Product development strategy of “Moksha”
New yoga attire.

“Yoga suit and pants with shoes... perfect for outdoor”

GRAP 2013 Product Development Strategies Assessment Two - Group Project
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1.0 Product Development

Yoga clothing

Introduction

Yoga, it is a well-known word to everyone in the present world. Traditional yoga is referred to physical and mental disciplines, which originated in India about five thousand years ago. It is associated with meditative practices in religions like Hinduism, Buddhism and Jainism. We all know what yoga is, but its history is not well known. Yoga is said to be as old as cultivation, there are many physical evidence to support this claim like the stone seals, which depict figures of yoga poses which existed from 3000 BC. Yoga, it is an ancient and effective form of exercise which has helped the mankind in several ways throughout the ages. Yoga is the union of body, mind and soul. The goal of yoga is to achieve balance between them. It involves an overwhelming number of forms, styles, exercises and poses. The exercise has its effects on all the different parts of the body internally and externally. Every different pose or form works on different parts of the body in various ways. There are many diseases and disorders that are cured by the practice of yoga. It builds strength, stamina, flexibility, balance and performance. Thus the saying, “What’s in the past, should stay in the past” does not apply to Yoga.

There are many styles of practicing yoga like Bikram yoga, Hatha yoga, Bhakti yoga, Kriya yoga, Pranayam yoga, Sivananda yoga, hot yoga, nude yoga, amongst other forms. Since yoga has been so helpful to mankind, it is being practiced widely all over the world. There are many markets that specifically manufacture and sell yoga attire and accessories.

Concept

The market for yoga clothing is spread globally. It has captured various age groups and various locations. Yoga clothing is not a new product to the market. There are several types, styles, kinds made out of different fabrics and yarns. Our concept is to develop a product “yoga suit” with shoes attached to it. This product will benefit every yogi to perform well without any problems related to their clothing. Generally yoga can be performed at different types of surfaces like on a solid floor, on grass field, on rocks, on sandy surfaces and etc. In simple words it is performed either in closed rooms or open areas where an individual is in direct contact with the nature.

To concentrate on the yoga exercises one needs to have clothing, which is comfortable, with a perfect fit, breathable and also stretchable. Thought yoga clothing does not include footwear but for outdoor yoga footwear is as important as the clothing, because the foot comes in direct contact with either the floor or the grass or the sand, or rocks. This can hurt and even distract while performing yoga exercises.

Brand Name

The name of our brand will be called, “MOKSHA”, which means “Let loose and relax” in hindu terms. This is to portray how we want our customers to feel when they are wearing our products.
Product Development cont.

Benefit of our product

“Yoga suit” and “yoga pants” have all the characteristics, which are essential for the yogi to perform well. It is made up of synthetic natural fibers, natural fibers, and technical fibers. When they are compiled in a fabric it results in very comfortable, breathable, stretchable suit with a perfect fit. The shoes that we have been talking about are similar to ballet shoes. They are made up of soft, thin and flexible canvas or rubber sole, which will be sewed along with the foot of the yoga suit. They are completely weight less and soft when worn while performing yoga. Our product will benefit the yogi when she is performing the exercise outdoor as it will play a role of invisible shoe that does exist and protect the foot but the yogi will not even feel its presence.

Product development process
For manufacturing this product we will be using fibers like Organic cotton, Bamboo, Polyester, Spandex, Elastane, Reflexx, Nano-silver, Aloe Vera, Soy, Celliant Pro, etc.
Product Development cont.

**Composition**

55% Soy: It’s a protein fibre, soft, lightweight and feels good when touches the body.

36% Organic cotton: It is a natural and eco-friendly fibre, very comfortable, good color retention and soft to skin.

8% Reflexx: It is synthetic stretchable fibre, not expensive as Spandex, dries quickly.

65% Bamboo: this is a biodegradable and eco-friendly fibre, soft, breathable; color retention, drapeable, a good absorbent.

35% organic cotton: It is a natural and eco-friendly fibre, very comfortable, good color retention and soft to skin.

5% Elastane: It is a synthetic fibre; stretches over 500% without breaking yarns and can recover its shape.

This fabric composition is blinded with invisible micro beads of aloe vera because it works with the body’s natural movements to release aloe vera onto the wearer’s skin as he/she moves.

60% Nano-silver: Is an anti-bacterial fibre.

30% Celliant Pro: It increases the oxygen level in the body as it rubs against the skin.

10% spandex: It is a synthetic fibre; stretches over 500% without breaking yarns and can recover its shape.

The shoe is made up of soft, thin and flexible canvas or rubber sole, which is located at the bottom of the foot of yoga suit. They are completely weightless and soft when worn. This shoe will take the shape of the foot after wearing the suite or the pants. The fabric used for making the yoga suite, will also be used for the shoe. Our product is designed in many colors and in different styles and patterns.
Current Yoga Fashion Trend:

-T-shirts, Ebenau noted, adding that tops with a layered look were very popular. A wrap jacket is worn over the top.

-natural colours, dominated by shades of mineral grey and green such as chalk, lava grey and flint, as well as light and dark loam hues.

-More eye-catching are the light and dark shades of blue in Puma’s yoga line. Nike takes a different tack: Some of the tops in its collection are dark red as well as bright blue, green, and pink, combined with black or white.

-yoga outfits are generally form-fitting, the trousers are looser than those worn during aerobics or jogging.

