

The Hang Out

- Description:** Our business will be a teen club. We will offer food, drinks, an arcade, and a spot to hangout from 4pm – 12pm.
- Mission Statement:** Our goal is to provide teens with a safe environment to hang out.
- Target Market:** The customer we are trying to reach is the average teen from 13 – 20 years of age who is looking for a safe and fun spot to hang out.
- Location:** Our business will be located at 5111 – 5171 Beach Boulevard, Buena Park, CA 90621, Building #2
- Our monthly rent will be \$35,000
- The square footage of our location is 10,000 sf.
- Promotion:** We will advertise our business with flyers and online social networks.
- It will cost us \$500 for 1,000 flyers.
- Product/Services:** Guitar Hero x2 (\$5,695), Area 51 (\$2,195), Dark Silhouette (\$2,495), Change Machine x2 (\$895), Terminator (\$6,000), Basketball x4 (\$3,000), Air Hockey x2 (\$1,300) Food/Drinks (120,000)
- Competition:** Our 1st competition is The Bamboo Club which is 3.82 miles away. We will be better than them because our age is limited to teenagers only and lets them experience all the fun and excitement an adult will experience at a 21+ club.
- In Cahoots is our 2nd competitor in which they're located 5.4 miles away from the Hangout. We will be much better than our competition because we have a bigger facility for our guest to enjoy.
- Hacienda Night Club is our 3rd Competitor and they're located 5 miles away. Our Club will be a really good competition to them since they're located on a high class city in which many teenagers will want to come to our club to enjoy the good vibes we bring to them.
- Personnel:** We will need 40 people working for us in our business.
- The jobs will consist of promoting, security, cashiers, waitresses, DJ's, backstage workers.

We will pay the cashiers \$2700, promoters \$1920, Security \$1800, Backstage workers \$2600, waitresses \$3600.

Total payroll for one month will be \$12,620.

Total Costs:

The total cost we will need to start our business is \$731,000.