

YOGIS



MANTRA

Made by
Katya Ancajima
Karla Graniela
Rachel Puig
Laura Garces
Yixuan Ma

Environment & Consumption
571-KRE-03-Sect 04090
Lili Desrochers

April, 2019

CONTENT

Mantra Mission	3
Demographics	4
Psychographics	5
Website	6-7
Fashion Store	8-9
Cafe	10-11
Restaurant	12-13
Event	14-15
Conclusion	16
References	17



OUR MISSION

Inspired by yogis, athletes, and conscious individuals worldwide, we born to encourage the high vibration practices of living in gratitude, giving back, and choosing kindness. Our mission is to inspire positivity, generosity, kindness and connectedness with this goal in mind : may all beings everywhere be happy and free.

For every item we sell, MANTRA donates proceeds to provide health care to a person in need through our partnership with Montreal Children's Hospital Foundation.

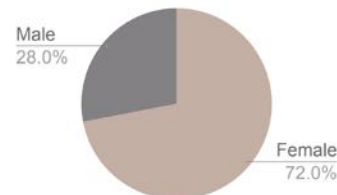
**“We are connected.
We are the same.
We are one.”**

ABOUT YOGIS SUBCULTURE

In 2019, there are more than 300 million Yogis worldwide. In North America, there are approximately 40 million active Yogis.



DEMOGRAPHICS



Age(Generation): Yogis widely exist in all ages. The specific group of Yogis we chose come from Generation X(age 37-51) and Generation Y(age 22-36).

Family/Lifecycle: The group of Yogis we chose is mostly single/independent, new couple/partnership, or in their Mid-Adulthood. Most of them do not have kids.

Gender: 72% of Yogis are female, 28% are male (Rahmouni, 2016).

Marital status: The majority of these Yogis are single or married.

Education: These Yogis generally have received higher education, such as college degree, bachelor degree, master degree. 71% of these Yogis have at least one college degree(Journal of Behavioral Medicine, 2015). The more educated they are, the more they care about their wellness and put effort into it.

Occupation: The majority of these Yogis are in the Legal Services industry, Health Care and Social Assistance industry, Arts & Entertainment & Recreation industry. Another component is university students with jobs. The higher their stress level in work/study is, the more they want to release their stress with yoga.



Income: These Yogis generally have a middle-level or higher-level income. 68% Yogis make at least \$75,000 per year (Gaille, 2015). Their income distribution mainly located between top 1-10% to the higher-income population of the rest 90%. They have a relatively sufficient discretionary income to spend on their wants.

Social Class: Most of these Yogis belong to middle class and middle-upper class.

Social and Cultural Influences: These Yogis are influenced by the social classes they belong to, their reference groups, especially associative and aspirational groups, and media they trust, such as BBC News. They are also influenced by the culture they come from and the culture they live with. In addition, they are greatly influenced by the Yogis subculture.



PSYCHOGRAPHICS

AIO

Yogis have an active lifestyle but they are always seeking for the balance in their lives and living the present moment and be conscious about what is happening around them, that means living mindfully.

Hobbies: Traveling, meditation, retreats, music festivals, going out.

Yogis have a very strong opinion and believe a lot in the impact we have to generate a social change.

VALS

Primary motivation is their **IDEALS**, they apply **yoga principles** to all their life aspects. Authentic lifestyle, and good purchase power & high level of education

They are **THINKERS**: mature, comfortable and reflective, people who value order, knowledge, and responsibility. Practical consumers *They look for durability, functionality, high quality.*

PRIZM:

Urban Villagers – wealthy, city sophisticates, active lifestyles.

Urban digerati – young, well educated, culturally diverse.

Grads & Pads – active, outdoor sports, health conscious foodies, seek sustainably sourced products.

- They enjoy social interaction
- Conscious Consumers
- Are willing to pay more for products and services aligned to their lifestyle.

WHERE THEY BUY

They buy **offline and online**: clothes specialized in fitness & yoga stores like Lululemon, Lole, in-store experience is super valuable for them. Yogis want to be updated with the latest innovations in Yoga products, pilates, new **healthy food brands**, Yoga events, organic skin care products and more. They enjoy Vegetarian groceries and where they can find high quality products.

