Calli has been practicing yoga since 2001 and has been teaching since 2010 in Jersey.

Expanding the business

The owner of Yoga Box, Calli came to Jersey Business to seek advice on expanding her business as she wanted to open Yoga Box Studio in St Helier. Calli wanted to create a central space suitable for yoga to share with fellow Yoga Teachers and create a full schedule of classes available to all levels of yogi.

Navigating the challenges of expansion

The business challenge was to expand Yoga Box from working as a self-employed yoga teacher, to running Yoga Box Studio in St Helier.

Jersey Business helped support Calli with general business advice and assisted with the development of the business plan. Lease negotiation, set up costs, profit and loss forecasts and marketing plans were also discussed.

‘At our first meeting I went through my business plan at length and they advised me on a number of areas to assist me in

making my goal a reality. We discussed the premises that I had viewed, pros and cons for each location in town. We spent quite some time discussing the figures and costs of running a Yoga Studio, including minimum income required to cover costs and my personal income and security.

A sucessful transformation

During our second meetings we discussed the lease that I had been given by the Managing Agent, we went through it in detail and made notes on points to go back on or negotiate with the landlord.

Yoga Box Studio is now open, I have a lease and contracts in place, a clear business plan including marketing and finances, and I plan to expand further in the future – so I'll be visiting Jersey Business again soon!

"It was great to have support from Jersey Business, they have a client-centered, professional approach. It was invaluable to have a contact for business advice through a challenging time of expansion for my business and their services are free of charge."

Since first working with Jersey Business Calli has rebranded her business to Kalimukti Yoga Studio

Find Kalimuti Yoga Studio at:

31 The Parade, St Helier, JE2 3QQ

Telephone: 07829 954 000

Relevant Links

Kalimukti Website

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