

Ayurveda Massage Therapy Business in Canada and its Social Benefits

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Abstract: *This study will investigate the factors of developing the Ayurveda Massage Therapy business in Canada and how Canadian people get benefits mentally and physically. This proposal presents the understanding of Ayurveda treatment, current market status, business opportunities, profitabilities, and responsibilities of Ayurveda Massage Therapy in Canada. It will be focused on the value of Mantra and its social benefits. In addition, differentiation how Ayurveda massage therapy gives more benefits than the other massage treatments.*

Keywords: Business Plan, Social Market, Ayurveda Business, Opportunities, and Profitabilities

1. Introduction

As an Indian and a traditional Ayurveda Massage Therapist, I am proud to write this paper and try to provide some information about an Ayurveda Massage Business and how it will be developed in Canada. The reason behind this is that for a few years I was doing some research and found out that the possibilities of the Ayurveda Massage Therapy business in western nations are so bright. Eventually, I found that Canada is the best destination because of the people lifestyle including political, economic and social issues in this country, business opportunities and people's needs. Therefore, I believe that this information may provide a clear picture of the business Ideas for upcoming massage therapists.

Over the past few years people's lifestyle in Canada has changed a lot, people facing a lot of problems and unstable life. For instance, too much work tension, family issues, Economic problems, and health issues. As a result, people often get depression, stress, symptoms of menopause, and obesity but, we know that we cannot turn into the ancient lifestyle to have a happy and traditional life. We are all stuck into unavoidable circumstances in one circle.

Today we see, that most people in western countries are trying to find out herbal treatments in the traditional way to fulfill their health demands. As a traditional Ayurveda Massage Therapist, I think that Vata, Pitta, and Kapha doshas can understand human bodies and provide unbelievable results internally and externally. Also, one more pivotal reason behind this is that Ayurveda massage business competitors are pretty low in Canadian wellness industries.

2. Why Ayurveda Massage is Important?

In general, Ayurveda means plants or herbals, and it's 100 percent natural medicine, people know that Ayurveda was born in India and it is an old medical science. These aim to clean the diseases and protects from unwanted illnesses. Moreover, it is still pursued and practiced by many places all over the world. These particular medicines and treatments

provide tremendous results for human bodies, focusing on the physical and psychic behavior of people and prescribing ways for them to synchronize with their environment to live happy, healthy, and inspired lives (Sunil V Joshi MD, Light, Bryan Miller and Dr. David Frawley 1992). It refers to an ancient healing system and way of life, which originated in India some five thousand years ago and that is still being practiced even to these days. Ayurveda assists gradual human heart rate, helps internally and externally lower blood pressure, increases blood circulation and lymph flow, relaxes muscles, improves range of motion and increases endorphins, etc.

To be honest, you do not need to spend a single cent to get Ayurveda medicines because most of the medicine must be surrounded by your locations. What I mean by this is that, if you carefully observe your surroundings (where you live now) you will be surprised because many healing Ayurveda herbs and shrubs are just near your house. But you have to know the herbal names and benefits of your illnesses. It is certainly true that regarding this sort of secret, none of the therapists ever share their knowledge with anyone else, simply because they want to make money. Many indigenous do not know about them (herbs and shrubs) and even if they know they have no time to collect and heal themselves. A recent study shows that compared with other developed countries, Canada has a lot of improvements in health care systems including the Massage business. But, here are the questions, do all Canadians know about Ayurveda Massage, or how many of them tried it?

The recent national survey (A national survey of Psychology students in Canada-University of Toronto, by Maya Hammer) says that more than 42 percent of Canadians above 18 years old have tried to get alternative medicines such as macrobiotics, herbal medicine, macrobiotics, acupuncture, and chiropractic. In 1999 (Ramsay, Walker, and Alexander sampled and found that more than 73 percent of indigenous have tried more than two complementary treatments in their lives. Therefore it clearly shows how Canadians give importance to the alternative medicines and increased. One more pivotal reason behind is that Being overweight, and obesity in children are the major issues in Canada. A recent

