

## 95 Yoga House 2024 – SWOT and priorities

### **Strengths**

Established client and teacher base

2 week introductory offer

Variety of experienced teachers 20+ - paid at top rate in the area

36 Classes / week offering both in-person and virtual live-streaming

Cash and capital position – both Beth and Craig work outside of the studio (0 debt)

Established Yoga Teacher Training Program – 7<sup>th</sup> year

Location in growing area of Appleton/Kimberly

Heated yoga – strong in winter months

### **Weaknesses**

Summer activity drops in attendance

Not a Boutique location or space to charge a premium

Limited population size to support multiple studios and teachers

### **Plans to address in 2024**

Women's retreat and women's circle workshops to make deeper connections

Craig completed advanced 300hr on way to certified yoga therapist 800hr - offering one-on-one yoga therapy

Prenatal back in class offerings -popular

Introduction and men's workshop

### **Opportunities**

Limited specialty yoga in area

Few advanced training / workshops offered

Partnership with therapy (mental and physical) providers

Continue to improve profit margin, create incentives for teachers to build community

Retreats and special events

### **Threats**

Hot Yoga Studios – Yoga 3 and Embody opened attendance flat in 2023

Appleton Yoga and Wellness and Mahima Grover – focused on more specialized groups

Crunch Fitness, YMCA, Lake Park, Yoga Elements, and Grace Under Fire studios

Recruit teachers and clients

Recession and reduction of discretionary spending

Difficult to differentiate services among studios to the public