-People wanting to buy yoga apparel should make sure that the fit is not too tight. “The trousers, in particular, shouldn’t be too long” - otherwise the yogi will constantly step on the body’s natural movements to release aloe vera onto the wearer’s skin as he/she moves.
Market Dynamic cont.

Market Demographic

Who does yoga?
Everyone. The beauty of this yoga is that it is challenging enough for all, yet not too extreme and therefore accessible to everyone. The age group is from 10 to 80 years old.

Yoga has many benefits:
i) People do yoga because it helps them look and feel great.
ii) Yoga helps tone and sculpts muscles while gaining strength, flexibility and balance.
iii) In a world of stress, yoga helps people decompress and achieve a sense of inner peace, aiding in healing injury or disease.

No longer a practice for the esoteric few, yoga has become a mainstream element of society. February 2005 statistics published in Yoga Journal show that the overall yoga market is a $3 billion business comprising 16.5 million active participants, or 7.5 percent of U.S. adults. As the yoga industry grows, three main areas of growth have appeared in the marketplace. Twenty years ago when the fitness boom was just beginning in the U.S., yoga was still considered some far-out, alternative activity. Although early Yogis understood the power and benefits of yoga for overall health, personal transformation and fitness, the practice was often laughed at or disparaged by mainstream culture. Now that yoga is popularly accepted (and even endorsed by western health professionals), the next challenge is to anticipate the new innovations the yoga market awaits. Areas of future growth to look for in the yoga world: (1) addressing lifestyle preferences of modern practitioners, (2) supporting green, earth-friendly practices and (3) comprehensive class programming.

However we will be focusing on the Australian market. According to our research on Yoga in Australia, Yoga generally is growing tremendously in Australia (view table 1.0 for the result interview with local Melbourne yoga centres) and we believe it will continue to grow in the country. There are approximately 78 registered yoga centers in the country. Our product specific target market demographic and life styles are:

- Females, 25-44 years.
- Serious yogis
- Love the environment, yet modern and working class.
- In search of calm and free-spirit life.
- Core benefit sought: Comfort and convenient for them to do the yoga exercise.
- Family orientated

For more details of the target market, refer to product market segmentation in Appendix 2.
### Market Dynamic cont.

<table>
<thead>
<tr>
<th>Yoga Center</th>
<th>Age Group and Gender</th>
<th>Lifestyle</th>
<th>Serious Yoga or leisure yoga</th>
<th>Own yoga store in the centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of Balance</td>
<td>30-60 years old (mostly older people as their centre has been around for 20 years)</td>
<td>Working/retired</td>
<td>Very serious</td>
<td>Yes, but limited merchandise</td>
</tr>
<tr>
<td>Australian College of Classical Yoga</td>
<td>Absolutely, however 2008 was not as good as previous years as due to the economic crisis, but still increasing.</td>
<td>35-45 years old. 80% Females</td>
<td>Various</td>
<td>Yes.</td>
</tr>
<tr>
<td>Bikram India Yoga Institute</td>
<td>Definitely</td>
<td>20-54, 70% Females, 30% males</td>
<td>Working, modern and family orientated</td>
<td>Very regular</td>
</tr>
<tr>
<td>The Australian Yoga Academy</td>
<td>Yes</td>
<td>20-45 years old, Females</td>
<td>Working people</td>
<td>Both</td>
</tr>
</tbody>
</table>

**Table 1.0 Yoga in Melbourne Centers.**
Market Dynamic cont.

Price Point

Typically, a tank yoga top and pants will each cost around $AU 56, and suit around $ AU76. However, our product will be slightly expensive, as the product will focus on quality and shoes will be added in the development of the product. Approximately, our product will range from $ AU99 to $ AU199, which is an affordable price for the target market.

Note that this is just as an estimated price as have not consider the manufacturing factors on our prices

Market Positioning:

The Product will be based on the position of being fashionable yet most comfortable yoga attire. The product will portray the image “unique” through the innovative design and an improve yoga product. The attire will not become a trend, but a basic need to the yoga community. This product will be an improve product from all the existing yoga attire products. What makes the product unique is:

i) Having Pants/ Top/ Shoes/ as one suit, which never been seen in the market before. Outdoor yogis are very interested in having special made shoes for them to practice yoga on a more rougher surface.

ii) Using the very best quality and sustainable blends of fibers fabrics.

The product will come in different style for every season to suit the weather and to keep the product fresh.

Distribution:
The product will distributed in:

i) Sports wear retail stores, preferably where mainly women sports wear attire are sold. (I.e Rebel Sports, A Sports and etc)

ii) Yoga Retreats and centers (mostly centers who does yoga outdoor).

iii) As e-commerce and internet shopping are growing, the product may be sold online in our official website, Ebay, and other yoga merchandise distributor websites.
To foresee the viability of developing and marketing a product, we will have to undertake a series of research initiatives. We will have to research and compile the necessary statistics of the industry, the current market, the consumer group, their trends and their reliance or consumption of various brands that may already exist. From this data, accurate structures can be developed and projections of product performance may be gauged, post manufacturing and during the retail period. Analytical data may be purchased, or in the instance of the product being developed for in an infant market, it would be wise to study geographical markets where similar products or industry have been introduced and established. This would be akin to a roadmap of similar industries in the infant market where the product would be targeted. However, due to the nature of the infant target market and the many variables associated with this geographical location, modifications will be required from existing road maps of established products in established markets and countries. As the Australian Yoga Market is classified as an infant, we have studied the American Yoga and lifestyle market to construct such a road map and also to serve as an analysis tool. The differentiating factors are obviously that the Yoga market is pre-established in North America and that the population of this geographical location exceeds that of our Australian target market place for the Yoga Suit product. Hence we will have to conduct our own research to fulfil the requirements of market analysis either by conducting a survey, or via purchasing data from market analysis bureaus. The first point of obtaining data for analysis would be the Australian Bureau of Statistics.
Market Research & Market Analysis

America:
Yoga Journal, an online official website of the Yoga America has conducted national surveys into this industry. We present this information as a starting point as the yoga industry is pre-established in this geographical location.

