



DESCRIPTION

- Our business will be a teen club. We will offer food, drinks, an arcade, DJ's, and a spot to hang out from 4-12.



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 ages 13-18 who is looking for a safe and fun spot to meet new people and hang out with friends



LOCATION

- Our business will be located at 5111-5171 Beach Boulevard, Buena Park, CA 90621, building #2.
- Our rent per month will be 35,000.
- Our building is 10,000 square feet.



PROMOTION

The Hangout



- Located at 5111-5171 Beach Boulevard, Buena Park, CA 90621, building #2
- Mon. – Thur. \$5 before 8, 10 after.
- Fri. – Sun. \$10 before 7, \$15 after.

For More Info. Call: 562-666-5555

PRODUCTS/SERVICES

- Chips
- Pop corn
- Soda
- Water
- Hot dogs
- Hamburgers
- Wings
- Candy
- Fruit
- Ice cream
- Dance floor with live Dj
- Arcade



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.
- Other places teens would go: movies, parties, arcade, theme parks, etc...

PERSONNEL

- Cashier
- Security
- Waitresses
- DJ's
- Promoters
- Backstage workers
- Janitors/bus boy
- Cooks

TOTAL COST

- Pay Roll: \$144,240
- Cost of Promotion: \$10,000
- Inventory: \$156,680
- Rent: \$420,000
- Total Cost~ \$731,000