



Crazy Club


Be Calm, Be a Gamer


Business Plan


2020 - 21

Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 support@upmetrics.co

 <https://upmetrics.co>

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Executive Summary



Crazy Club eSports, Inc. is a standard, licensed, and highly – competitive professional eSports with headquarters and training facility in Mount Pleasant – South Carolina. We have been able to secure a standard facility in a central and easy to locate the area in Mount Pleasant.

Crazy Club eSports, Inc. is going to become the number one destination for any gamer who is looking for a professional eSports to be part of in the

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Services and Amenities



Crazy Club eSports, Inc. is in the Video games industry to set up a highly competitive and profitable eSports in Mount Pleasant – South Carolina that will win local, national, and international eSports competitions, and we have been able to put up a facility that can help us achieve the goal. These are the services and amenities that will be made available to our clients;

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Vision Statement



Our Vision of starting Crazy Club eSports, Inc. is to build a world-class eSports that can favorably compete with leading eSports all across the globe.

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Mission Statement



TIP

Our mission for establishing Crazy Club eSport, Inc. is to contribute our quota in promoting video game activities in Mount Pleasant – South Carolina, and also to make profits from the industry; we want to become the leading eSport – brand in the whole of Mount Pleasant – South Carolina.

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Business Overview

Business Structure



TIP

Crazy Club eSport, Inc. is in business to become the leading eSport in the whole of Mount Pleasant – South Carolina and we are fully aware that it will take the right facility, management, and organizational structure to achieve our goal.

We will ensure that we recruit only the best hands that can help us achieve all that we are set to achieve. The kind of the eSport we intend building
business goals we want to achieve is what informs the amount we

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Roles and Responsibilities



TIP

Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counselings, and disciplining pro gamers, managers; communicating values, strategies, and objectives; assigning accountability; planning, monitoring, and appraising job results

Creates, communicates, and implements the organization's vision, and overall direction – i.e. leading the development and implement

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Chief Coach – CEO

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TIP

Responsible for overseeing the smooth running of HR and administrative tasks for the school

Regularly hold meetings with key stakeholders (students and member of the school board) to review the effectiveness of the schools’ Policies, Procedures, and Processes

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Manager/Technical Adviser

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TIP

Responsible for operating licensed games for training and competitions

Ensures that the video game machines are well arranged for another playing session after every session

Responsible for recommending the replacement of worn-out or damaged video games, pads, consoles, and other video game accessories

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Video Game Instructors/Assistant (5)

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TIP

Responsible for preparing financial reports, budgets, and financial statements for the organization

Provides management with financial analyses, development budgets, and accounting reports

Responsible for financial forecasting and risk analysis.

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Accountant/Cashier

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TIP

Welcomes members and potential members/clients by greeting them in person or on the telephone; answering or directing inquiries.

Ensures that all contacts with clients (e-mail, walk-in center, SMS, or phone) provide the client with a personalized customer service experience of the highest level

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Client Service Executive

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TIP

Responsible for cleaning in and around the organization

Washes glassware and utensils after each use.

Maintains a clean working area by sweeping, vacuuming, dusting, cleaning of glass doors and windows, etc. if required.

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Cleaners (3)

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SWOT Analysis



TIP

Crazy Club eSport, Inc. is in business to provide an ideal platform for gamers in Mount Pleasant – South Carolina to grow and compete at eSport competitions and at the same time to make profits. We are aware that there are competitions in the Video games industry, which is why we took out time to conduct an effective SWOT Analysis before investing our hard-earned money into the business.

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Strengths

One of the obvious strengths that will definitely stand as a plus for Crazy Club eSport, Inc. is the fact that our facility is centrally located in a densely populated area in Mount Pleasant – South Carolina; our location is in fact one of our major strengths coupled with the support from stakeholders in the industry. We equally have a team of highly qualified professionals who will work hard to win laurels.

Weaknesses

We critically looked into our Business model and we were able to identify two major weaknesses. One is the fact that we are a new business and the second is the fact that we may not have the financial resources required to match up with existing eSports in South Carolina when it comes to employing experts in the industry and generating the needed hypes that can drive traffic towards our eSport.

Opportunities

The opportunities in this Green business are massive and it is growing by the day. In 2019, it was estimated that the total audience of e-sports would grow to 454 million viewers and that revenues would increase to over US\$1 billion. The increasing availability of online streaming media platforms, particularly YouTube and Twitch has become central to the growth and promotion of e-sports competitions.

Threats

A major threat that may affect our business is unfavorable government policies. For example, despite its large video game market, e-sports in Japan is relatively underdeveloped, and this has been attributed largely to its broad anti-gambling laws which prohibit paid professional gaming tournaments.

Bad press can also affect our business – The legitimacy of e-sports as a sports competition remains in question.

Market Analysis

Market Trends



TIP

Prior to this era, video games most often relied on high scores to determine the best player, but this changed with Street Fighter II, where players would instead challenge each other directly, “face-to-face,” to determine the best player, paving the way for the competitive multiplayer and deathwatch modes found in modern action games.

The popularity of fighting games such as Street Fighter and Merve...

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Target Market



TIP

Aside from teenagers and children, the target market for eSport cuts across people of different walks of life. The fact that people visit video games centers for various reasons makes marketing the business interesting. Crazy Club eSport, Inc. will work towards providing services, facilities, and environment that will help us reach out to our target market and compete at the highest level.

