

Virtual Retreat: Elevate Your Workday with Wellness on Web

Kanisetty Priyanka, Swarup Vilas Khante, Aditya Huddar, Ravikumar S, Jeevanandh J R, Sujith R J, Sonu Gurmaita.

MBA Student(s), Faculty of Management Studies (CMS Business School),
Jain (Deemed to be University), Bengaluru.

Dr. Vinoth S

Professor, Faculty of Management Studies (CMS Business School),
Jain (Deemed to be University), Bengaluru.

ABSTRACT:

"Wellness on Web" is a visionary action aimed at addressing the physical and internal wellbeing requirements of commercial workers by offering online yoga sessions. In the environment of remote work and increased stress situations, this design recognizes the growing significance of hand heartiness programs to promote work- life balance, reduce stress, and foster a more engaged and productive pool. Our approach involves partnering with educated and yoga practitioners, who specialize in online tutoring styles. The sessions will be conducted through a secure and stoner-friendly platform, allowing workers to share in multiple yoga session places throughout the day, accommodating different schedules and time zones. Through regular participation in online yoga sessions, workers can enjoy colorful benefits, similar as bettered physical health, increased inflexibility, and reduced musculoskeletal issues caused by prolonged sitting and sedentary work routines. also, the sessions will equip workers with effective stress operation strategies by incorporating relaxation ways and breathing exercises, leading to bettered internal well- being and overall adaptability. By investing in hand heartiness programs like "Wellness on Web," associations can demonstrate their commitment to the well- being of their workers, leading to increased engagement, job satisfaction, and productivity. likewise, online yoga sessions exclude the need for a devoted physical space, reducing structure costs while furnishing a cost-effective result to ameliorate hand well-being.

Keywords: Wellness, Web, Service, Operational, Business Model.

I. INTRODUCTION

Introducing 'Wellness on Web': An innovative solution providing online yoga sessions for commercial workers. Addressing the growing need for well-being in remote work environments, enhancing productivity and engagement. Project "Wellness on Web" aims to give online yoga sessions to commercial workers, promoting their physical and internal well- being. This action recognizes the growing need for hand heartiness programs, particularly in the environment of remote work and increased stress situations. By offering accessible and accessible virtual yoga sessions, we aim to enhance hand productivity, engagement, and overall satisfaction.

II NEED AND SOLUTION

THE PROBLEM/PAIN

Busy schedules, limited space, and tech issues might hinder employee participation in "Wellness on Web". The program itself could struggle with promoting awareness and keeping users engaged. To

overcome this, offer flexible session times, beginner-friendly options, and address space limitations. Utilize various channels to reach commercial workers and create a sense of community to boost motivation and keep them coming back.

THE SOLUTION (PRODUCT/SERVICE)

"Wellness on Web" can thrive by offering flexible session times, beginner-friendly yoga with space limitations in mind, and promoting through multiple channels. Building a community around the program will keep participants engaged and motivated.

III THE MARKET AND MARKET OPPORTUNITY

Feeling burnt out working from home? "Wellness on Web" offers online yoga designed for busy professionals. Our convenient, beginner-friendly classes help you combat stress, boost energy, and improve work satisfaction – all within your workday. We cater to limited space and offer flexible

schedules to fit your needs. Take a break from the screen and join our supportive online community. Sign up for a free trial today and experience the "Wellness on Web" difference! This program targets stressed and unproductive remote workers, a rapidly growing market. By offering an accessible solution for improved well-being in the home office, "Wellness on Web" capitalizes on the increasing demand for corporate wellness solutions.

IV BUSINESS MODEL



V OPERATIONAL PLAN

Phase 1: Launch & Awareness (Months 1-2):

Develop Platform: Ensure the online platform is functional for registration, scheduling sessions, and hosting live yoga classes.

Create Marketing Materials: Design a website, engaging social media content, and email templates highlighting the program's benefits and free trial offer.

Secure Partnerships: Collaborate with HR departments, wellness influencers, or relevant organizations to reach the target audience.

Launch Marketing Campaign: Utilize various channels (social media, email marketing, influencer promotion) to generate awareness.

Phase 2: Acquisition & Engagement (Months 3-Ongoing):

Host Online Yoga Sessions: Offer a variety of beginner-friendly classes at different times to accommodate diverse schedules.

Provide Support: Address space limitations, offer modifications for poses, and include troubleshooting

tips for technical difficulties.

Foster Community: Integrate interactive elements like live Q&A or online forums to build a supportive community and keep participants motivated.

Track & Analyze Data: Monitor website traffic, social media engagement, and free trial signups to measure campaign effectiveness.

Phase 3: Retention & Growth (Months 6-Ongoing):

Paid Subscriptions: Develop tiered subscription options catering to different needs and budgets.

Participant Feedback: Conduct surveys or host focus groups to understand participant experience and identify areas for improvement.

Content Marketing: Provide valuable content like blog posts or short videos related to yoga and remote work well-being.

Refine Strategy: Based on data analysis, adjust marketing efforts to optimize lead generation and user acquisition.

Success Measurement:

Monitor website traffic, social media engagement, and free trial signups.

Track participant retention rate after the free trial period.

Measure participant satisfaction through surveys or feedback forms.

Contingency Plans:

Low Sign-Up Rates: Refine marketing strategy (targeting, messaging), optimize free trial offer, consider influencer marketing partnerships.

High Participant Drop-Off: Address participant feedback, incorporate more variety into yoga sessions, strengthen the online community through enhanced interaction.

