

Business Plan

[YEAR]

Chill, Enjoy, Lounge

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.



Prepared By



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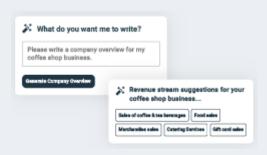
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Executive Summary

Market opportunity
Services Offered
Marketing & Sales Strategies
Financial Highlights



An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

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□ Lounge Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your lounge business, its location when it was founded

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Start writing here..

Market opportunity



Lounge Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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Start writing here..

Services Offered

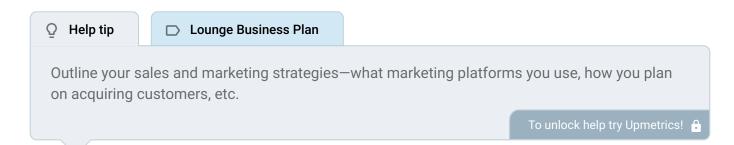


□ Lounge Business Plan

Highlight the products and services you offer your clients. The USPs and differentiators you offer are always a plus.

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Marketing & Sales Strategies

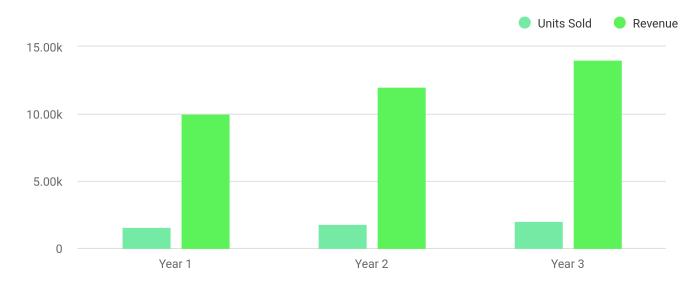


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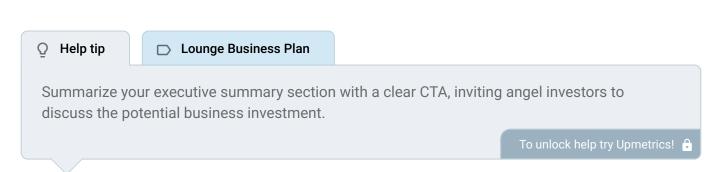
Financial Highlights



Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000



Write a call to action for your business plan.

Company Overview

Ownership

Mission statement

Business history

Future goals



Depending on what details of your business are essential, you'll need different elements in your business overview.

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Lounge Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of lounge you operate and the name of it. Here are some of the most

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Start writing here..

Ownership



Lounge Business Plan

List the founders or owners of your lounge business. Describe what shares they own and their responsibilities for efficiently managing the business.

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Mission statement



□ Lounge Business Plan

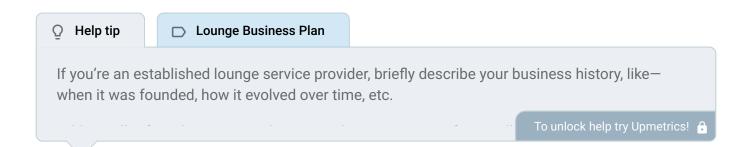
Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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At [The Luxe Lounge], we are committed to creating unforgettable moments and unparalleled experiences. Our mission is to provide an elegant and welcoming haven, where our guests can unwind, socialize, and indulge in the finest beverages and gourmet selections.

We uphold the highest standards of quality, service, and innovation, embodying the essence of luxury in every detail.

Business history



Future goals



□ Help tip

□ Lounge Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

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□ Lounge Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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Start writing here..

Target Market



Lounge Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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Start writing here..

Market size and growth potential

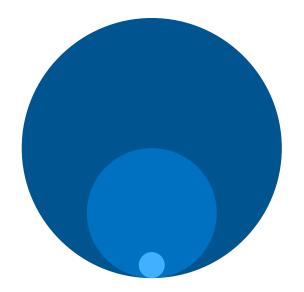


□ Lounge Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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Market Size



Available Market

Everyone in the region interested in nightlife.

1M

Served Market

Nightlife enthusiasts looking for premium experiences.

500k

Target Market

Affluent young professionals seeking luxury lounges.

100k



Lounge Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your lounge services from them.

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Competitive analysis

Velvet Rendezvous

Velvet Rendezvous is an upscale cocktail lounge located in the heart of [District/Area]. Known for its extensive cocktail menu and live jazz performances, it has become a popular destination for young professionals and music enthusiasts.

Features

Extensive Cocktail Menu

Live Music and Entertainment

VIP Booths and Bottle Service

Happy Hour Specials

Strengths

Well-known in the community with a loyal customer base.

