



Tom's Nightclub


# BUSINESS PLAN


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A night out worth remembering





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# 1.

## Executive Summary

Mission Statement

Vision Statement

Keys to Success

Financial Summary

Financing Needed



#### REMEMBER

Before you think about how to start a Nightclub business, you must create a detailed Nightclub business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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#### TIP

Tom's Nightclub is a standard nightclub and bar that will be located in the heart of Detroit - Michigan. We are conveniently located in the world's headquarters for casinos and games; a commercial center that never goes to bed.

We are set to contribute our own quota to the already To unlock help try Upmetrics!

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## Mission Statement



#### TIP

- Our mission is to establish a nightclub and bar business that will create a standard of excellence in the industry.
- We want to grow our nightclub and bar business to be listed amongst the top 10 nightclubs and bars in the United States.

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## Vision Statement



#### TIP

Our vision is to establish a standard and secured nightclub and bar in Detroit - Michigan that will be the melting pot of all lovers of nightlife, social life, alcoholic and non-alcoholic drinks.

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## Keys to Success



Our keys to success are:

- Having a place where college-age women feel comfortable
- Provide exceptional service that leaves an im

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## Financial Summary

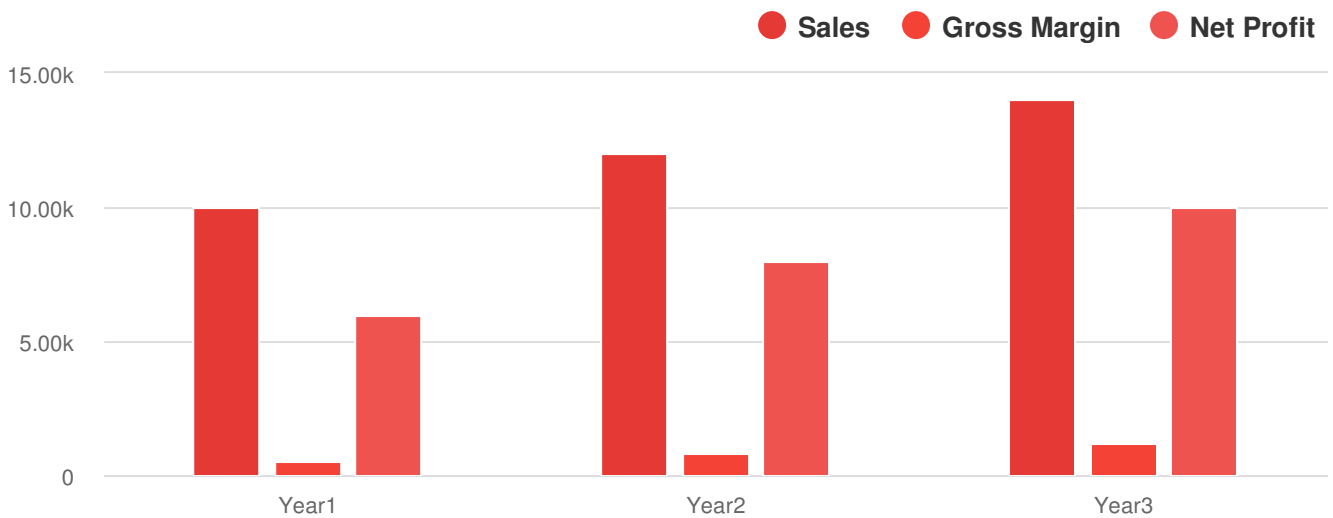


Our forecast is clearly too profitable, for now. We will be doing annual reviews and we expect to have to revise expense budgets upward over time.

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## 3 Year profit forecast





TIP

### Financial Summary

Year 1

Year 2

Year 3

Revenue

\$965,742

\$1,878,611

\$2,718,300

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## Financing Needed



TIP

Each of the three principals will invest \$70K, making a total of \$210K owner investment.

- Robert Shaw: \$70,000

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# 2.

## Company Summary

Business Structure

Startup summary



TIP

Tom's Nightclub is owned by John Moore who has successfully managed several bars and nightclubs in Los Angeles and Detroit prior to opening his own. He has the magic wand to attract people who go to bars and nightclubs on a regular basis. John Moore has good working relationships with celebrities and key stakeholders in the entertainment industry

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## Business Structure



TIP

Tom's Nightclub is a business that is established to be a pacesetter when it comes to how standard nightclubs and bars should be run in Detroit and even in the United States of America.

We have the goal of assembling a team of a dedica

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# Startup summary

## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services



TIP

Tom's Nightclub is going to operate a standard nightclub and bar that will make available every activity, service, and product that can be found in standard nightclubs and bars in the United States and in any part of the world.