- February 26, 2008 (San Francisco, CA) – the latest “yoga in america” study, just released by yoga journal (yogajournal.com) shows that Americans spend $5.7 billion a year on yoga classes and products, including equipment, clothing, vacations, and media (dvds, videos, books, and magazines). This figure represents an increase of 87 percent compared to the previous study in 2004—almost double of what was previously spent.

The study also collected data on age, gender, and other demographic factors. Of the yoga practitioners surveyed:

72.2% are women; 27.8% are men.
40.6% are 18 to 34 years old; 41% are 35 to 54; and 18.4% are over 55.
28.4% have practiced yoga for one year or less;
21.4% have practiced for one to two years; 25.6% have practiced two to five years; and 24.6% have practiced more than five years.
71.4% are college educated; 27% have postgraduate degrees.
44% of yogis have household incomes of $75,000 or more; 24% have more than $100,000.
Market Research & Market Analysis, Brand Devlopment cont.

Market research & Analysis ( Continued )

Australia:

Due to the current infant state of the Australian Yoga market, sources of information are inconclusive to base perspective plannning upon, unless a more through stream of data is made available. It is rec-ommended, if applicable and within budgets that the company be held responsible for the development of the Yoga Suit Australia marketing survey in collabora-tion with exisiting intitutions to provide a valid set of data and variables to base marketing and planning for product development.

Presented in diagram 1 and 2 are a brief summary of recovered data from such research and from the Australian Bureau of Statistics.

The number of persons participating in yoga was 274,000. Nearly 249,000 females (3.1%) participated in yoga in 2006 compared to nearly 25,000 males. There were 125,000 people (0.8% of the total adult population) who participated in pilates and of these participants, the majority were female (121,000) compared with males (4,000).

A breakdown of fitness centre activities by age and sex can be found in the table below. All the percentages are expressed as a percentage of the age group population. The age / sex group most likely to participate in aerobics/fitness was females aged 15-34 years (21%) followed by females aged 35-54 years (17%) and males aged 15-34 years (13%). Pilates is predominantly undertaken by younger women (15-34 years) and women aged 35-54 years. Those more likely to participate in weight training are males in the 15-34 age group (2.7%) or the 35-54 years age group (1.5%). Females aged 15-34 or 35-54 years were most likely to participate in yoga (3.8% and 3.4% respectively).
Participation Rates, Fitness Centre Activities - By age and sex: 2005-06

<table>
<thead>
<tr>
<th></th>
<th>15-34</th>
<th>35-54</th>
<th>55 and over</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Males</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerobics/fitness</td>
<td>13.2</td>
<td>9.5</td>
<td>4.8</td>
<td>9.4</td>
</tr>
<tr>
<td>Pilates</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>*0.1</td>
</tr>
<tr>
<td>Weight training</td>
<td>2.7</td>
<td>1.5</td>
<td>*0.4</td>
<td>1.6</td>
</tr>
<tr>
<td>Yoga</td>
<td>**0.2</td>
<td>*0.4</td>
<td>*0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Females</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerobics/Fitness</td>
<td>21.3</td>
<td>16.9</td>
<td>7.9</td>
<td>15.7</td>
</tr>
<tr>
<td>Pilates</td>
<td>1.4</td>
<td>2.0</td>
<td>0.9</td>
<td>1.5</td>
</tr>
<tr>
<td>Weight training</td>
<td>*0.7</td>
<td>*0.7</td>
<td>*0.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Yoga</td>
<td>3.8</td>
<td>3.4</td>
<td>1.8</td>
<td>3.1</td>
</tr>
<tr>
<td>Persons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aerobics/fitness</td>
<td>17.2</td>
<td>13.2</td>
<td>6.4</td>
<td>12.6</td>
</tr>
<tr>
<td>Pilates</td>
<td>0.7</td>
<td>1.1</td>
<td>0.5</td>
<td>0.8</td>
</tr>
<tr>
<td>Weight training</td>
<td>1.7</td>
<td>1.1</td>
<td>0.4</td>
<td>1.1</td>
</tr>
<tr>
<td>Yoga</td>
<td>2.0</td>
<td>1.9</td>
<td>1.1</td>
<td>1.7</td>
</tr>
</tbody>
</table>

Fitness Centres and Gymnasia, Summary of operations

<table>
<thead>
<tr>
<th></th>
<th>2000-01</th>
<th>2004-05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses at end June (no.)</td>
<td>667</td>
<td>824</td>
</tr>
<tr>
<td>Income(a) ($m)</td>
<td>294.3</td>
<td>679.4</td>
</tr>
<tr>
<td>Operating profit before tax(a) ($m)</td>
<td>16.0</td>
<td>30.3</td>
</tr>
</tbody>
</table>

(a) Includes captial funding.
Source: Sports and Physical Recreation Services, Australia (cat. no. 8686.0)
Market Research & Market Analysis, Brand Development cont.

