

Red House Yoga Studios, LLC, has the management team and experience to create a nationally recognized brand and nation-wide franchise of studios.

Our unique yoga system has already been proven to draw the largest client base in the locations in which it has been taught. After our first branded studio has been opened and established, we will be able to expand the brand by opening additional studios in other cities with teacher training and an established support system for the businesses.





COMPANY OPERATIONS

The following is a description of Red House Yoga Studios, LLC's operations.

Hours of Operation:

Classes are offered morning, afternoon, and evening seven days a week to accommodate all of our clients' schedules. The studio will be open daily from 7 a.m. to 10 p.m.

Staffing:

Headquartered in Redmond, WA with three employees. Three full-time employees will initially be required to start the first studio and prepare for future business expansion. Additional staffing requirements for teachers and massage therapists will be fulfilled by contracting with those individuals. Volunteers will provide cleaning services and retail sales help in exchange for free classes.

Complementary Services:

Massage therapy, meditation classes, and private classes will be offered as contracted services and scheduled by appointment.

Business Management:

One full-time employee will be the business manager and responsible for the day-to-day operations, accounting, sales, marketing, and future business development.





S A M P L E

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