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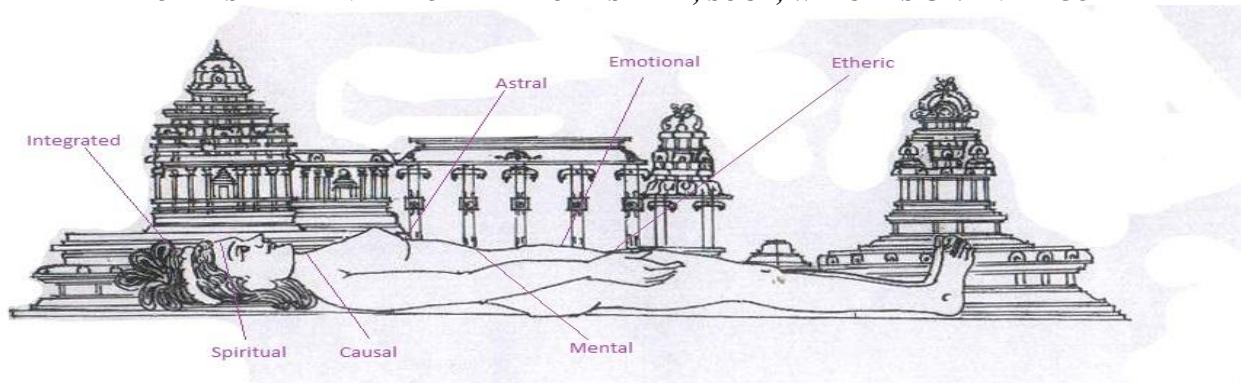
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survey mentioned that third of five to seventeen years old children are facing the problem of being overweight and obesities.

One more recent study mentioned that in this pandemic time people should know about the basic principle in medicine. That means everyone must have fundamental knowledge about Ayurveda so this knowledge may assist them and protect them from unwanted diseases such as cold, fever and cough. Evenmore, when people consume Ayurveda medicine in regular base they would not be affected by any virus or disease and their immune level may rise (Public Health Approach of Ayurveda and Yoga for Covid-19 Prophylaxis, Girish Tillu, Sarika Chaturvedi, Arvind Chopra and Bhushan Patwardhan, 11 may 2020). As an Indian, I

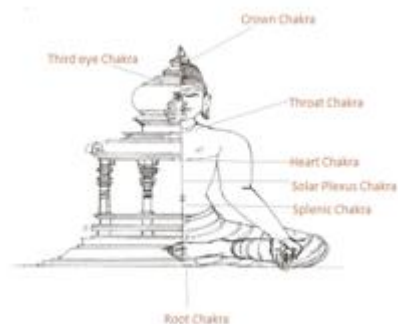
believe that Ayurveda massage can maintain the body weight and it helps to digest any sort of food. So that, this treatments which is part of the universe and is composed to bring a five elements which are: fire, earth, air, water, and spirit so these can protect all illness, for example skin diseases, blood pressure, obesities and diabetes. Therefore, this experience is the perfect time to relax, reflect, revitalize rehabilitation and rejoice. Furthermore, Ayurveda gives spiritual connections to the body with the temple so it may also involve repeating a mantra, meditation. This can provides physical and psychic behavior of people and prescribes ways for them to synchronize with their environment to live happy, healthy, and inspired lives.

“THE BODY IS THE TEMPLE OF THE HOLY SPIRIT, SOUL, WHICH IS GIVEN BY GOD”



Although Canada has a huge development in the health care system, some studies (Journal of Clinical Oncology, An American Society of Clinical Journal, J Clin Oncol, 2014) show that many adults have continuous depression and anxieties in their personal lives. Evenmore, teenagers and college students are having mental disorders throughout their educational programs. The predominant reason is that students cannot manage their individual experiences with new academic developmental stages such as new school environments or particular higher degree courses (Perceived impact of contextual determinants on depression, anxiety and stress, Nasih Othman, Farah Ahmad, Christo El Morr, and Paul Ritvo, 2019).

Therefore these various health issues and it is an umbrella term for the disease it may also include other problems such as aging, bad weather conditions, body fitness level, and genetic predispositions. I believe that Ayurveda Massages provide internal and external nutrition to the body and it helps to prevent mental illnesses and body diseases, obviously, it gives time and energy to recharge their batteries in order to address peaceful life. In addition, especially Panchakarma Ayurveda treatments can provide good health conditions, and maintain the powerful tool provided by the medicated oils, herbals, and choornam (powders).