Market research & Analysis (Continued)

At the end of June 2005, the majority of fitness centres were in New South Wales with 306 centres. This is an increase of 62 centres from the end of June 2001. Queensland recorded the highest percentage increase of 61% for the number of fitness centres across the states and territories. There were 115 centres recorded at the end of June 2001, which increased to 185 at the end of June 2005. Among the other states to experience an increase in the number of fitness centres were Western Australia, with a 29% increase from 49 to 63 businesses and Victoria, with an increase of 8.9% from 157 to 171 businesses over the same period.

Number of fitness centre businesses, At end of June

![Graph 1 & 2: Stages of Fashion Marketing](moksha.png)
Market research & Analysis (Continued)

We can see from this research that Yoga is a component of the Health and Fitness industry. The Health and Fitness industry has grown exponentially and this would also apply to the Yoga sector in this collective industry. As we previously stated, Yoga within Australia is in an infant stage and therefore cannot be excluded from the parent entity of the Health and Fitness industry, the variables which dictate this, are the population of Australia, the existing businesses and trends of the population.

It would be a safe assumption based on these statistics that the Yoga industry will continue to expand in the forthcoming years. Awareness needs to be cultivated to the population via marketing campaigns directed at the Yoga sector specifically to aid in the further development of the industry.

From a comparative view of the Australian and American market we can clearly see the significant distance of work which is required to alleviate the Yoga Market further to the American contemporary.

Another factor to include, would be of public trend. If there is a sudden trend change then this could cause harm to the energies deposited into the Yoga market place, so it is imperative to study and monitor the market as we push it to grow.

Marketing is the key that would drive the trend diet of the public, if a sector does not keep people engaged and connected to the market or product then a redevelopment of marketing should be devised and implemented to curb change of trends in the market. Education and awareness would be two factors for an instance of marketing the Yoga Suit product as the foundation of the industry is centuries old and carries a great weight of merit which could be utilised for this task.

EMPLOYMENT
Data from the Service Industry Survey 2004-05 reported that the number of people employed in fitness centres nationally increased from 12,552 at the end of June 2001 to 16,871 at the end of June 2005 (34%). According to 2006 Census (ABS 2008 cat. no. 4148.0), the majority of persons employed in fitness centres are fitness instructors (13,800), followed by sports centre managers (3,406) and fitness centre managers (1,663). This was an increase over the levels reported at the 2001 Census for these fitness centre occupations: fitness instructors, 12,364; sports centre managers, 2,800 and fitness centre managers 1,163 respectively. Fitness Centre Occupations, Census...
Brand Development

We are quite fortunate in the sense that the Australian Market is in an infant stage for brand development as there is not a great deal of competition from existing brands. If we look at the apparel market in the Yoga sector we can see that, it too is in an infantile stage. Australia being a small market is bound to be reliant on American trends of Yoga Apparel, which will filter through existing channels of trade. Due to the nature and size of the market it is not economically viable for a company to invest in developing a product specifically for such a small sector of the market in Australia, thus pre-existing apparel and components are usually imported and sold through retail channels as a result.

One of the biggest factors of any rapidly developing market, is usually that it is not accompanied by a plan. Companies and manufacturers seem to adopt a "strike while the iron is hot" approach to extract sales. This is due to the trend or fad factor of such industries. For instance, Yoga is called the new Pilates, we can see how consumer trend has shifted in so short a time frame of the former market and industry being introduced and implemented based on trends.

The advantages of developing a product based on Yoga, are the facts of the art being practiced in centuries. Although it has been modernised to the point where most consumers regard it as means of exercise and medical, therapeutic benefit rather then contemplation, reflection of the inner self and meditation for the spirit.

The brand of the Yoga Suit should therefore reflect the modernised thinking of consumers and have the past ancestry link to the Yoga heritage of the centuries as the underlying support or foundation. This will provide the brand with great credibility in the eyes of consumers.

The rapidly expanding market is also usually void of standards. The development of the Yoga Suit, should therefore promote or aim to become the de facto standard apparel for the Yoga market, a case of leading by example to establish a standard.

In order to facilitate this, careful marketing is required of the product, utilising the innovative features of the garment as opposed to currently available products. A point of being priced attractively to consumers while not appearing to be cheap or overly expensive. This will all filter through the various stages of development and come to be once a development route is constructed and budgets have been placed for development.
Initial aspects of Brand Development:

- Corporate Identity / Branding / Logo
  Once a corporate identity and brand logo have been developed it is necessary to trademark this on a global scale.

- Development of the Garment and legal rights
  Once the garment has been designed and prototypes have been constructed and tested, the garment and the parent entity brand must apply for global patents for materials and procedures which have been utilised in the development of the garment. This will ensure and promote the garment as being a serious contender to becoming the de facto standard attire for the Yoga industry.

The other benefits of allocating a proportion of the development budget to trademarking and patents are the possible avenues of licensing the textile, pattern or developmental technology to third party product manufacturers to utilise in their own products. This will provide even more exposure and weight behind the brand as it will practice a willingness to open source development with other manufacturers and brands while generating a means of passive income via licensing.
Market Research & Market Analysis, Brand Development

Brand Development in Media

Once we have cultivated the corporate identity and have developed the technical development process and legal obligations, we may embark on developing brand awareness campaigns for the product prior to launch. The product should be anticipated by the consumers as there would have been significant media exposure, initiated at the end of the third quarter developmental cycle. This would allow the brand to give the consumers one quarter of anticipation and would provide brand and product with extreme sales upon release.

