Linbing Zhu

 RPW 300

 3/20/2016

 **Executive Summary**

 Keep clam, find yourself

Recently, people have heavy pressure form society, it makes them like to eat more food to remission stress. It is a good idea,however, if you eat to much ,and do not do exercises, your body will not good anymore, and it usually come with some risk of disease. Therefore, Yoga can help you to reduce the pressure, give your a clearly mid to think about things, and according to this, you will know what you want, it such like you can find the purpose of one thing, then you will know how to solve the problem.

 **Description**

Nowadays people have many pressure with work and life, therefore more and more people like drink too much or play games whole day to avoid the pressure, it is not good for anyone’s life.Yoga is come from India, and it is a exercise to improving people’s physical, mental capacity, emotional and spiritual aspects of a physical,mental and spiritual harmony and unity of the movement to achieve, including the help you change your body, adjust breathing, aligning meditation method, in order to achieve the unity of body and mind. Yoga can help you keep clam, and bear more stress. Give you the courage to face the problem. Here are ten benefits of Yoga.

****1.** **All-round fitness.****You are truly healthy when you are not just physically fit but also mentally and emotionally balanced. As Sri Sri Ravi Shankar puts it, “Health is not a mere absence of disease. It is a dynamic expression of life – in terms of how joyful, loving and enthusiastic you are.” This is where yoga helps: postures, pranayama (breathing techniques) and meditation are a holistic fitness package. [1]

****2. Weight loss.**** What many want! Yoga benefits here too. Sun Salutations and Kapal Bhati pranayama are some ways to help [lose weight with yoga](http://www.artofliving.org/in-en/yoga/health-and-wellness/yoga-weight-loss%22%20%5Co%20%22Lose%20Weight%20with%20Yoga). Moreover, with regular practice of yoga, we tend to become more sensitive to the kind of food our body asks for and when. This can also help keep a check on weight. [1]

****3. Stress relief.**** A few minutes of yoga during the day can be a great way to get rid of stress that accumulates daily - in both the body and mind. Yoga postures, pranayama and meditation are effective techniques to release stress. You can also experience how yoga helps de-tox the body and de-stress the mind at the Art of Living Yoga Level 2 Course.[1]

****4. Inner peace.**** We all love to visit peaceful, serene spots, rich in natural beauty. Little do we realize that peace can be found right within us and we can take a mini-vacation to experience this any time of the day! Benefit from a small holiday every day with yoga and meditation. Yoga is also one of the best ways to [calm a disturbed mind](http://www.artofliving.org/in-en/yoga/yoga-benefits/yoga-helps-calm-nerves-after-fight%22%20%5Co%20%22Yoga%20helps%20calm%20nerves%20after%20a%20fight).[1]

****5. Improved immunity.**** Our system is a seamless blend of the body, mind and spirit. An irregularity in the body affects the mind and similarly unpleasantness or restlessness in the mind can manifest as an ailment in the body. Yoga poses massage organs and stregthen muscles; breathing techniques and meditation release stress and improve immunity.[1]

****6. Living with greater awareness.**** The mind is constantly involved in activity – swinging from the past to the future – but never staying in the present. By simply being aware of this tendency of the mind, we can actually save ourselves from getting stressed or worked up and relax the mind. Yoga and pranayama help create that [awareness](http://www.artofliving.org/in-en/yoga/yoga-benefits/living-awareness-yoga-life-greater-joy-and-productivity%22%20%5Co%20%22Living%20with%20awareness%20%E2%80%93%20Yoga%20for%20life%20with%20greater%20joy%20and%20productivity) and bring the mind back to the present moment, where it can stay happy and focused.[1]

****7.** **Better relationships.**** Yoga can even help [improve your relationship](http://www.artofliving.org/in-en/yoga/off-yoga-mat/yoga-relationships-stretching-toward-commitment%22%20%5Co%20%22Yoga%20%26%20Relationships%3A%20Stretching%20Toward%20Commitment) with your spouse, parents, friends or loved ones! A mind that is relaxed, happy and contented is better able to deal with sensitive relationship matters. Yoga and meditation work on keeping the mind happy and peaceful; benefit from the strengthened special bond you share with people close to you.[1]