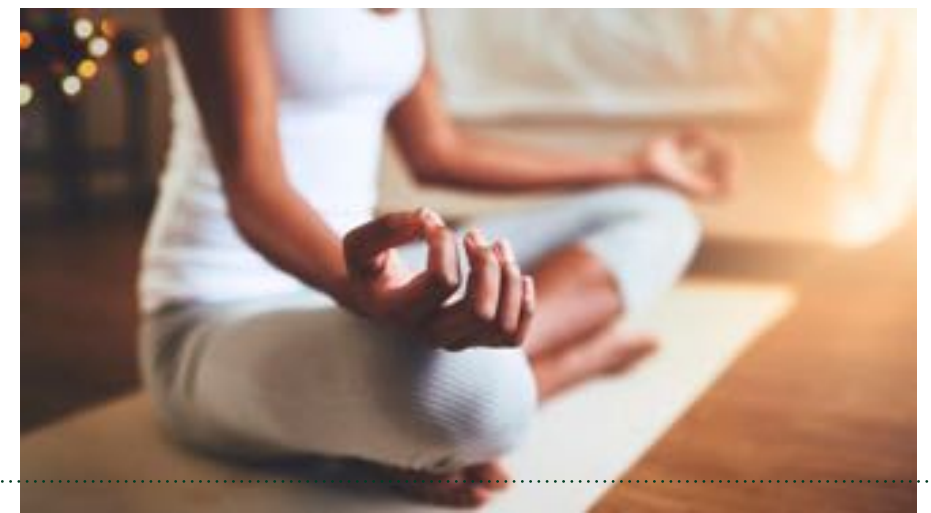


HOW THEY SHOP

They are a conscious subculture since they belong to the **thinkers** group. They do **rational purchases** accompanied by a previous research of the product: Information and knowledge about the manufacturing process. Every product they buy is accordingly with their **philosophy in life, values and lifestyle**. They do **emotional purchases based on their passion of meditating and connecting with the world**.

WHAT PRODUCTS

Services that can offer them spiritual experiences like Yoga classes, Yoga retreats, travels around the world, rural Spa resorts, where they can connect with nature and interact with other Yogis. They prefer to buy Yoga specialized items with a **high quality**. They buy cruelty-free products, Organic vegetarian foods and sustainable and ethical clothing.



MEDIA USAGE

Yogis from generation X and Z are responsive to most channels

Print magazines and journals

Aesthetically pleasing, enriched and well-written information related to their lifestyles. For 40 years, **Yoga Journal has been the #1 authority on yoga**

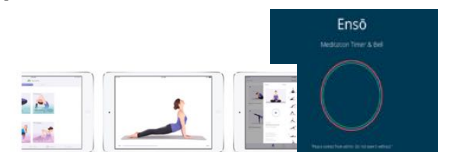


APPS

Yoga Studio Ranked as one of the top one in the market, simple to use. Practice yoga wherever you want and whenever you decide. **Users find it as an efficient App and that offers effective workouts.**

ENSO meditation & timer provides soothing bells and sounds in order to guide you throughout all your meditation.

Users find it helpful, it is made for those who have regular meditation practices.



INFLUENCER

Seane Corn -50 years old renowned yoga teacher and activist.



MANTRA

FASHION WEBSITE

by Yixuan Ma

Our website, MANTRA, is a fashion retail website created exclusively for Yogis. We offer garments and accessories that are perfect for yoga and for Yogis' everyday lives. Our collections encourage a balanced mindful life, physical and mental wellness and peacefulness, modesty, and sustainability. We also encourage the high vibration practices of living in gratitude, giving back, and choosing kindness.



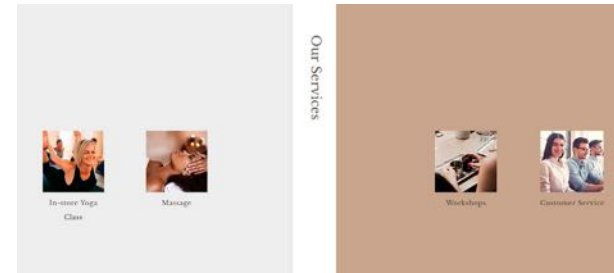
PRODUCTS/BRANDS & SERVICES

Our products are chosen from Lululemon, Dharma Bums, PEPPER & MAYNE, Hatha Clothing, and Beyond Yoga. Their products are produced in an ethical environmental-friendly way. Their products are sustainable and high in quality. Their styles are minimal, comfy, and natural. There is a wide variety of size to provide perfect fits for every Yogi. These characteristics appeal to Yogis because they help Yogis to feel peaceful, to concentrate, and to reach harmony. The price point is relatively high, but it's not a problem for Yogis since they have a middle-level to high-level income and sufficient discretionary income to spend on expensive yoga products. (Zoom in to see detail)



On our website, we sell yoga clothes and after yoga everyday clothes for female and male, as well as accessories related to yoga and can be used in everyday life. It's an online one-stop shop serving all kinds of garments and accessories needed by Yogis. Our yoga clothes collection includes a balanced selection of yoga bras, tanks, leggings, and freedom flow pants. Our after yoga everyday clothes includes a balanced selection of t-shirts, wraps, ponchos, sweaters, shorts, and leisure pants. Our accessory collection includes yoga mats, mat bags, handbags, mat straps, double rollers, headbands, water bottles, and diffusers. We have products available for both men and women. We satisfy the needs of Yogis for active yoga practice and for everyday lives as entrepreneurs, professionals, or students.