We are in the nightclub and bar business to favorably [To unlock help try Upmetrics!](#)

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## Features



### Music and Dance

live band, karaoke, R & B, country side music and jazz etc.



### Standup Comedy



### Hall Rental Services for Parties



### Beers

Bud Light, Coors Light, Miller Lite, Budweiser, Michelob Ultra-Light, Natural Light, Busch Light, Bush, Redd's Apple Ale, Sierra Nevada Pale Ale, Keystone Light, Pabst Blue Ribbon, Bud Light Lime, Bud Light Platinum Lager etc.



### Locally Crafted Beers

Pale Beers, Amber Beers, Dark Beers, Hebrew Beers, Gluten Free, Organic Brews, Cider etc



### Wines



### Distilled spirits



### Liquor



### Martinis



### Small Chops



### Non – alcoholic beverages



### Tobacco

# 4.

## Market Analysis

Market Trends

Target Market

Market Size & Segments





### REMEMBER

The most important component of an effective Nightclub business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Nightclub business plan sample or other Nightclub business plans available online.

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## Market Trends



### TIP

In recent times, the societal shift away from alcoholic drinks toward healthier lifestyles is to a larger extent contributing to a steady decline in the amount of individual spending allocated to trips to bars and nightclubs plus the fact that nobody wants to be caught driving while drunk. As a matter of fact, it is now becoming trending to find nightclubs and bars educ

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## Target Market



### TIP

As a standard nightclub and bar, Tom's Nightclub will offer a wide range of services and products hence we are well trained and equipped to services a wide range of clientele base. The target market for our nightclub and bar cuts across people of different classes and people from all walks of life, local and international tourists as well.

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## Market Size & Segments



### TIP

The Spot will focus on college-age women who are looking for a high-energy, fun nightclub environment to socialize and dance. Of course, we are also focused on college-age men but it has been our observation that the club scene is driven by where women choose to spend their money when they go out with friends. At present, none of the local bars c

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# 5.

## SWOT Analysis



TIP

Tom's Nightclub is established with the aim of becoming the melting pot of all lovers of nightlife, social life, alcoholic and non-alcoholic drinks in Detroit - Michigan and to become a pacesetter when it comes to how standard nightclubs and bars should be run in Detroit and even in the United States of America which is why we have taken our time to critically analyze and conduct

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## Strengths

Our strength as a nightclub and bar business is excellent and detailed customer service, highly secured and safe facility, Availability of a wide range of assorted drinks, beverages, tobaccos, and food. We can boast of having some of the best hands in the industry, excellent facility, excellent ambiance, and perfect location for a nightclub and bar in a metropolitan and bubbling city like Detroit.



## Weaknesses

Our perceived weakness could be that we are a new nightclub and bar in a highly competitive city like Detroit, and we may not have the financial muscle to sustain the kind of publicity we want to give our business.



## Opportunities

There are unlimited business opportunities available to nightclub and bar businesses in busy cities like Detroit. No doubt, Detroit happens to be one of the cities in the world where social life is at its peak. Another opportunity that we stand to leverage is the fact that we can easily order any brand or beer and drinks directly from the manufacturer with little or no stress.



## Threats

One of the threats that are likely going to confront us is unfavorable government policies, security threats, the downturn in the economy which is likely going to affect sales, and perhaps the emergence of new nightclubs and bars (competitors) within the same location where our bar is located.



# 6.

## Strategy & Implementations

Promotion Strategy

Sales Plan

Pricing Strategy



**REMEMBER**

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Nightclub business startup and must be properly planned before you think about starting your own Nightclub.

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## Promotion Strategy



**TIP**

We know that being in the faces of our potentials is one of the keys to really breaking even. That is exactly what we plan to do. Regardless of the fact that our nightclub and bar are well located in Detroit, Michigan, we will still go ahead to intensify publicity for the business.

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## Sales Plan



**TIP**

We will have a grand opening weekend where the cover charge will be waived for all women customers. We will then establish a traditional Ladies Night, every Wednesday.

The cover charge will be \$10. This is cheaper than the industry average.

*Start Writing here...*

## Pricing Strategy



**TIP**

The prices of our Beers, Locally Crafted Beers, Wines, Distilled spirits, Liquor, Martinis, Small chops, Non-alcoholic beverages, and Tobacco will be what is obtainable in the market. In fact, we will try as much as we can to sell below the industry's average so as to attract loads of customers.

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# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



#### REMEMBER

The last component of the Nightclub business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for start-up. To unlock help try Upmetrics!



#### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Nightclub business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial strategy. To unlock help try Upmetrics!

