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**EXECUTIVE SUMMARY**

[Victrola Nightclub] will be the most sought-after, high-energy nightclub in [Seattle, Washington]. A simple, yet unique themed atmosphere creates a sense of magic and belonging for locals and tourists.

[Victrola Nightclub] capitalizes on its excellent location and will launch the venue with a highly-publicized grand opening. With a combination of entertainment, distinctive design, and exceptional service, the company believes that the club appeals to the masses and the upper-classes.

**COMPANY OVERVIEW**

**Mission Statement**

[Victrola Nightclub] wants to create a mystifying environment that satisfies the changing tastes of its customers.

**Philosophy**

[Victrola Nightclub] believes that accessibility and dedication to service are essential in the industry and, thus, puts its employees in the highest regard to ensure that every customer finds his/her experience at the club enjoyable.

**Vision**

[Victrola Nightclub] sees itself as the leading entertainment establishment that provides its customers with an enjoyable, but safe experience.

**Outlook**

The bar and nightclub industry has grown a significant [3.4]% in the United States in the past few years, and is expected to reach the $[27 billion] revenue ceiling in [2019]. With over [70,000] nightclubs around the country, this is an industry that is not expected to plateau in its growth soon.

**Type of Industry:** NightclubIndustry

**Business Structure:** Sole Proprietorship

**Ownership:** Sole Proprietorship, [Charles Rhodes]

**Start-Up Summary**

[Victrola Nightclub] will need renovations and upgrades that will require $[70,000] and a bar and music equipment that will cost around $[65,000]. Together with other expenses for salaries, insurance, and maintenance, the owner will put up an amount of $[200,000].

|  |
| --- |
| **Start-Up Funding** |
| Start-Up Expenses | $100,000.00 |
| Start-Up Assets | $100,000.00 |
| **Total Funding Required** | **$200,000.00** |
|  |
| Assets |  |
| Non-Cash Assets from Start-Up | $40,000.00 |
| Cash Requirements from Start-up | $20,000.00 |
| Additional Cash Raised | $10,000.00 |
| Cash Balance on Starting Date | $30,000.00 |
| **Total Assets** | **$100,000.00** |
|  |
| Capital |  |
| Planned Investment |  |
| Owner | $200,000.00 |
| Other | $0.00 |
| Additional Investment Requirement | $0.00 |
| **Total Planned Investment** | **$200,000.00** |
| Loss at Start-Up (Start-Up Expenses) | -$100,000.00 |
| **Total Capital** | **$100,000.00** |
| Liabilities | $0.00 |
| **Total Capital and Liabilities** | **$100,000.00** |
|  |
| **Start-Up** |
| Requirements |  |
| Start-Up Expenses |  |
| Rent - 5 Months | $15,000.00 |
| Advertising | $3,000.00 |
| Legal Fees | $5,000.00 |
| Staff Training | $65,000.00 |
| Insurance | $12,000.00 |
| Other | $0.00 |
| **Total Start-Up Expenses** | **$100,000.00** |
|  |
| Start-Up Assets |  |
| Cash Required | $60,000.00 |
| Start-Up Inventory | $10,000.00 |
| Other Current Assets | $12,000.00 |
| Long-Term Assets | $18,000.00 |
| **Total Assets** | **$100,000.00** |
| **Total Requirements (Total Start-Up Expenses + Total Assets)** | **$200,000.00** |

**Management Team:**

|  |  |  |
| --- | --- | --- |
| **Management Team** | **Role/Function** | **Skills** |
| [Erik Fisher] | Club Manager | Leadership, Organization, Keen Eye for Detail, Technical |
| [Jenny Jameson] | Marketing and Sales | Sales Talk, Creativity, Teamwork |
| [Daniel Goldberg] | Security and Maintenance | Technical Skills, Security Training, Personal Effectiveness |

**Short- and Long-Term Goals and Milestones**

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| --- | --- |
| **Short-Term Goals** | **Milestones** |
| Hire 4 DJs with distinctive musical taste and style | Hired 2 excellent DJsOther applicants still for scheduled for interviews |
| Gain attention from the target audience | Social media pages have over 5,000 likes and increasing engagement |
| **Long-Term Goals** | **Milestones** |
| Build a loyal client base that consistently gets the club at [85-100]% capacity on weekends for a year |  |
| Ensure improving sales margins at [5]% increase every month in the first year and at [10]% in the second year of operation |  |

**PRODUCTS AND SERVICES**

**Product/Service Description**

[Victrola Nightclub] will offer late-night entertainment in the local area with a casual food menu that consists of appetizers and entrees, as well as alcoholic and non-alcoholic beverages.