The styles of our products are minimal, clean, natural, and comfy. Most of them are in calm colors, such as gray, beige, light green, and white. These styles would help Yogis to reach their ideal state. These styles help them to stay calm, concentrate on the present moment, and stay mindful. These inspiring styles also remind them to keep a balance and harmony between their mind, body, and spirit individually and in a relationship with the society and the environment. The quality of our products is premium. They are comfy, sustainable, environmental-friendly, and they will last long. Our products convey an overall feeling of ease, peaceful, mindful, and meaningful. They can pass the test of rational Yogis customers and satisfy them.



We offer free shipping and free exchanges on every order. We have friendly online customer service. In addition, customers can book in-store yoga classes, massages, and workshops on our website. These services give Yogis an experience to ease and enrich their mind, release stress, and go for a spiritual journey. It appeals to Yogis because they are Thinkers and they are open to new opportunities that will enrich their knowledge.

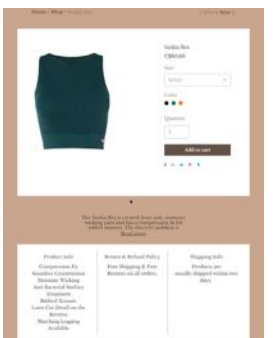


ENVIRONMENT & ATMOSPHERE

Environment

With our website, consumers can make purchases online. They get to know the ambiance of our brand by looking at our pages. There are yoga pose images, Yogi lifestyle images, interior design images, and product images. They are all positioned in a simple balanced format. All of these efforts are based on Yogis' AIO, demographics, and lifestyle. Yogis do yoga often, so we put yoga pose images. They work or study, so we put images of interior design resembling the place they work or study. They are interested in nature, so we use some green colors. They have interests in balance and harmony between mind, body, and spirit, so we have images of garments that inspire and remind them to do so. Everything is in a minimal, peaceful, comfy, and natural way. It is a sensory marketing with sufficient sight elements to make Yogis have a good perception of our brand.

After clicking on a product image, the website will automatically turn to the product detail page. There are more detailed images and description, sizes, colors, guides, etc. Info and images are precise, simple, and clear. The layout is minimalism. These elements all make sense for Yogis who are rational buyers. These elements make them have a further perception of the product through sight and stimulate them to go through the learning and remembering process. At this point, consumers can directly go to checkout, save the product for later, or back to the home page. (Zoom in to see detail)



Our checkout is simple, fast, and safe. It saves time for Yogi consumers who have a lot of work/study to do. It also reinforces the perception through minimal aesthetic sight and contributes to learning. (Zoom in to see detail)

If there are any questions during the process, consumers can always get help from customer services. Our staff gives useful information as while as leading consumers to go through learning and remembering process.

For every item we sell, we donate proceeds to provide health care to a person in need through our partnership with Montreal Children's Hospital Foundation. We do this to be aligned with Yogis' awareness of social responsibility and morality.

Atmosphere

With our online sensory marketing, the overall atmosphere of our website is harmonious, peaceful, spiritual, and authentic. Our original sight including calm colors, inspiring images, minimalism arrangements and positions, greatly contributes to the unique atmosphere. The atmosphere is highly aligned with the philosophy of yoga. It appeals to the AIO and VALs of Yogis. It helps Yogis with their active lifestyle, the seek for the balance in their lives, living the present moment, and living mindfully. It helps them to maintain physical and mental health as well as live an authentic lifestyle despite the everyday stress.



CONCLUSION

As being said in part 1, Yogis have an active lifestyle and are always seeking the balance in their lives, mental and physical wellness, living the present moment, and living mindfully. They attribute their ability to maintain this balance to their Yoga practice and urge society to follow in their footsteps. They are evolving to be tech savvy and promote online yoga websites and Apps to the generations who live their day-to-day in a co-dependent relationship with technology. Since they want to get involved in yoga wherever and whenever they want, online yoga-related websites and Apps will be even more required.

MANTRA FASHION STORE

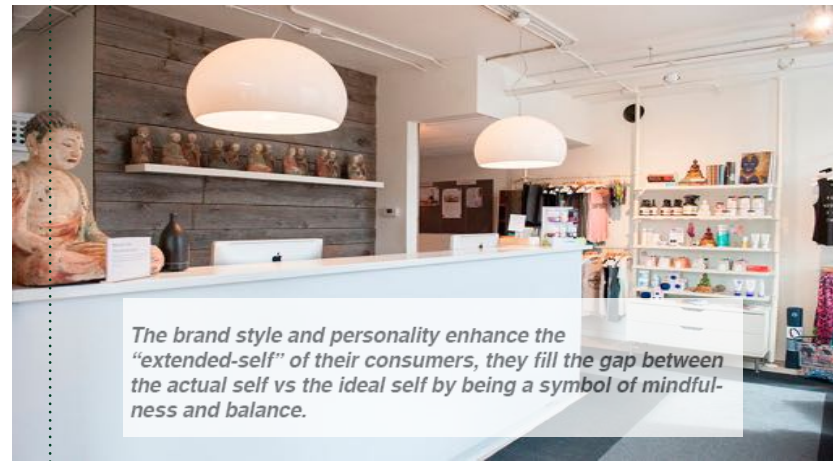
by Katya Ancajima



THE STORE

Located in Griffintown Neighborhood, one of the most innovative, hip new urban hot spots with vibrant arts scene and lots of places to social interaction.