Technical Issues: Prepare backup solutions (e.g., pre-recorded sessions), maintain clear communication channels with participants.

VI PROJECTED FINANCIALS AND FUNDINGS

Initial Investment:	₹206,000
Financials (2021):	
Revenue (Indian Rupees):	
Months with Operations (Jul-Dec):	6
Total Projected Revenue	\$254.82

(2021):	
(converted to INR) = \$254.82 * ₹75 =	₹19,111.50
Expenses (Indian Rupees):	
Marketing Costs (Partially covered):	\$6,000
(converted to INR) = \$6,000 * ₹75 =	₹450,000
(Amount will depend on marketing allocation. Here, assuming 50% of investment):	
Adjusted Marketing Costs (2021):	\$3,253.33
(converted to INR) = \$3,253.33 * ₹75 =	₹243,999.75
Yoga Instructor Fees (6 months):	\$36,000
(converted to INR) = \$36,000 * ₹75 = (adjust based on class frequency and instructor rates)	₹2,700,000
Platform Development:	\$10,000
(converted to INR) = \$10,000 * ₹75 = (one-time cost)	₹750,000
Operational Costs (website hosting, etc.): \$500/month * 6 months (converted to INR) = \$3,000 * ₹75 =	₹225,000
Total Projected Expenses (2021): ₹243,999.75 (marketing) + ₹2,700,000 (instructors) + ₹750,000 (platform) + ₹225,000 (operations) =	₹3,918,999.75
Net Loss (2021) after Investment (Indian Rupees): ₹3,918,999.75 (expenses) - ₹19,111.50 (revenue) = (Reduced loss due to investment)	₹3,900,888.25

Financials (2022):	
Revenue (Indian Rupees):	
Total Projected Revenue (2022): \$611.52 (converted to INR) = \$611.52 * ₹75 = Expenses (Indian Rupees):	₹45,864
Marketing Costs (Full Year): \$14,400 (converted to INR) = \$14,400 * ₹75 =	₹1,080,000
Yoga Instructor Fees (Full Year): \$36,000 (converted to INR) = \$36,000 * ₹75 =	₹2,700,000
Operational Costs (Full Year): \$500/month * 12 months (converted to INR) = \$6,000 * ₹75 =	₹450,000
Total Projected Expenses (2022): ₹1,080,000 (marketing) + ₹2,700,000 (instructors) + ₹450,000 (operations) =	₹4,230,000
Net Loss (2022) after Investment (Indian Rupees): ₹4,230,000 (expenses) - ₹45,864 (revenue) =	₹4,184,136

VII THE TEAM

Project Manager: Oversees entire project lifecycle, ensuring deadlines are met and resources allocated efficiently.

Yoga Program Director: Develops online yoga programs, collaborates with instructors, and ensures high-quality sessions. (Zumba Director similar for Zumba program)

Technical Lead: Manages the technical platform, ensuring its functionality, reliability, and user-friendliness.

Marketing Manager: Attracts participants through marketing strategies, content creation, and targeted campaigns.

Customer Support Coordinator: Provides assistance and resolves inquiries from program participants.

Finance and Administration Manager: Oversees

financial operations, budgeting, and ensures smooth administrative processes.

VIII. RISK FACTORS

"Wellness on Web" faces potential roadblocks. Market competition and low demand could hinder growth. Technical glitches, repetitive content, or high drop-off rates might affect the program's quality. Financially, attracting enough paying subscribers or encountering unexpected costs could impact profitability. Team inefficiencies, instructor turnover, or management challenges could disrupt operations. Regulations, security breaches, and negative customer reviews are additional concerns.

To mitigate these risks, thorough market research, a robust platform, high-quality content, and data-driven marketing are crucial. Building a strong team with clear roles and open communication is essential. Staying updated on regulations, implementing data security, and addressing customer feedback promptly will safeguard the project. By anticipating and addressing these challenges, "Wellness on Web" can navigate the competitive online fitness market and achieve success.

IX PROTOTYPE

Hanover and Tyke Wellness Coaching

wellness on web

We'll pay attention to your issues and assist in coming up with the finest solution.

COACHING SERVICES:

- Mindfulness Session
- Fitness Coaching
- Goal Setting
- Nutrition Guidance
- Relaxation Techniques

Contact us to begin your consultation session at: +123-456-7890
www.wellnessonweb.com

WELLNESS ON WEB

- 1 REFLECT**
Reflect on what you're good at and where you might need to improve
- 2 SET GOALS**
Set goals to improve in areas where you feel less confident
- 3 ACTION**
Take steps towards your goals and celebrate your progress

X CONCLUSION

The Wellness on Web team is thinking that the business plan they created will really become a huge success in next five years. We as a team have been working in group of two on different subject like Current situation of the corporates and their employees work place environment and work life balance which contributes to the wellness of employees and its organization too. The biggest problem the group had to deal with was the financial and marketing part. The Business plan for our company includes a detailed marketing strategy and of course a lot of information over important financial facts. We learnt a lot about how many things you have to take care off and at the same time shaping it, if you want your company really to be sustainable. It was really interesting and challenging for us learners to deep dive into information's about the behavior patterns of our customers, and our competitors and how crucial it becomes to state the correct aspect of behavior that are shown by our customers to satisfy their needs and make our company an established one and get more productive. We honestly think that Wellness on Web would be a great business in coming years where profit would be generated to help the corporates and its employees achieve great work place environment and work like balance which fetches immense work satisfaction and productivity.

XII REFERENCES

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