3. Massage and Meditation

People really forget themselves during the massage time, because Ayurveda massage normally does with a mantra slogan and it makes them calm and relaxed therefore people really feel that massage is like a Meditation. Also, people may involve generating power, feeling, good emotions and reducing such as anger, hatred, etc, and cultivate particular mental responses to various phenomena, such as compassion. The term "meditation" can refer to the state itself, as well as to practices or techniques employed to cultivate the state. The benefits of Massage Meditation are countless. By freeing the flow of vital energy in the body, Specially in the coldest country like Canada massage can improve posture, breathing, flexibility, digestion, and circulation. All bodywork approaches strive to improve and rebalance the functioning of our body, whether through massage, deep tissue restructuring, and movement of energy work.

4. Market Background

Nowadays, the Canadian wellness industry market is rapidly expanding with new ideas. There are a lot of studies showing that Canadian wellness organizations tend to provide better treatments to their indigenous because therapists understand how alternative medicines provide better results than the others (BMC Complementary and Alternative Medicine, 2011). That means compared to previous decades, in 2004 more than 40, 000 natural products are sold in Canada, which comes to around 4.5 billion dollars. This calculation clearly shows that Canadian have been fascinated to use alternative therapy in recent years. As a result, wellness organizations are trying to enhance their products and service to the patients.

In these days, health care cost in developed nations is increasing day by day including in Canada such as morbidity rates and mortality rates. This is main causes of depressions and absences of daily nutrition's. As results obesity and diabetes are the main concern of the people's daily lives. Although, some indigenous receive free medical treatments in Canada with excellent insurance policies and provides good comparison and contrast of health care system, some hospitals and physicians fees are extremely high. Therefore, people spend too much money for their daily medications. Even more, Some provinces those who are low populations such as Saskatchewan, Yukon and Nunavut hospitals are having shortages of beds and practitioners. So that, they forced to travel more than 100s of miles to reach United States border for better treatments (Comparisons of Health Care Systems in the United States, Germany and Canada, Goran Ridic, Suzanne Gleason Gleason and Ognjen Ridic, 2012).

In western countries, many people have the wrong idea about an Ayurveda Massage therapy cost because they might think that it is too expensive as the normal medicines. The truth is that for two persons Ayurveda treatment does not take more than \$150 per month. However, on the other hand, a recent study observed that an individual Canadian spend over \$4700 per month for their total nursing and allied health care personal costs (The average cost of pressure unclear management in a community-dwelling spinal cord injury population, Brian C Chan, Natasha Nanwa, Nicole Mittmann, etc 21/06/2012). Therefore, taking Ayurveda massage treatments is the best way to stop illness physically and mentally, and also indigenous can also save money.

5. Business Opportunities

In general, starting a new business in Canada is much easier than the other countries. The pivotal reason behind this is that there are not many competitors in this nation. For example, a recent study shows that the USA and Canada have just 12000 Massage parlours and Spa centres across these countries. Particularly, compared to others Ayurveda Massage parlors are so less because 100 percent sure that there are not many Ayurveda specialists are available in this nation, or maybe people do not know about them and or maybe some therapists not ready to convey the message to others (Pamperzhou Day Spa Business Plan and SWOT Analysis, StudyCorgi, (2021, November 1). Moreover, recent studies show that in Canada there are various spas but it's too far from one another. Therefore, the distance is the major advantage to open a new Massage centre.

In addition, there are a lot of opportunities to get business loans from the Canadian government and the private sectors. They are willing to support the business people who are having financial difficulties. However, from my point of view, it would not be taken more than 20, 000 Canadian dollars to launch an excellent Ayurveda Massage parlour in Canada because compared to other massage centres Ayurveda Massage parlours are more easier to implement and also comparing to other countries such as the United States of America or the United Kingdom, Canada does not take a huge amount to innovate this business such as premises, Table, medicines and traditional interior decorations.

6. Procedures

Furthermore, Adults anyone can starts their business, once they completed two years or three years massage therapy diploma programme. What I mean by this is that after completing their course or shot training in any accredited institutions they must be registered their diploma certificates with their local provinces to start their business.