The personality of Mantra Store is peaceful and spiritual but modern at the same time, the brand has the goal of help others and to experience a better, more authentic and fulfilling life, which could falls under the caregiver and explorer archetypes.



The brand style and personality enhance the "extended-self" of their consumers, they fill the gap between the actual self vs the ideal self by being a symbol of mindfulness and balance.



"In Mantra Store we create a peaceful environment that inspires wellness and evokes our customer values."

Infrastructure: Minimalistic and natural aesthetic, the store will be a calm, warm and inviting space.



Use of earth tones and tactile rough textures to increase the **sensorial effect of balance and influence our consumer to perceive the calm and peaceful environment.**

Bright light, giving a more clear and minimalistic perception. Also, we will include positive quotes on the floor to increase the positive vibe in the store. We will use furniture made of bamboo and recycled materials, natural textures and decorate with plants to give a home-feeling effect.

Since we have a wide variety of products, the **approach-approach motivational conflict** could happen, to avoid this all the displays will be well organized by defined styles and sizes, gra-

bbling the attention by proximity and similarity. We will use very simple racks with a good distribution of clothes giving the perception of a clean and organized place.

Minimum in-store advertising. The mannequins will be simple in natural wood texture, they will be displayed in the store simulating some of the different yoga poses.



This will help to create shareable content through social media by the consumers that can imitate the pose of the mannequin and share on IG or FBK, our main media tools to connect with our clients.

Ambiance: Based on sensorial marketing, the store **will create a peaceful and calm environment.**

The smell will be a blend of jasmine and sandalwood, providing a calm feeling and fresh and natural fragrances, the temperature will be well balanced and according to the season, the instrumental jazz background music is going to give a sense of quiet and peace but will be modern at the same time.

Purchase Process: Our target market values an excellent in-store experience, **they tend to be loyal customers to the brands that offer them a purpose, high-quality, excellent in-store experience and efficient customer service**, so we will offer:

- Share-Philosophy (10% of sales to child health care)
- Easy classification of clothes
- Detailed information about sustainable sources (generate value-expressive attitude)



- Personalized assistance to find their perfect style and sizes.
- Fitting rooms with "call if you need help button"
- Easy payment process and remind that 10% is going to charity (reinforcing the process of cognitive learning to relate our brand with kindness and great experience.)
- Square point of sale app to avoid lines when store is full.
- Recycled shopping bag re-usable in future purchase with discount. (behavioral learning process)

MantraAPP:

What's new, inventory-check, recommendations, on-line and in-store lessons schedule, shop, pay with applepay, reviews and connect with community.



PRODUCTS

Mantra will offer a wide range of products of the best quality they will find different styles and products in one place and they will be functional and perfect to use in their daily lives beyond their practice.

Having different products of great variety, quality and difficult to find in other stores will give our consumers the perception of exclusiveness, which will help them to become loyal to the brand and stimulate their buying.



BRANDS

Our target market belongs to the group of **Thinkers**, who values knowledge and responsibility, so they are conscious buyers in term of sources and products, **they look for eco-friendly options and sustainable sources.** All our brands will fit under these parameters and are ethical, sustainable and offer the best quality and technology. At the same time, they capture what's trending in contemporary fashion too, which complement the modern side of our consumers.



SERVICES & FEATURES

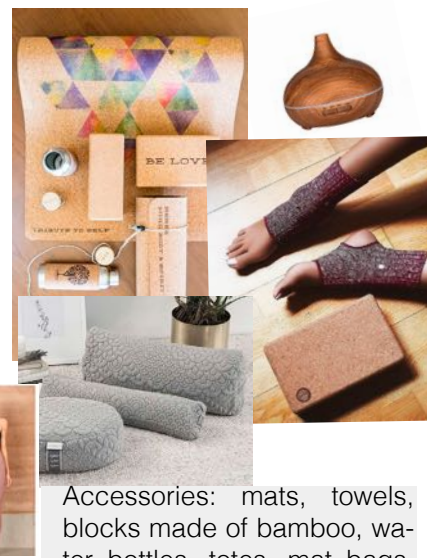
The motivational factor plays an important role and is used to influence our consumers to buy in our store and become loyal to our brand. Since some of the products that we offer are more exclusive and expensive, approach-avoidance could be a conflict, so we compensate this offering multiple features:

- Multiple payment methods
- Free delivery & Returns
- Gift wrap without cost
- Free wifi
- In-store Yoga Classes
- Mantra Cafe
- Mantra App
- Meditation workshops & Yoga Retreats



"Our main purpose is create a Mantra Community."

Yoga Clothes (70% female, 30% male) in different styles and sizes (XXS-XXL)



Accessories: mats, towels, blocks made of bamboo, water bottles, totes, mat bags, yoga socks, difusers, oils, bolsters, blankets and books.