Methods of Brand Development in Media

- Cross Promotion with health and fitness business
- Cross Promotion with existing products
- Promotion in print media, Health and Fitness lifestyle magazines
- Promotions in broadcast and home release media channels - Television, Internet, DVD, Radio
- Promotion through the internet and new social channels

We can see that via utilising these channels to promote the brand we are building and developing the brand and pushing it through new channels and developments. The media branding shown previously is specifically targeted to the Yoga Suit product and brand, however we could utilise similar channels to promote the licensed technology in wholesale and developmental industry magazines for the project byproduct and technologies. In the following section we will showcase our Yoga Suit Brand and Product.
Moksha Spring 09/ Summer 10 Yoga suit with shoe collection
Moksha Spring 09/ Summer 10 Yoga pants with shoe collection
Swot Analysis

**Strengths**

Our product has totally new and different material composition than other garments manufactured by other companies.
There are no other brands that manufacture yoga clothing focusing directly on this industry and market.
Our brand and product is being developed to promote it as the standard attire for this industry and market.
Our product is designed in an eco-friendly process with mainly naturally sourced and renewable materials, with an effort being made towards a smaller carbon footprint in manufacturing and production.
In this fashion oriented world we will keep ourselves updated with the latest fashion trends and will include those in our product designing for every season, which generally is not been considered by other brands.
We can license newly developed materials and methods of manufacturing for passive income to second parties and licensees.

**Weakness**

We do not have any male products.
As the brand is new and not established, there is not much popularity and demand for our product among the dedicated yogi’s.
We will have to consume a lot of resources to promote our product and get a stand into the market.
As we are having different fabric compositions, we may have to face some complications in manufacturing of our product.
Though we are using a mixture of natural and synthetic fibers, there are chances of people being effected with minor allergic reactions due to many factors of health or extremely sensitive skin.
In the initial retail period, our product could be expensive as compared to the other products which fall into a similar category due to recouping financial losses placed throughout development and marketing.

**Opportunities**

We will be creating a whole new market, which is only going to focus on the yoga apparel and especially for the indomitable and spirited yogi’s.
Our products are specially for people who take yoga as important as life, there are other brands like ‘Gap’, ‘Old Navy’, ‘Nike’, ‘Athleta’, etc which have sports clothing but nothing especially targeted for yoga exercises.
The yoga suite and the yoga pants manufacturing process will make our product will provide favourable public perception due to our environmentally friendly methods and stance.
We can clearly see through statistics that the industry and market share of Yoga within the health and fitness sector growing exponentially. We have a big opportunity to be founders in the apparel and accessories section of this developing market and to grow and expand along with the increasing market and product demands of consumers.

**Threats**

In this competitive market, there are many brands and competitors who can imitate our product.
If any customer gets some kind of allergies due to our product there is a great threat of getting sued by them.
We have to stay updated in terms of fashion, styling, patterns, colourways, fabrics, etc. to stay in the market or else there is always a threat of losing consumers.
The competitors like ‘Gap’, ‘Old Navy’, ‘Nike’, ‘Athleta’, etc may start concentrating on yoga apparel to break into our newly created market and since they are well known established brands, consumers may be turned away to their products.
Conclusion

The Yoga suit product and the development process we have utilised, showcases the product and process to be a genuine innovation in the market place.

We have taken the first step in identifying a segment of market which is not saturated with an existing product or competition and a market which is rapidly expanding and does not have products to specifically cater for the consumers within its sector. With the Yoga Suit, we have or are in reality pushing for a clear definition in the existing hybrid market firstly for the product and developing the product to fill the defined section which is created in a simultaneous manner.

We have utilised a logical and modular method of production and development, where we can allow each stage of development to contract and expand as required from concept design, manufacturing right through to the logistics and retail level.

Our manufacturing process ensures that we meet and exceed environmental and waste levels to a minimum while out putting the required amount of product to meet profit requirements of investments into the product.

We have also devised a method to generate dual forms of income channels by licensing the developed technology out to third party product developers in the textile and product design industries, making the profitability of initial investment returns exponential without added burden or expense to the overall process.

We have taken the measures to protect the intellectual property of the design by utilising global patents and trademarks and this in turn adds significant value to the product in both the retail and wholesale sector while preparing it for long term usage and exposure in all markets and products which would utilise this material for products.

The product development team has taken measures to identify all negative and positive aspects of the product and have provided solutions to deliver a very complete product, which is simple, elegant yet groundbreaking and industry defining.

Although the brief specified that the project be constructed in ideal development terms, we believe that we have delivered the project in this form. However we would also like to point out, that this develop-
Conclusion (continued)

ment project by nature does not encompass the entire model of development, for instance there is no requirement of finance and production costs and budgets so therefore we are not developing this product in ideal circumstances or a ideal real life scenarios.