**Value Proposition**

To set itself apart from other nightclubs in the area, [Victrola Nightclub] promises nights of safe fun, variety, and mystery, and offerings of menu varieties and distinctive music.

**Pricing Strategy**

All menu items will be moderately priced. An average guest expenditure is estimated to be at $[35].

**EXECUTION**

**Marketing Plan**

[Victrola Nightclub] will utilize both traditional and modern marketing strategies. However, the company firmly believes that client satisfaction will be its best marketing tool and that word-of-mouth is the best type of advertisement. It will also offer discounts and accept referrals to foster better relationships with its clients and expand the business at the same time.

**Market Research**

Despite the competition, rising consumer spending and alcohol consumption bolster the nightclub industry. The overall growth of the industry is expected to reach a rate of [3]% and revenue of up to $[27 billion]. [Victrola Nightclub] appeals to three major market segments of individuals between [21-35] years old as shown in the chart below.



|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT Analysis** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| [Victrola Nightclub] | Prime location | New business with financial limitations |  | Complaints from customers impact revenue |
| [Tric Bar and Club] | Affordable food and drinks | Inability to keep up with consumer demands |  | Increasing supplier prices may narrow sales margins |
| [Shadow Play] | Established club with a strong image | Expensive entrance fees |  | An economic downturn can affect sales |

**Marketing Strategy**

[Victrola Nightclub] will start its operation with a grand opening weekend in [March 2019] and a cheaper cover charge for the first [250] customers. Following the grand opening, the club will focus its marketing efforts on online advertising by updating customers on new club events, themes, and promotional drinks.

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Strategy** | **Activities** | **Timeline** | **Success Criteria** |
| Online and Social Media Marketing | Created the club website and social media accounts | ASAP | The club’s social media accounts already have a large audience following. |
| Grand Opening Weekend Party | Grand opening party | March 23, 2019 | Have at least 400 customers in attendance |
| Weekly Promotional Food or Drinks | Created a list of food or drink menu items that will serve as promotional products | Every 1st day of the month | Increased the number of customers during nights with promotional activities. |

**Organizational Structure**



**OPERATIONAL PLAN**

**Location and Facilities**

The following shows the layout of the club, with two different bar areas to make them more accessible to the customers.



**FINANCIAL PLAN**

**Assumptions**

The following assumptions are based on ongoing trends in the nightclub industry.

**Monthly Expense**

The chart shows the projected monthly expenses for [2019].



**Monthly Revenue**

The chart depicts the projected monthly revenue for [2019].

 

**Business Financing**

The business shall be funded by the owner and used mainly for renovations, purchase of furniture and supplies, rent, payroll, and utilities.

**Statements**

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| **Profit and Loss Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Sales | $802,000.00 | $1,200,000.00 | $1,500,000.00 |
| Direct Cost of Sale | $400,000.00 | $700,000.00 | $950,000.00 |
| Other Cost of Sale | $13,000.00 | $25,000.00 | $33,000.00 |
| **Total Cost of Goods Sold or COGS (Sales - Direct Cost of Sale - Other Cost of Sale)** | $389,000.00 | $475,000.00 | $517,000.00 |
| **Gross Profit (Sales-Total Cost of Goods Sold)** | $413,000.00 | $725,000.00 | $983,000.00 |
| **Gross Margin % (Gross Profit/Sales)** | **51.50%** | **60.42%** | **65.53%** |
|  |  |  |  |
| **Operating Expenses** |  |  |  |
| Rent | $36,000 | $36,000 | $36,000 |
| Insurance | $12,000 | $12,000 | $12,000 |
| Utilities | $45,000 | $50,000 | $60,000 |
| Salary (Including Tax) | $250,000 | $275,000 | $300,000 |
| Maintenance & Supplies | $20,000 | $23,000 | $25,000 |
| **Total Operating Expenses** | **$363,000.00** | **$396,000.00** | **$433,000.00** |
|  |  |  |  |
| EBITDA (Total Cost of Sale-Total Operating Expenses) | $26,000.00 | $79,000.00 | $84,000.00 |
| Depreciation | $3,000.00 | $4,000.00 | $4,000.00 |
| Interest Expense | $0.00 | $0.00 | $0.00 |
| Taxes Paid | $4,000.00 | $5,000.00 | $6,000.00 |
| **Net Profit (Gross Profit - Operating Expenses - Taxes - Interest)** | **$46,000.00** | **$324,000.00** | **$544,000.00** |