There are a lot of opportunities to launch own massage therapy practice in Canada. Many private and public sectors are willing to provide fund for new entrepreneurs. Therapist must make a business plan, budget and project profile to the particular financial firms. The documents must be included executive notes, praxis information, current market analysis, marketing plan and operating plan. . . However, some people those who are having official licence they tend to work at hotels, health care clinics and day spa instead of start with their premises. The reason is that these places would be the best way to enhance their massage techniques.

7. SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Existence natural resources unique • Variety of treatment procedures • Low price comparing other massages • No chemicals, fully herbals • Certified Ayurveda therapists • 365 days season time • Existence of traditional market 	<p>Weaknesses</p> <ul style="list-style-type: none"> • New market and Service awareness • Lack of experience with local people • Weak local infrastructure • Difficult access to the resort • Difficult to explain teenagers
<p>Opportunities</p> <ul style="list-style-type: none"> • Weather conditions • Increasing demand on national market • Trend of aging country population • Seeking for alternative healing method • Stress is here to stay • Access bank loans for business. 	<p>Threats</p> <ul style="list-style-type: none"> • Lack of customer recognition • Decreasing Ayurveda products • Maintaining same treatments • Substitute product and services • Lack of partnership b/w private and public sectors • in developing wellness

7.1 Market Analysis

How does the SWOT analysis fit into the Canadian Business market, how to get into the opportunity from the new market, is it to look at the external and internal issues impacts? Traditional Indian Ayurveda medicine not only stops body illnesses but also promotes wellness industries in North America (NCCAM, 2006).

I calculate myself that if an average number of patients should be more than 5 per day in one massage parlor they will have a good reputation with the society because people start to believe the products and services. Therefore, it is a great opportunity that there are not many Ayurveda massage business competitors in the Canadian wellness industry. There are two reasons for these empty spaces, firstly, the competitors are relatively low and the second one is more and more indigenous does not know about the treatments and benefits. Evermore, recent telephone interviews with Canadian urban hospital massage therapists say that some patients are fully dependent on massage expects simply because certain diseases will get cured by alternative medicine such as Sports, Spa, Ayurveda, Thai and Chinese (The professional role of massage therapists inpatient care in Canadian urban hospitals – a mixed-methods study, Ania Kania – Richmond, Barb Findlay Reece, and others 07, Feb 2015). Therefore this perfect evidence and people's demands can help new entrepreneurs to implement a Canadian wellness platform.

Although Canada has legal restrictions on alternative medicine practice there are huge demands of the new age market because as part of this medicines are having more exposure. Importantly, overall in North American culture, Ayurveda has a good influence on people and Indian evacuation. However, compared with the United States of America, the Canadian marker for Ayurveda is steadily smaller. Particularly, in Canada there are no official Ayurveda counselors or colleges public and private) who provide training and certifications (Ayurveda and religion in Canada: A critical look at new age Ayurveda from the Indian Diaspora perspective, Natalia Abraham, Religious Studies, McGill University, Montreal, August 2003).

Most importantly, in Canada, most of the massage therapists are female including Ayurveda Massage centers because I personally feel that female practitioners are providing highly valuable service and they usually care more. In addition, in

Canada, more than 50 percent of female practitioners are having home clinics rather than private places, and they tend to provide treatment based on their patient's feedback. Some studies show more and more indigenous like to take massage treatments in the home clinic environments rather than private premises because they feel that the home clinic is connected with their physical emotions. Therefore this is the main reason that how more than 80 percent of services are increased in past two decades and how people understand the benefits.

8. Conclusion

This study has understood the importance of the Ayurveda Massage Business in Canada and how these treatments provide benefits to them. Analyzed Canadian current wellness market situations, backgrounds, and business opportunities, and I found that this is a great value instrument to promote requirements to develop in the Canadian social business market. Moreover, the main possibility for success of the Ayurveda Massage business in Canada is that the products and services are so cheaper than others, of course, there are not many competitors in this nation. As I mentioned above that in the future Ayurveda Massage business will have rapid developments because it provides unbelievable results and it also provides a huge income to the practitioner. These could enhance job opportunities, the country's economy, competitiveness, and public health as well.

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