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Competitive Advantage



TIP

The Video games industry is indeed a prolific and highly competitive industry. Pro gamers will only join your team if they are comfortable with the games you have or if you can provide the enabling environment and facility for them to train, improve, and compete at the international level.

Crazy Club eSport, Inc. is centrally located in a densely populated – area in Mount Pleasant – South Carolina; this is obviously going to

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Sales And Marketing Strategy



TIP

Our marketing strategies will be directed towards achieving specific objectives that support the strategic goals of the organization. The truth is that all that we do will be geared towards creating new market channels, increasing sales via winning competitions, and attracting sponsorship deals. Part of the marketing and sales strategies that we will adopt are;

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Sources of Income



TIP

Crazy Club eSport, Inc. is established with the aim of maximizing profits in the Video games industry and we are going to go ensure that we do all it takes to attract sponsorship deals and win competitions on a regular basis. According to the professional eSports organization Riot, each team in the League of Legends Championship Series receives an amount of money to provide salaries and help with operating expenses.

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Sales Forecast



TIP

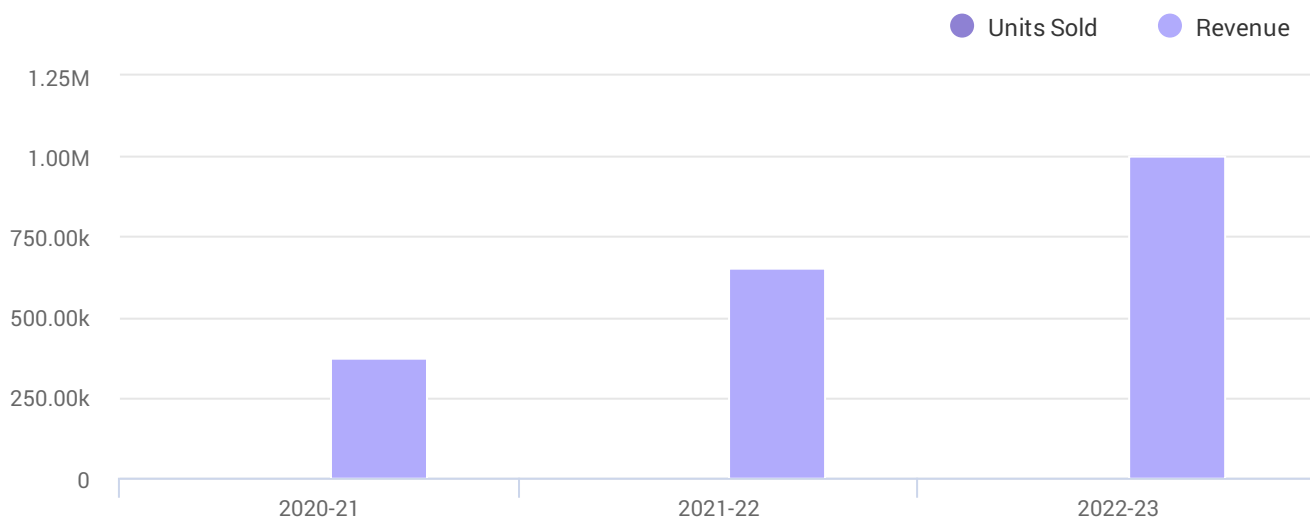
We are well-positioned to take on the available market in Mount Pleasant – South Carolina and on our online platforms and we are quite optimistic that we will meet our set target of generating enough income/profits from the first six months of operation and grow the business and our clientele base.

We have been able to examine the Video games industry, we have seen the opportunities and challenges in the industry and we have been able to come up with the

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No. of players v/s Revenue Chart



Financial Year	Units Sold	Revenue
2020-21	1550	375000
2021-22	1800	650000
2022-23	2050	1000000

Pricing Strategy



TIP

An agency can help eSports teams negotiate, sign, and collect payments for sponsorship, and they also help to manage the relationship between the team and brand. Essentially, brands and eSports teams can benefit from sponsorship deals. Showing that we don't have direct control over the pricing mechanism for such deals.

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When it comes to salaries for team members, regular eSports salar...

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TIP

The payment policy adopted by Crazy Club eSport, Inc. is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of the United States of America. Here are the payment options that Crazy Club eSport, Inc. will make available to her clients;

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Payment via bank transfer

Payment Options

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Publicity and Advertising Strategy



We have been able to work with our branding and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for clients in the whole of Mount Pleasant – South Carolina which is why we have made provisions for effective publicity and advertisement of our eSport

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Financial Plan

Startup Expenditure (Budget)



TIP

From our market survey and feasibility studies, we have been able to come up with a detailed budget for achieving our aim of establishing a standard and one-stop eSport in Mount Pleasant – South Carolina, and here are the key areas where we will spend our startup capital; These are the key areas where we will spend our startup capital on;

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Generating Funds/Startup Capital



TIP

Crazy Club eSport, Inc. is owned and managed by Mr. Eddie Jones. He decided to restrict the sourcing of the startup capital for the business to just three major sources.

- Generate part of the startup capital from personal savings and sale of his stocks

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Sustainability and Expansion Strategy



The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy, and business structure. If all of these factors are missing from a company, then it won't be too long before the business closes shop.

One of our major goals of starting Crazy Club eSport, Inc. is to build a business that will survive off its own cash flow without injecting finance from

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