CONCLUSION

Yogis is a subculture that is always seeking the balance in their lives and living the present moment, living mindfully is what will take them to experience a better, more authentic and fulfilling life. Their main purpose is adopting yoga philosophy and apply yoga principles to all the aspects of their lives.

For the store, we chose Genx and Gen Y yogis as a target market.

According to our demographic and psychographic analysis, this market has:

- High level of education and good purchase power
- Practical consumers, they look products according their lifestyle and value high quality and functionality.
- Seeks for the harmony between body, mind, & spirit
 - Active lifestyle and enjoy social interaction
 - Health and wellness are priorities
 - They are conscious consumers.
 - Tech-savvy
- They value personalized service, peaceful environments, and excellent customer service.

In order to exceed the expectations of our consumer, we used both internal and external factors in order to **create a store that connects our target market and their values with the shopping experience in the store.**

Mantra Store is focused not just in selling fashion items, but offer an experience of forming a yoga community. Our main purpose is to generate the Value-expressive attitude function by promising a happier and fulfilling life with our products and services. Also, the shopping experience is based on the analysis of their personality, lifestyle, and motivations. We connect with our consumer by offering functionality and durability and by emotional appealing, giving them a chance to contribute with their society with their purchase and through our spaces that motivates our consumer to live and share the Mantra experience.

Mantra Coffee Shop

Is located in Montreal, in **Griffintown Neighborhood**, which in the last decade has become one of the most innovative, hip new urban hot spots. the coffee shop provides a place for those in our community who seek and enjoy a healthy, active lifestyle as well as those looking for the comfort of a place that feels like home.



We serve locally fresh brew coffee, cold brew, teas, fruit smoothies bowls, protein shakes, homemade baked goods, and brunch. offers coffee and a small vegetarian breakfast - brunch menu, including smoothies and snacks.



Mindful choices

Local organic supplier

Personal Health

enhance health & wellness
Labels & ingredients



Mood-lifting Health

products promotes mental harmony and balance

SPECIALTY PRODUCT

the freshest Colombian coffee that ensure farmers are getting paid fair wages for the hard work they put into their craft.



"How this product can benefit me."

Quality 🌿🌿🌿
Variety 🌿🌿🌿
Freshness 🌿🌿🌿
Certified 🌿🌿🌿
No GMO 🌿🌿🌿
No pesticides 🌿🌿🌿

THE STORE



SIGHT

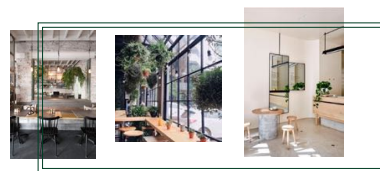
Colors used in store:

Green: freshness, health, nature, growth. 🌿

Gray: Balance, neutrality, and strength. 🌫️

Brown/Wood: Earthiness, warmth, authenticity. 🌳

Rustic tables, furniture and wares – cafe's tables, chairs, cutlery and even cups and saucers reflect the overall design and **décor theme.** (Bamboo Wood, texture on the wall, plants and accessories).
softer surroundings, creative yet minimalistic displays and arrangements. **Crafted windows displays** specifically to attract them.



TOUCH

soft and smooth cushions in lounge areas this gives the customer a sense of calm and coziness.



MANTRA COFFEE SHOP

by Laura Garces

Temperature in-store **will change based on seasons**, but for the most part, it's best to keep the shop lower in temperature to take into consideration customers wearing coats/layers and coming in from outside.

Occupational Safety and Health Administration (OSHA) recommended that the ideal indoor work environment is *between 68 and 76 degrees Fahrenheit.*



SMELL

Three scents are split during the complete week, **in order to boost the customer's mood** and employees. Smell is the strongest sense that generates brain activity, therefore, as a strategy we used them since the **smell creates a trigger in client's memory** and will remind them our coffee shop.

Lavender: This essential oil has *calming properties* that help control emotional stress.

Jasmine: Like lavender, jasmine it is also used to *calm nerves*, but this oil is also commonly used as an *anti-depressant* because of its uplifting capabilities that produce a *feeling of confidence, optimism and revitalized energy.*

Rosemary: This is the perfect Monday morning pick-me-up. In addition to *improving memory retention*, it has *stimulating properties* that fight physical exhaustion, headaches and mental fatigue.



HEARING

Music - Jazz & Bossa Nova (instrumental)



External Environment - Social environment, culturally diverse, urban lifestyles.



MEDIA

WEBSITE / BLOG



www.mantracoffeeshop.com

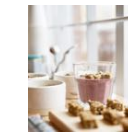


MANTRA

Schedules
Blog Articles
Menu
About us

FACEBOOK

illustrates the particular lifestyle or interests of our costumers, Yogis



INSTAGRAM

people get a quick idea of who your brand is.



