

PCID 3040 Project 1 Outline
Business: Soleshine, Clemson

Business Model: Brick and Morter Retail Model: Sells products or services through physical storefronts

Economic Logic

- A way to improve the Brick and Morter Retail Model: is since Soleshine only offers services (workout classes) therefore it would be good to have products in the business for sale to give a variety to the business

Why: Expanding the range of services and products can attract a wider audience and increase revenue. This could include offering workshops, wellness retreats, or specialty classes (e.g., prenatal yoga, and meditation workshops). Additionally, selling yoga-related products such as mats, apparel, and wellness items can enhance the customer experience and provide additional income streams.

How: Conduct market research to identify what services and products are most appealing to your clients. Partner with local businesses or wellness experts to offer complementary services or products. Regularly update your offerings and promote them through social media, newsletters, and in-studio displays.

- Replaced or supplemented an E-commerce: only some Soleshine members live in Clemson full-time. Having at-home workout classes online fuels the company's income while still virtually satisfying customers when not at Clemson.
 - Offering online classes and memberships can broaden the studio's reach beyond its local area. It allows current members to continue their practice remotely, attracts new clients who prefer virtual options, and provides a steady revenue stream regardless of physical location.
 - How: Develop a user-friendly website or app where clients can easily sign up for virtual classes, access on-demand content, and manage their memberships. Integrate a scheduling system for live classes and provide options for both individual class purchases and monthly subscriptions.

Talent Acquisition

Why would they want to work for your business? flexible work hours, interest in yoga and wellness, employee discounts and benefits, potential for career exploration,

Determine what advantages your business has from a “job,” “career,” and “company” perspective:

Job Perspective: Flexible Scheduling, Positive Work Environment, Skill Development

Advantages for the Business: Dedicated Staff, Enhanced Client Relations, Lower Turnover

Career Perspective: Career Exploration, and Professional Development

Advantages for the Business: Talent Development, Industry Expertise, and Brand Image.

Company Perspective: Company Culture, and Employee Engagement

Advantages for the Business: Brand Loyalty, Client Experience, Competitive Advantage

What ways that your business can leverage those advantages to target and hire the optimal candidates?

Promote Flexible Hours, Showcase a Positive Work Environment, and Create a Strong Company Culture.