We believe that any product development project devised through planning and time management, research and resource management will achieve the required results and goals, in ideal or real world scenarios without the need to simulate such ventures.
Appendix 1
Lists of Yoga Centers in Australia

Yoga in Queensland
Gold Coast
1) Gold Coast Yoga Centre - Classes in Palm Beach.
Yoga on the Sunshine Coast
2) Lake Weyba Centre - Hatha Yoga next to the Lake in Weyba Downs. Private lessons available. Teacher Jan Bond has 20 years experience. No religious affiliation.
Yoga in Brisbane
3) Ashtanga Yoga Shala - Ashtanga Yoga classes in the tradition of Sri K Pattabhi Jois.
4) Bodywise Yoga - Traditional Hatha Yoga suitable for beginners, seniors and intermediate. Classes in Hendra and Clayfield
5) Brisbane Yoga Studio - Hatha Yoga classes in Bulimba.
6) Core Yoga Studios - Hatha Yoga classes in West End and Paddington.
7) Daytime Yoga with Narelle Thomas - ADaytime Yoga offers gentle, nurturing beginner and intermediate yoga classes held in West End, Brisbane.
8) Discover Yoga - Dynamic yoga classes 6 days / wk. Beginners / general classes. Chakra yoga, vinyassa flow,Astanga yoga and early morning hatha yoga classes.
9) Yoga Baby - Active Birth yogababy classes, Parents To Be Yoga, Mummy and Me baby and Toddler Yoga, Active Birth Workshops for couples and Pre-Conception Yoga throughout Brisbane.
10) Yoga Living - Hatha yoga classes, incorporating relaxation and meditation, to Adults from beginners through to advanced. Children from pre-school through to teens. People with special needs from physical through to mental.Corporate classes in a new, modern studio centrally located in Fortitude Valley.
11) Yoga Plus Therapies - Classes in Stones Corner.
12) Peter Bisson Yoga - Hatha Yoga classes in Bardon and Paddington.
13) Western Suburbs School of Yoga - Valerie Davis - Moggil, Brookfield, Kenmore, Bellbowrie, North Ipswich.
Other
14) Cairns Yoga Academy - Classes in Ashtanga Yoga in Cairns.

Yoga in New South Wales
Yoga in Sydney
15) Around Yoga Practice - General Hatha Yoga, Over 55s, Kids Yoga, Pilates, Chi Ki Pre and Post-Natal Classes in Seaforth.
16) Bikram's Yoga College of India - Lane Cove - Bikram Yoga in Lane Cove.
18) Bikram - Darlinghurst and Rozelle - Bikram Yoga in Darlinghurst and Rozelle.
19) Body, Mind Life - Bikram Yoga in Surry Hills.
20) Bondi Bliss Yoga Studio - Offers a variety of Hatha Yoga styles in North Bondi, with some classes taught in specific classical traditions, while others offer a creative, contemporary blend of several styles.
21) Calma Lifestyle - Offers classical yoga, meditation, breath control and relaxation techniques in Mosman.
22) Caringbah Yoga Centre - Kate Turner has been teaching Yoga for the past 15 years and her classes incorporate limbering postures followed by stronger postures that enhance muscle strength and toning organs which allows the student more awareness of their own bodies.
23) Central Yoga School - Iyengar Yoga classes in Surry Hills.
24) Eastern Suburbs Yoga Centre - Yoga classes based in the Iyengar & Astanga styles, for beginners & more experienced in Waverly.
26) 5 Element Yoga - Uses the 5 elements of earth air fire water and space to bring balance to body and mind. It is based on Hatha Yoga using breath to connect body and mind in a dynamic series of poses. Classes in Narrabeen.
27) Gosford Yoga Centre - offers classes taught by Satyananda Yoga, a non-profit charitable organisation teaching the Integral Yoga System.
28) Life Source Yoga and Health - yoga & pilates school and a natural therapies clinic offering a wide range of treatments.
29) Lotus - Offers Ashtanga, Hatha and specialist yoga classes for runners, cyclists, swimmers and surfers in the heart of the Sydney CBD.
30) Neutral Bay Yoga Centre - Iyengar Yoga classes in Neutral Bay.
31) North Sydney Yoga - Ashtanga Vinyasa Yoga and Pre-natal classes in North Sydney.
32) Samadi Bliss Yoga - Hatha Yoga classes in Newtown.
33) Sydney Yoga Space - Classes in East Sydney taught in the tradition of B.K.S. Iyengar.
34) Yoga Mat - Offers classes in Ashtanga and Hatha yoga for all levels of fitness in Bondi Junction.
35) Yoga Moves - Ashtanga Yoga in Paddington.
36) The Yoga Place - Includes class timetables in Balmain and yoga history and information.
37) Yoga Solutions - All styles - Oki, Ki, Ashtanga, Hatha, Pre-natal & Mum's & Bubs in Kirribilli.
38) Yoga Synergy - Includes class timetables and yoga information in Bondi and Newtown.
40) Yogaways Centre - Ashtanga & Hatha classes in the vinyasa style. To teach with respect and integrity the ancient science of Yoga to people of all levels of fitness in a non-competitive environment.
41) Zen Renaissance - Ki Yoga classes in Bondi Beach, Bondi Junction, Bronte Beach, Crows Nest.

Other
42) Byron Bay Yoga Retreat - At Byron Bay Yoga, we transform the spirit, nurture the soul and empower the mind through our Yoga Getaways.
43) Byron Yoga - A centre dedicated to personal growth and development through the regular practice of yoga in Byron Bay.
44) Yoga Arts Byron Bay - Classes 7 days a week at the former Byron Yoga Centre offering Astanga yoga, Iyengar-style yoga, stress management, yoga therapy, personal programs, meditation and pranayama, all classes catering for beginners to advanced levels.
45) Yoga Dance - Yogadance - transcends the traditional boundaries of yoga to incorporate the flowing movements of dance in Byron Bay.
46) The Ishta System - ISHTA is an acronym for the Integrated Science of Hatha Tantra and Ayurveda and means a practice that is personalised and holistic. Classes are accessible for all ages and abilities and mix a variety of hatha styles in Byron Bay.
47) Jenny Stephenson’s Hatha Yoga - classes in Ballina Monday - Thursday and private tuition.
48) Karen Nicholl - Natural Therapist and Yoga teacher holds classes in Hamilton and Broadmeadow, Newcastle.