User generated content
Product content



LOYALTY CARD

Loyalty programs are a must for coffee shops. Card that is stamped every time you buy a cup of coffee in store. Loyalty programs can be as simple as punch cards with the promise of receiving every 9 cups of coffee the 10th is free, which is attractive to daily costumers coffee drinkers.



COFFEE BRINGS US TOGETHER, YOGA BRINGS YOU TO YOURSELF.



CONCLUSION

Consumption of **natural and organic products** have risen in recent years. Yogis are practical consumers, they look for durability, and value in the products that they buy, they aspire to a higher **quality food made with high quality ingredients.** Therefore, Mantra Coffee Shop values local farmer suppliers and seek to follow ethical environmental innovations. **Yogis are knowledgeable consumers seeking the route to feeling satisfied and not guilty regarding to their food and beverage choices.** Consequently, by implementing trends and behaviors such as: natural and organic, snacking, **sustainably source products and ethical processes**, would help to the **growth strategy.**

The **store ambience and décor are customized** according to the customer we seek to attract, using a sensory marketing in all aspect. For instance, a **comfortable and peaceful, authentic to our consumer values and lifestyle.**

The interaction with our customers through media is highly important in order to create a **higher quality experience** not only in-store, but also when it comes to our social platforms. Understating their behavior from processing the information until the engagement. Therefore, our **platforms are carefully crafted and with authentic content.** Yogis are responsive to most media channels, consequently, we are. The social platforms we manage are Facebook, Instagram (mostly with consumer generated content and product content). On the other hand, we also have Website / Blog (services, schedules, articles, menu).

Mantra Coffee Shop main idea is to give the client a **remarkable experience** instore, keeping the brand in their long-term memory.



PRODUCTS & FEATURES

Mantra, an Hindi expression that means: culture awareness, connection, and peace. Our mission is to provide a place where our clientele can enjoy a cruelty-free food and Vegetarian Asian fusion gourmet recipes to -share with their families and friends surrounded by Nature's elements and a Yoga aesthetic resembling a Yoga Retreat in Rishikesh, India.

Mantra Tapas Restaurant is Inspired by our yogis, athletes, and conscious individuals worldwide. **We want to encourage the high vibration practices of living in gratitude, sharing love and choosing kindness**, that is why in our restaurant Yogis will not only be sharing food but sharing friendship and love.

At Mantra Tapas Restaurant Yogis will be sharing food & love : *We are connected. We are the same. We are one.* (Slogan)

Mantra Tapas Restaurant wants to mix their culture influences in one place with its aesthetic and its Asian fusion food.



Plants imported from India, wood walls, Indian cushions on the floor warm, lights, smells like a blend of moss, neroli, wood and amber with an instrumental Yoga-jazz music as the background will provide an ambience resembling the different tastes, sounds, smells and views from Rishikesh, India, where Yogis love to travel.

Yogis adapt Yoga philosophy and apply their principles to all the aspects of their lives, therefore they will value this restaurant where they can live an authentic Yogui lifestyle. For them, food is the creator of prana (it means life force) that sustains their bodies and brings them vitality and health.



SHOPPING EXPERIENCE

Our consumer can choose among 25 dishes to-share recipes that we are offering in the



Menu. These products are 100% Organic Vegetarian food made in a local farm named Lufa Frams. Mantra Tapas Restaurant knows that the discipline of

Yogis demands a pure (ethical) vegetarian diet. Ingredients like:

You can Customize your dishes by Adding;

Whole grains, wheat, and rice, beans, tofu, mung, plant-based oils, Sweet spices, like cinnamon, cardamom, mint, ba-

sil, turmeric, ginger and cumin.

These ingredients will be served in little container over their table so they can add them to their food.

Yogis are a sustainable and ecofriendly subculture that see health and wellness as part of their priorities. They take a stance against the producing corporations that have polluted the world's food.



Some Menu Choices

Roasted chickpeas served with roasted carrots and tahini sauce.

Stuffed sweet potatoes with quinoa and spinach. Iced teas, green juices, Kombucha Mocktail, alcohol-free cocktails and more.



MANTRA RESTAURANT

by Karla Graniela



CONCLUSION

Yogis are wealthy, middle-aged and city sophisticates who have interest for social interaction and definitely Mantra Tapas Restaurant will accomplish with these aspects since has made their health and wellness a priority.

Mantra is focused on their health-conscious foodies who prefer organic products and prefer restaurants that offer sustainably sourced products

Mantra Tapas restaurant will be part of the high-end Vegetarian food restaurants in Montreal where Yogis will enjoy a cruelty-free food

Mantra encourages the high vibration practices of living in gratitude, sharing love and choosing kindness, that is why in our restaurant Yogis will not only be sharing food but sharing friendship and love, while they are eating, therefore our mission is linked with Yogis values and lifestyle.