Situated in a bustling area, attracting a consistent flow of patrons.

Offers live music and entertainment, enhancing the quest experience.

Weaknesses

Predominantly a drinks-focused venue, lacking a diverse food menu

The premium experience comes with a high price tag, potentially deterring budget-conscious customers.

The Sports Hub

The Sports Hub is a vibrant sports lounge that offers patrons the chance to catch the latest games on their big-screen TVs, accompanied by a variety of beers and casual eats.

Features

Multiple Big-Screen TVs

Wide Selection of Beers

Casual and Comfortable Seating

Sports Memorabilia Decor

Strengths

Creates a fun and energetic environment, especially during major sporting events.

Attracts a diverse crowd, from sports fans to casual patrons looking for a relaxed atmosphere.

Weaknesses

Lacks the sophistication and premium offerings of a luxury lounge.

The energetic atmosphere can be overwhelming for those seeking a more intimate setting.

Tranquil Escape

Tranquil Escape takes a unique approach, offering a serene and peaceful lounge experience, complete with soft music, comfortable seating, and a variety of relaxation-oriented services.

Features

Quiet and Intimate Atmosphere

Relaxation Services (e.g., Massage Chairs, Aromatherapy)

Soft Background Music

Premium Non-Alcoholic Beverages

Strengths

Stands out in the market by offering a calm and peaceful alternative to the typical lounge scene.

Appeals to health-conscious individuals and those seeking a quiet retreat

Weaknesses

The unique concept may not appeal to the broader loungegoing demographic.

May not attract patrons looking for a lively and energetic atmosphere.

Market trends

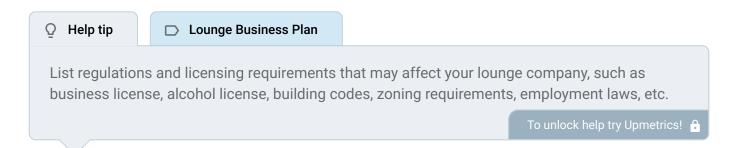


Lounge Business Plan

Analyse emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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Regulatory environment





Products and Services

Beverages & Food menu
Quality Measures
Additional Services



The product and services section of the lounge business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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Lounge Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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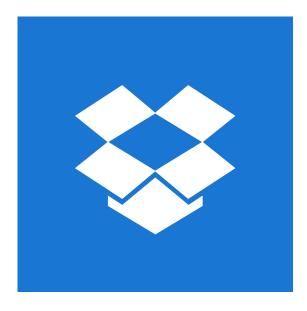
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Mention the alcoholic and non-alcoholic beverages your lounge will serve. This list may include, beer, wine, vodka, coffee, soda, juices, cocktails, etc.

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Beverages & Food menu



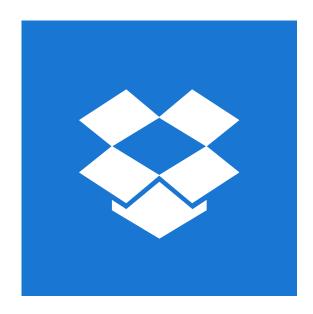
Premium Cocktails

Price: [\$15 - \$25] per drink

A wide selection of signature cocktails crafted by our experienced mixologists using top-shelf spirits and fresh, quality ingredients.

Specifications

- Size: Standard cocktail glass (6-8 oz)
- · Ingredients: Premium spirits, fresh fruits, and herbs
- Preparation Time: 5-7 minutes



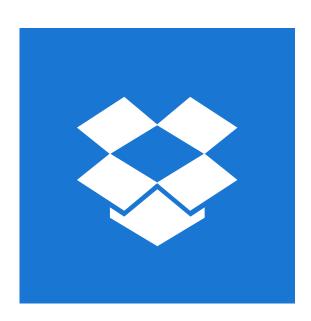
Gourmet Appetizers

Price: [\$10 - \$20] per dish

A variety of gourmet appetizers featuring international and local flavors, perfect for sharing or enjoying solo.

Specifications

- Portion Size: Small, perfect for one person or for sharing
- Ingredients: Fresh, locally sourced where possible
- · Serving: Served on elegant, fine dining dishware



Vintage Wine Selection

Price: [\$50 - \$500] per bottle

A curated selection of fine vintage wines sourced from renowned vineyards around the world.