Yoga in the ACT
Yoga in Canberra
49) Om Shanti College - Om Shanti College is a teaching centre of excellence meeting the needs of people on their life’s journey by providing the highest quality education in the areas of health, spirituality and lifestyle.
50) Vital Yoga - Hatha Yoga classes in Chifley.

Yoga in Victoria
Yoga in Melbourne
51) Australian College of Classical Yoga - Hatha Yoga and Ishi Tai Yoga in Blackburn South.
52) The Australian Yoga Academy - Offers classes in the hatha and dynamic or vinyasa powerflow traditions in Glen Waverley.
53) Bikram’s Yoga College of India - Bikram’s Beginning series works through the body systematically, with each posture completed twice. The room is heated to allow for greater flexibility, promoting detoxification and providing optimum

...
conditions to improve the function of your body’s internal systems. Classes offered in Richmond.

54) Clifton Hill Yoga Studio - Iyengar Yoga classes in Clifton Hill.

55) Dance of Life - Various classes in Fitzroy.

56) eYoga - classes Tuesday - Friday in St Kilda.

57) Melbourne Sports and Aquatic Centre - check web site for details of Hatha Yoga classes at the edge of Albert Park Lake, Melway.

58) Nature of Balance Energy Studio - Offering both Kundalini and Hatha Yoga in South Yarra.

59) Studio Cirq - A centrally located fitness studio that specialises in the traditional Pilates method and Ashtanga and Iyengar yoga.

60) St. Kilda Iyengar Yoga School - offers a wide range of Iyengar classes for all ages.

61) Svarupa Yoga - The incorporation of the essences of all yogas in each class, therefore balancing all aspects of one’s self. Classes in Albert Park and Elwood.

62) Yarraville Yoga Centre - Iyengar yoga from beginner to advanced in Yarraville.

63) Yoga Tree - Offers the dynamic styles of Bikram yoga and Baptiste Power Flow in Elsternwick.

64) Yoga Zone - Classes in Malvern based on the teaching of Mr B.K.S. Iyengar.

65) Yoga Moves - Iyengar and Shadow Yoga classes in East St. Kilda.

Yoga in South Australia

Yoga in Adelaide

66) Integral Yoga Academy of Australasia (IYAA) - provides yoga training through the Classical Eight Limbs of Yoga (Asthanga Yoga).

67) Bikram Yoga College of India Adelaide - Classes in the Bikram method of Hatha Yoga.

68) Hatha Yoga Shala - The Hatha Yoga Shala works within the style of Shadow Yoga. This is a dynamic style, founded by Shandor Remete, in which fixed forms are initially practiced to break down stiffness in the body and correct faulty breathing patterns.

69) Southbound Fitness - Hatha yoga combining a number of teaching styles (dynamic vinyasa and restorative). Includes asana, pranayama, dharana/dhyana and philosophy.

70) Yoga Mukti - Hatha and Shadow Yoga classes in the centre of Adelaide.

71) Torrens Village Yoga Studio - The style of Hatha Yoga presented at the studio teaches precise mindful movement supported by the individuals own unique rhythm of breath.

Yoga in Western Australia: Yoga in Perth

72) 8 Limbs Ashtanga Yoga - Ashtanga Yoga classes in Leederville and Victoria Park.

73) Fremantle Yoga Centre - Fremantle Yoga Centre offers a range of classes to suit all levels and body types. Yoga taught at this school covers all the dynamic and passive styles.

74) Yoga Moves - Yoga Moves is a unique and accessible approach to relaxation and rejuvenation. It combines gentle yogas, (Kundalini, Hatha and Tibetan), and modern body therapies designed to raise and rebalance the body’s energies, calm the mind and increase flexibility without strain. Classes in Shenton Park.

75) Yoga Space - Traditional Ashtanga Yoga classes as taught in Mysore, India. In addition to Ashtanga Yoga classes we offer eastern philosophy courses kids and corporate yoga. Private and prenatal classes are available by appointment. Based in North Perth.

Other

76) Yoga-Cise - Yoga-Cise is a synthesis of gentle Yoga plus stress-relief technologies such as Feldenkrais, Alexander and Bioenergetics. Classes in Margaret River, Guildford, North Beach, Whitegum Valley, Forrestfield, Scarborough, Mullaloo/Beldon, Mundaring/Mahogany Creek, Darlington, Fremantle, Yokine, Willetton, Maid Vale, Wembley Downs, South Perth, Mt Hawthorn, Mt Lawley, Rottnest Island, Hillarys, Shenton Park, etc.

Yoga Health - Low impact Yoga with Pilates movements all across WA.

Yoga in the Northern Territory

Yoga in Darwin

77) Darwin Yoga Centre - Follows the teaching method of BKS Iyengar.

78) Patricia Walker - Classes are inspired by Oriental Healing Arts, Zen Buddhism and Indian Yoga Traditions, and use specific methods of purification, breath, correction and asanas (yoga postures) to stimulate the body’s vital energy or Ki.
Appendix 2

Yoga Suit Market Segmentation:

Serious Yogis

1)
- Age 24-44 years old, females
- Educated as well as working class.
- They are a group of women who are modern and hold a few commitments in their lives (i.e. work, family, communities and social).
- These women are absolutely conscious about themselves, in terms of health and look.
- Likes to meet new people.
- Aware of current fashion trends, but also put comfort as their main priority in the purchasing behavior.
- Passionate and regular (2-4 times a week) yogis.
- Aware on technology and uses Internet as the place to find information.
- People who seek for calm spiritual life as well environmentally aware.
- Most importantly, although they are modern, they are also they type of people who loves outdoor activities and connect themselves with the environment frequently.