****8. Increased energy.**** Do you feel completely drained out by the end of the day? Shuttling between multiple tasks through the day can sometimes be quite exhausting. A few minutes of yoga everyday provides the secret to feeling fresh and energetic even after a long day. A 10-minute online guided meditation benefits you immensely, leaving you refreshed and recharged in the middle of a hectic day. [1]

****9. Better flexibility & posture.**** You only need to include yoga in your daily routine to benefit from a body that is strong, supple and flexible. Regular yoga practice stretches and tones the body muscles and also makes them strong. It also helps improve your body posture when you stand, sit, sleep or walk. This would, in turn, help [relieve you of body pain](http://www.artofliving.org/in-en/yoga/health-and-wellness/feeling-pain-balance-your-body-yoga%22%20%5Co%20%22Feeling%20Pain? Balance Your Body with Yoga) due to incorrect posture.[1]

****10. Better intuition.**** Yoga and meditation have the power to improve your intuitive ability so that you effortlessly realize what needs to be done, when and how, to yield positive results. It works. You only need to experience it yourself.[1]

 **Rationale**

We would like to open a class in a community, it will convenience for people to come. And we will also put some advertisement in the community, let people who live here know that is a yoga class opening. First week, we will teach them yoga for free, let them feel what the Yoga is . And then we will have charge of learning Yoga. The charge will not cost too much. And if you are our members, you will get the 5% discount for first year, and 10% discount for second year. And also will have some members activity. Then there will have 5 Yoga coach to teach people do Yoga, each class will have 15 people, if it not enough , we will hire more Yoga coach to teach people ,and if you learn Yoga very well , and you want to talk about your story to others , we will very glad. And you can also invite your family members to come to learn Yoga ,and we will give you a free class card, that you can use it whenever you want to use.

In order to improve the efficiency of Yoga class, we would like use different aromatherapy in different class. Such as lavender aromatherapy, it can help people to clam down. While people can not keep clam, the lavender aromatherapy can help people clam down quickly. And the michelia alba aromatherapy is also have same effect as lavender aromatherapy, both of them have better effect in help people clam down and make them have a good mood. In additional, there are some aromatherapy more fit in Postures. If you want to loss your weight, the tropical plant aromatherapy is more helpful, it can help body speed up metabolism. And if you just want to keep in good health, the cananga odorata is one of best choices, because it can reduce tension and impatient, and combine with Yoga, it will show you a amazing change of your body.

  **Interview**

I interviewed a Yoga coach, and she is 30 years old, and her name is Celia, and she learn yoga for 15 years, and she is very love this exercise. She told me that Yoga help she to keep good health and shape. Since she was a young girl, she learn Yoga first time, she think it is a amazing, it use different post to help people have a good shape, and more you learn, you will feel that you are not doing a exercise, you will enjoying this exercise , and enjoying the time that you doing Yoga, because you can extend your body in a very comfortable post, and your body will telling you that it is very comfortable. And she want to continue doing Yoga, because it helps she a lot. While she has some problem in life, she feel very upset or angry, she will doing some Yoga to clam down and then think about all the whole thing and find the way to solve. The most benefit of Yoga, she think is help people to clam down, because while you are angry, you will make the decision by your mood, it is not a best way to solve, and after you clam down, you might regret your decision, because at that time , the angry control you ,you can not think more sane, you just want to do that.

 **Cost analysis**

Yoga professor(per class) $50

Yoga class(per class) $8

Yoga mat $20

Every class must have 8 students.

 **Delivery schedule**

Every three month will be a section of Yoga, and it will can let people to see the

difference of themselves.

 **Site preparation**

The light and Yoga mat and the music.

 **Training**

we will have several level of coach, and separate them of training. It depends on they

have contract with us.

 **Responsibilities**

We will tell people the responsibilities of both of us. And make sure that people

understand the responsibilities.

 **Conclusion**

After taking Yoga class, people will know more about Yoga, and can keep clam while they suffer big problem, they can think about the problem and try their best to solve the problem, they will know what they want, the things they really care about it.

Reference

http://www.artofliving.org/in-en/yoga/yoga-benefits