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| **Balance Sheet Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Cash | $120,000.00 | $500,000.00 | $700,000.00 |
| Accounts Receivable | $10,000.00 | $15,000.00 | $11,000.00 |
| Inventory | $10,000.00 | $12,000.00 | $15,000.00 |
| Other Current Assets | $55,000.00 | $6,000.00 | $8,000.00 |
| **Total Current Assets** | **$195,000.00** | **$533,000.00** | **$734,000.00** |
|  |  |  |  |
| Long-Term Assets | $50,000.00 | $70,000.00 | $60,000.00 |
| Accumulated Depreciation | $3,000.00 | $2,500.00 | $2,000.00 |
| **Total Long-Term Assets (Long-Term Assets-Accumulated Depreciation)** | $47,000.00 | $67,500.00 | $58,000.00 |
| **Total Assets (Total Current Assets + Total Long-Term Assets)** | **$242,000.00** | **$600,500.00** | **$792,000.00** |
|  |  |  |  |
| Accounts Payable | $15,000.00 | $17,000.00 | $20,000.00 |
| Notes Payable | $5,000.00 | $6,000.00 | $8,000.00 |
| Other | $3,500.00 | $7,000.00 | $5,000.00 |
| **Total Liabilities** | **$23,500.00** | **$30,000.00** | **$33,000.00** |
|  |  |  |  |
| Paid-in Capital | $5,000.00 | $5,000.00 | $5,000.00 |
| Retained Earnings | $46,000.00 | $324,000.00 | $524,000.00 |
| **Total Owner's Equity (Total Assets - Total Liabilities)** | **$218,500.00** | **$570,500.00** | **$759,000.00** |
| **Total Liabilities & Equity (Total Liabilities/Total Owner's Equity)** | **10.76%** | **5.26%** | **4.35%** |

|  |
| --- |
| **Cash Flow Projection** |
|  | **FY2019** | **FY2020** | **FY2021** |
| Operating Cash Beginning | $50,000.00 | $664,000.00 | $1,671,000.00 |
|  |  |  |  |
| **Sources of Cash** | $20,000.00 | $26,000.00 | $40,000.00 |
| Receivables | $150,000.00 | $170,000.00 | $200,000.00 |
| Sales | $802,000.00 | $1,200,000.00 | $1,500,000.00 |
| Others | $5,000.00 | $7,000.00 | $8,000.00 |
| **Total Cash** | $1,027,000.00 | $2,067,000.00 | $3,419,000.00 |
|  |  |  |  |
| **Expenditures** |  |  |  |
| Rent | $36,000 | $36,000 | $36,000 |
| Insurance | $12,000 | $12,000 | $12,000 |
| Utilities | $45,000 | $50,000 | $60,000 |
| Salary (Including Tax) | $250,000 | $275,000 | $300,000 |
| Maintenance & Supplies | $20,000 | $23,000 | $25,000 |
| **Total Expenditures** | $363,000.00 | $396,000.00 | $433,000.00 |
| **Net Income/Loss (Total Cash - Total Expenditures)** | **$664,000.00** | **$1,671,000.00** | **$2,986,000.00** |



**To Use This Documents**

The text inside the brackets which is highlighted is meant to be edited with your text. This is the way you can edit the document as given below:

**To Edit Text:**

1. Point the mouse where you want to edit and delete the sample text and then you can add your text.
2. You can change the size, font & color of the text in the Main Tab: Home



**To Edit Table:**

1. Point the mouse in the table where you want to edit and delete the sample text and then you can add your text.
2. You can adjust the row & column size of the table in the Main Tab: Layout



**To Edit Chart:**

1. Select the chart which is going to edit and then
2. In Main tab: Design -> Edit Data
3. It will open the excel sheet where you can edit the values of the chart