Mantra understands our consumer needs and personality :

a sustainable and ecofriendly subculture that see health and wellness as part of their priorities. They will be surrounded by Nature's elements and a Yoga aesthetic resembling Rishikesh, India, as part of their culture influence. Mantra will increase their social life and spiritual growth since Yogis will be sharing food & love : *We are connected. We are the same. We are one.*

They are practical consumers that look for value in the restaurant where they eat, the service and the place ambience. They have interest for balance between their mind, body and spirit in a relationship with society.

Mantra restaurant represents their values, attitudes and lifestyle. Inspired by yogis, athletes, and conscious individuals worldwide, we create collections to encourage the high vibration practices of living in gratitude, giving back, and choosing kindness. Our mission is to inspire positivity, generosity, kindness and connectedness with this goal in mind : may all beings everywhere be happy and free.

Most of Yogis belong to middle class and middle-upper class and are influenced by, their reference groups, especially associative and aspirational groups, therefore they would like to go this restaurant where they can spend quality time with friends that share the same principles about the Yoga discipline. In addition, they are greatly influenced by meditation practices in Hinduism, Buddhism and Jainism. Due to these external influences,



They will enjoy their food in circular room spaces with Indian floor cushions as seats where they will have a greater connection

with their meals that will be served in the center of a circular table. They will have several options to -share since that is our main goal: sharing food, sharing love. However they will have the option to order individual dishes as well.



Price Range from 15 CAD to 45 CAD per dish to-share with an average bill per person over 40 dollars (taxes include) per person. The price will be not an issue since our clientele belong to since most of the yogis have a high level of education and their income is approximately \$75, 000 per year.

"Share food, Share Love"

Mantras Tapas Restaurant will offer Brunchs, Lunchs and Dinners and they will be posting on Social Media their delicious foods & their new innovations to maintain their consumer motivated, to generate user content & product-service content to engage their community.

Mantra matches with Yogis interests: health and wellness.

Activities: enjoying social interaction.

Opinions: their very strong opinion and believe about the impact that Yogis have to generate a social change, in this case sustainability and a mindfully way of living.

Values: Cruelty-free food

Lifestyle so they prefer wearing comfy clothing and this restaurant is created with a casual and natural atmosphere.

Mantra Tapas restaurant will be located in Griffintown since this neighborhood has attracted a demographic of upscale, professional young X generation and generation Y because of their stylish restaurants, high end groceries and stores. This location is attracted by Yogis that are Urbaine Villagers, Urban Digerati and Grads & Pads.



MANTRA EVENT

by Rachel Puig

ABOUT THE YOGIS FOR A CAUSE EXPERIENCE

Join us at Ashtanga Yoga Montreal Center, Sunday, April 28th at 10:30am for another great day of yoga, meditation, and fun to help benefit the Montreal Children's Hospital Foundation. This master class will be led by Simmi Sunshine, a qualified yoga Montreal instructor.

Our Yogis for Charity is all about bringing yogis together to support local charities and organizations who are creating a positive impact in our community. Yogis are known for showing a high interest in contributing to society.

 Our CAD \$25.00 ticket will include:

Master class by Simmi Sunshine



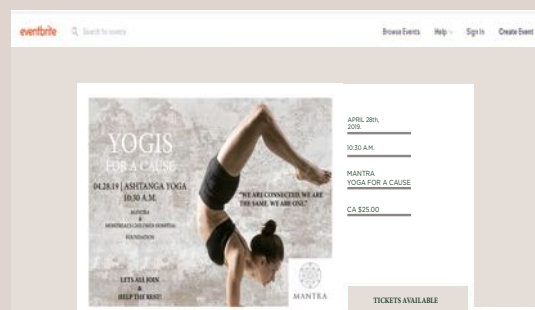
A mini-trail mix package serving of Prana Organic



Free Devocion Organic Coffee



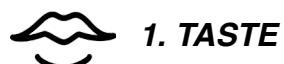
Mini-Water Bottles



WHAT WILL MANTRA OFFER

Prana Organic is certified for organic products that are not very easy to find, while recognizing the importance to eat healthy and respecting the natural cycles of the earth and the ecosystems.

Yogis are health-conscious foodies who prefer organic products and prefer grocery stores that offer sustainably sourced products.



1. TASTE

- Have the opportunity to taste other healthy organic snacks, and drinks to feel hydrated.



PRANA KILIMANJARO TRAIL MIX



DEVOCION COFFEE BAR

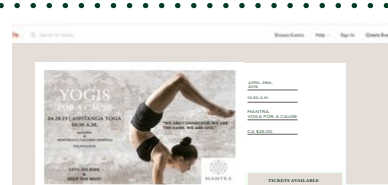
Devocion is created with a social and environmental focus to help the growers of the remote, hazardous regions to establish better, safer lives and to be able to have pride in their noble work.

It is the perfect option to target Yogis, since they have habits of constrating high interest in contributing to society, that is why they care about the environment and choose sustainable choices while purchasing products.



2. SIGHT

- Our guests will be able to see and interact with other Yogis, bloggers, and passionates of this Yoga world.
- Meet for the day the professional yoga class instructor.
- See a variety of organic products in our food bar that maybe they havent seen before.