Yoga for Leisure and social purposes

2)
- 45- 59 years old, females
- Retired, not working, housewives
- Status conscious, and high profile
- Loves to socialize
- Has a comfortable or luxurious life.
- Does yoga to fill their free time
- Loves the “relax” and laid-back life.
- Aware of their surroundings, but don’t participate unless they are interested
- Participate in yoga to fit-in in their community/ environment/group.
- Cares about fashion and latest style.
Appendix 3

External Research

Primary Research:

Questionaire for Melbourne Yoga Centres.

1) Within this past 10 years, do you think that people interested in doing Yoga are increasing? If it’s increasing, is it in small percentage or huge percentage?
2) What are the gender and age group of these yogis?
3) What are generally their kind lifestyle? Are they mostly working people?
4) Are the serious yogis or leisure yogis?
5) Do you have your own retail outlet in your centre?

Secondary Websites:

All images from:
Deviantart.com
Google.com

Trends forecast sites:

Identified Competitors
1) Gap
2) Old Navy
3) Nike
4) Athleta
5) American Apparel
6) Puma
7) 411 Productions Yoga Shop
8) Booklegger Yoga Shop
9) Coaches Choice Yoga Shop
20) Danskin Yoga Shop

21) Empower Yoga Shop
22) Gaiam Yoga Shop
23) Harbinger Yoga Shop
24) Hugger-Mugger Yoga Shop
25) Palm World Voices Yoga Shop
26) Prana Yoga Shop
27) Stamina Yoga Shop
28) The Step1 Yoga
29) Wai Lana Yoga Shop

External Links:
http://www.abc-of-yoga.com/brands.asp
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bname=Summary&prodno=4156.0.55.001&issue=May%202009&num=&view=
Appendix 4

Melbourne Events 2009

Big Day Out 18 January 2009
Australian Open Tennis 19 January 2009 – 1 February 2009
Australian Masters Games 20 February 2009 – 1 March 2009
Melbourne Food and Wine Festival 7 March 2009 – 23 March 2009
Loreal Melbourne Fashion Festival 15 March 2009 – 22 March 2009
Rip Curl Pro Tournaments 18 March 2009 – 29 March 2009
International Air Show 24 March 2009 – 29 March 2009
Formula 1 Australian Grand Prix 26 March 2009 – 29 March 2009
Melbourne International Flower & Garden Show 1 April 2009 – 5 April 2009
Melbourne International Comedy Festival 1 April 2009 – 26 April 2009
Warnambool May Race Day Carnival 5 May 2009 – 7 May 2009
Good Wine & Food Show 30 May 2009 – 1 June 2009
Sandown 400 7 June 2009 – 9 June 2009
Melbourne Spring Carnival Racing October – November 2009
Melbourne Boxing Day Test 26 December 2009

International Events 2010

January
Golden Globes January 11
Sundance Film Festival January 15-29
Milan Men’s Fashion Week January 17-21
Bread and Butter January 21-23
Paris Mens Fashion Week AW09/10 January 22-25
Paris Haute Coutre SS09 January 26-28
Amsterdam International Fashion Week January 24-Feb 1
Berlin Fashion Week AW09/10 January 28-February 1

February
Copenhagen Fashion Week AW09/10 February 4-8
The Grammys February 8
Antwerp Fashion Week February 5-9
New York Fashion Week (RTW) February 13-20
Stockholm Fashion Week (week 5.. check site in early January for more info)
London Fashion Week (RTW) February 20-25
The Oscars February 22
Milan Fashion Week (RTW) ???
Buenos Aires Fashion Week February 25-27

March
Paris Ready To Wear AW09/10 March 5-12
Los Angeles Fashion Week March 13-20
Japan Fashion Week AW09/10 March 23-29
Lakme Fashion Week (Mumbai) March 27-31

April
Hyeres April 24-27
Australian Fashion Week April 27-May 1

May
NY Costume Institute Gala May 4 Model as a Muse
Cannes Film Festival May 13-24
Gen Art Styles Fashion & Awards
Fashion in Film Festival London, check back, the festival will be touring New York and Liverpool in 2009.
June
Venice Biennale June 2-November 22
Art Basel June 10-14
Paris Mens Fashion Week SS10 June 25-28

July
Woolmark Prize
Paris Haute Couture July 6-9
Berlin Fashion Week SS10 (TBD)
Bread and Butter (TBD)
Copenhagen Fashion Week (TBD)

August
The Emmys
Buenos Aires Fashion Week (TBD)

September
New York Fashion Week (TBD)
London Fashion Week (TBD)
Milan Fashion Week
Green Design Festival Greece
Japan Fashion Week (TBD)
New Zealand Fashion Week (TBD)
MTV Music Video Awards

October
Paris Ready to Wear SS10 October 1-8
Andam Award (Announced at PFW)
Frieze Art Fair October 15-18
Mexico City Fashion Week (TBD)
Lakme Fashion Week (Mumbai) (TBD)

November
British Fashion Awards
Swiss Textiles Award
RE:Fashion Awards
Dutch Fashion Awards
CFDA/Vogue Fashion Fund Award

December
Art Basel Miami December 3-6
London Fashion Forward Award
Bibliography/ References


