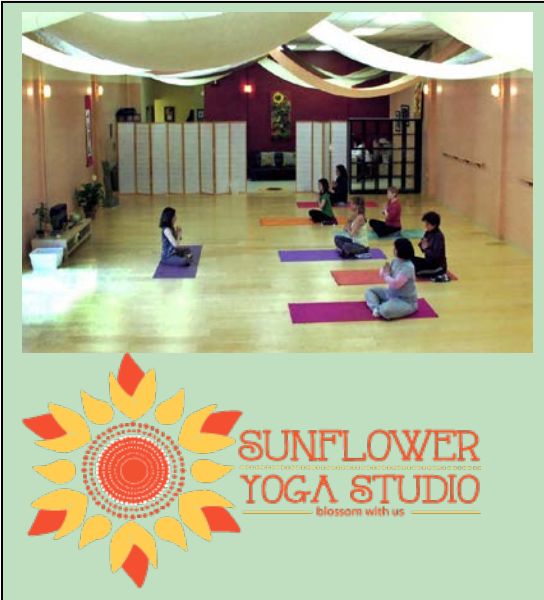


**Small Business Development Center
Indiana University of Pennsylvania**

Helping businesses start, grow, and prosper.

Sunflower Yoga Studio



“The SBDC helped give the studio its start ten years ago, and so we are grateful for this relationship and to have the benefit of their assistance again this year.”

Jill Wingerter

Client Name: Jill Wingerter
Company: Sunflower Yoga Studio.
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Indiana County
Phone: 724-388-6327
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Year Founded: 2008
SBDC Assistance: Review business and market strategies and tactics.

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Background – The Challenge

When Jill Wingerter proposed establishing a Yoga Studio in 2007 in Indiana, PA many doubted its viability. Were there enough people in Indiana to support it? Was it a fad or a trend? Who knew? Jill, however, followed her passion and persisted. The studio it turns out has been a tremendous success and helped spawn interest in Yoga.

Fast forward to 2018 and there are others who have followed her lead as yoga gained in popularity. In retrospect, turns out it was a trend. Sunflower Studio was the beginning of a wave to which it added energy. Jill, like other entrepreneurs, took a chance and helped give birth to the future.

The Problem

Even though the Sunflower Yoga Studio has stood the test of time and offers a very pleasant environment and quality instructors; competition forces one to refine various aspects of business operations. Jill approached the Small Business Institute to undertake an analysis. The objective was to consider Sunflower Studio’s business and market strategy and make recommendations to keep Sunflower Studio ahead of the curve.

SBDC Assistance

The Small Business Institute is operated in conjunction with the SBDC. In the program students under faculty supervision undertake research projects. The semester long project reviewed many aspects of the business & on that basis made several recommendations

Results

- Undertook a survey of current & past customers yielding insights into how customers experience their interaction with the business
- Undertook an analysis of the industry & competitors
- Set-up a new accounting system in QuickBooks
- Made recommendations regarding a more active use of social media

We are hopeful that the review and recommendations help management at Sunflower Yoga Studio remain at the forefront of the industry and on top of their game for many years to come.