TICKETS AVAILABLE
WWW.EVENTBRITE.COM



WHAT WILL MANTRA SELL

During our event, Mantra within some brands, such as **Asutra Products, and Dose Juices**, will be selling some of their organic products in order to collaborate with the **Montreal Children's Hospital Foundation**.

OUR PURPOSE

the montreal
children's
hospital
foundation



1. MANTRA ORGANIC COTTON HAND TOWEL



2. ASUTRA YOGA MAT CLEANER

Asutra, has over 50 organic and natural products – from skin care, body scrubs and soaks, to aromatherapy. Using organic plants, minerals, and essential oils. Asutra will be selling Yoga mats cleaner products.

Yogis have an interest on buying specialized items with high quality to optimize their performance while they are exercising and meditating.



3. DOSE JUICES COLD-PRESSED CLEANSERS

Dose Organic Juices are passionate and for active people. These are made with 100% raw and organic fruits and vegetable and proudly certified organic by Ecocert Canada.



Yogis are health-conscious food products and prefer grocery stores that offer sustainably sourced products. As shoppers, they are willing to spend more money on products and services that align with their progressive values and on-the-go lifestyles.



INVITATION

On the other hand, we know **Yogis** are environmentally conscious, therefore, they are techs' savvy who follows the novelties that the online world.



eventbrite

Mantra decided to upload their event invite through Eventbrite, and their social media platforms; Which proves that they are a green consumer market, they would rather get informed through online websites and platforms in order to save trees.



3. HEAR Live DJ Tasha Blank Jazz Tunes



4. SMELL

A mix of **Do-terra** Oils to refresh the ambience.



LOCATION

Ashtanga Yoga Montreal is made up for people who share the enthusiasm of yoga and how it just makes life better.



3 MAIN ELEMENTS:

-Awareness
-Relaxation
Compassion

Yogis also look for nicely decorated interior places that can offer healthy or vegan food, organic drinks, and teas.



5. TOUCH Yogis Personal Mats

CONCLUSION

As we know, **Yogis** have an active lifestyle while always seeking for the balance in their live, and being conscious about what is happening around them ,living mindfully by showing great interest for balance and harmony between their mind, body and spirit both individually and in a relationship with society. This yoga session is the perfect opportunity to de-stress, change your mindset while helping children's have quality healthcare with the best medical treatments available.

CONCLUSION

Recently, the studies have proved that there are **more than 300 million Yogis worldwide**; out of 40 million active yogis, there are 72% of Yogis are female, only 28% are male.

We decided to choose as a target market yogis from Gen X and Y. After our psychografic and demographic analysis we noticed that this target has a middle to high level income and sufficient discretionary income to spend on their wants.

Yogis have an active lifestyle but they are always seeking for balance in their lives and living the present moment by being conscious about what is happening worldwide, and the impact they have to generate a social change.

Yogis have become a conscious subculture and this is reflected in their behaviors such as their eating choices and shopping habits, they rather quality instead quantity. They choose products and services that add value to their lifestyles. All this is supported by their middle-high level of income.

Eventhough they seek for a peaceful environment, they are tech savvy, they are responsive to most of media channels, such as online magazines, apps and others.

Yogis community represents a substancial opportunity for brands, however in order to become attractive for this market, brands must have a deep understanding of their lifestyle and values to create a differentiated positioning in the market.



REFERENCES

<https://www.namasta.com/press-resources/>

<https://www.thegoodbody.com/yoga-statistics/>

<https://karmayoga.ca/a-brief-history-of-yoga/>

<https://brandongaille.com/21-staggering-yoga-demographics/>

https://www.researchgate.net/publication/271599510_Who_practices_yoga_A_systematic_review_of_demographic_health-related_and_psychosocial_factors_associated_with_yoga_practice

<https://seattleyoganews.com/yoga-in-america-2016-statistics/>

<https://www.yogastudioapp.com/>

<https://www.popsugar.com/fitness/Best-Yoga-Apps-2017-43363106>

<http://www.ensomeditationtimer.com/>

<https://www.yogajournal.com/>

<http://learn.healthpro.com/yoga-lifestyle/>

<https://www.doyouyoga.com/what-is-a-yogi/>

<https://www.yogitimes.com/article/who-is-what-is-the-yoga-community>

<https://www.devocion.com/>

<https://asutra.com/>

<https://ashtangamontreal.com/>

https://www.pranasnacks.com/en_ca/?gclid=CjwKCAjwhbHIBRAMEiwAoDA340ltzZYP7Is-jXkxBoZodmeXDhkyEyBJaSNrW3iNinfjI-zcIWIZIBoCDIOQAvD_BwE&gclidsrc=aw.ds

<https://soulscape.asia/3-electronic-music-djs-created-mixes-yoga-meditation/>

<https://www.ashtangatoronto.com/what-is-the-correct-yogic-diet/>

<http://www.stuffilearnedatyoga.com/2016/11/what-does-a-yogi-behave-like/>