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

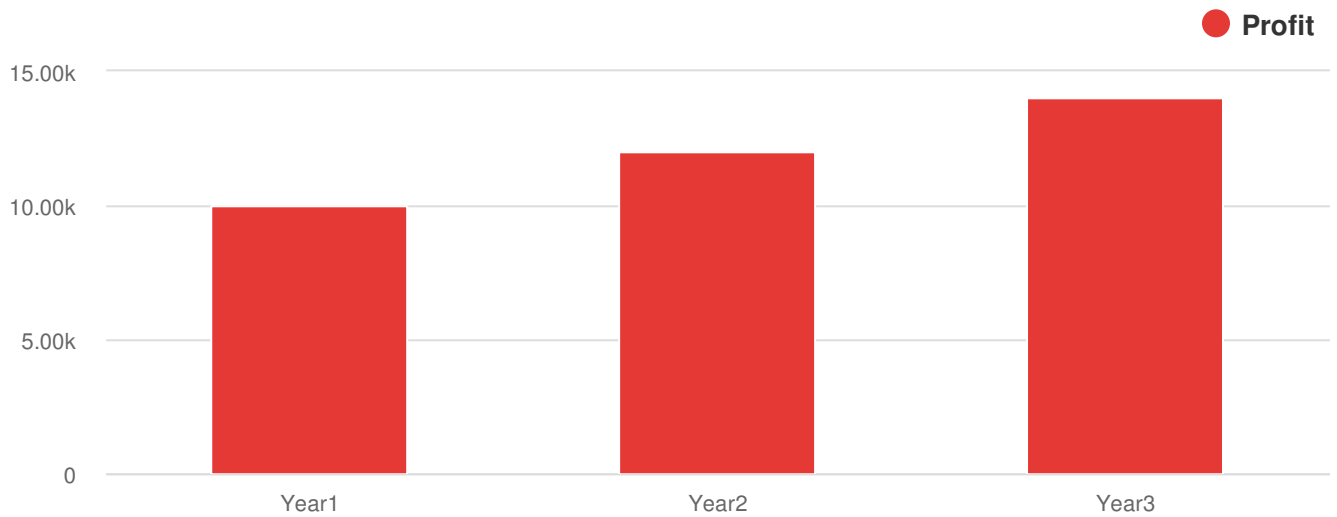
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

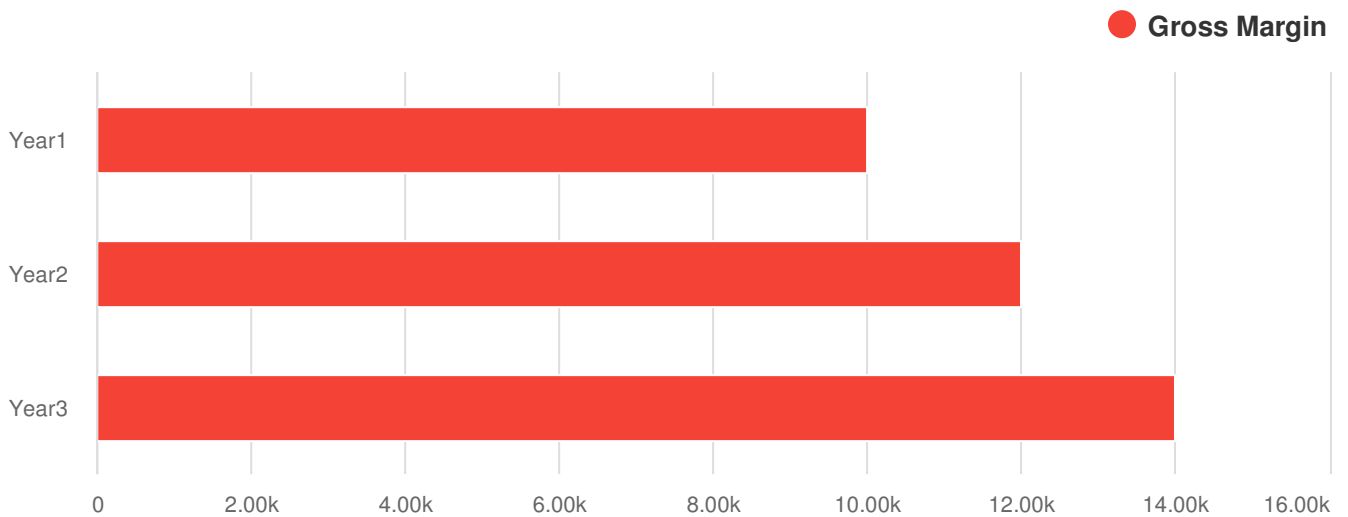


## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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