Specifications

Bottle Size: 750ml

- Origin: Various, including France, Italy, and the United States
- · Serving: Wine glasses, proper decanting where necessary

Quality Measures



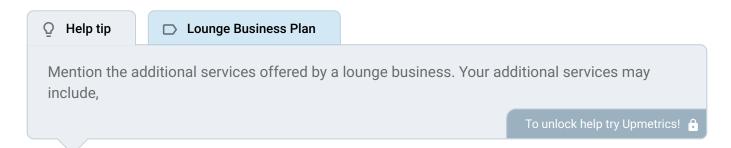
Help tip

□ Lounge Business Plan

Your section should explain how you maintain quality standards and consistently provide the highest quality service.

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Additional Services



Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

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Lounge Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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Start writing here..

Unique Selling Proposition (USP)



Lounge Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

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Start writing here..

Pricing Strategy



Lounge Business Plan

Describe your pricing strategy—how you plan to price your services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers to your facility.

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Marketing strategies



Lounge Business Plan

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, email marketing, content marketing, and print marketing.

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Start writing here..

Sales strategies



Lounge Business Plan

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include offering loyalty programs, hosting events, establishing referral programs, etc.

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Start writing here..

Customer retention



Lounge Business Plan

Describe your customer retention strategies and how you plan to execute them. For instance, your customer retention strategies may include offering discounts on annual membership, providing personalized service, leveraging customer feedback, etc.

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Operations Plan

Staffing & Training
Operational Process
Equipment & Facilities



When writing the operations plan section, it's important to consider the various aspects of your business operations.

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Lounge Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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Start writing here..

Staffing & Training



Lounge Business Plan

Mention your business's staffing requirements, including the number of employees, bartenders, or servers needed. Include their qualifications, the training required, and the duties they will perform.

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Start writing here..

Operational Process



Help tip

Lounge Business Plan

Outline the processes and procedures you will use to run your lounge business. Your operational processes may include opening and closing procedures, inventory management, cleaning and maintenance, cash management, and staff training.

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Equipment & Facilities



□ Help tip

□ Lounge Business Plan

Include the list of equipment and facilities required for the lounge bar, such as the bar area, kitchen, restrooms, lighting, sound system, air conditioning and heating, etc.

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Management Team

Key managers
Organizational structure
Compensation plan
Advisors/Consultants



The management team section provides an overview of the individuals responsible for running your business plan.

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Lounge Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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Start writing here..

Key managers



Lounge Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

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Start writing here..



John Doe

CEO - john.doe@example.com

John is the visionary behind [The Luxe Lounge], bringing over 15 years of experience in the hospitality industry.





He holds a Bachelor's degree in Business Administration from the University of Example, coupled with a Master's in Hospitality Management.

• Professional Background: Prior to founding [The Luxe Lounge], John held various leadership positions in prestigious establishments, where he honed his skills in operations management, customer service, and strategic planning.





Jane Doe Bar Manager - jane.doe@example.com

Jane, with a diploma in Mixology from the Beverage Institute of Example City and over 10 years of experience in bar management, oversees all aspects of [The Luxe Lounge]'s bar operations.

• Professional Background: She has previously managed bars in high-end hotels, bringing a wealth of knowledge in beverage curation, inventory management, and customer service.



Alice Brown Chef - alice.brown@example.com

Alice holds a degree in Culinary Arts from the Example Culinary School and has a decade of experience in crafting exquisite menus for luxury dining establishments.

• Professional Background: She specializes in Mediterranean and fusion cuisine, bringing creativity and a passion for flavors to [The Luxe Lounge].



Robert Brown General Manager - robert.brown@example.com

Robert possesses a Bachelor's degree in Hotel Management from Example University and has spent over 12 years in various managerial roles in the hospitality sector.

 Professional Background: His expertise lies in operational efficiency, staff management, and ensuring that every guest receives impeccable service.

Organizational structure

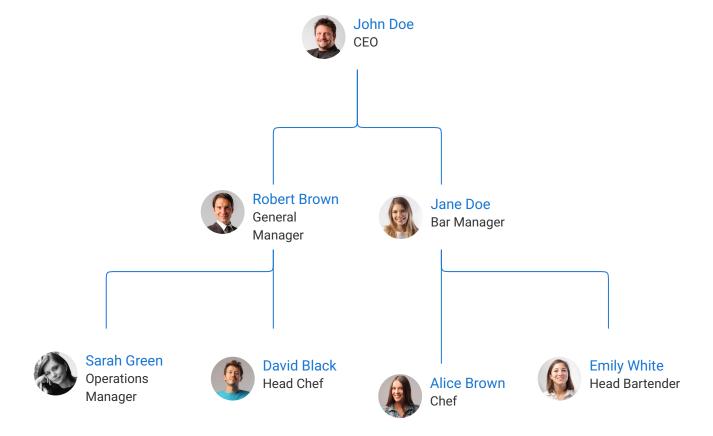


□ Lounge Business Plan

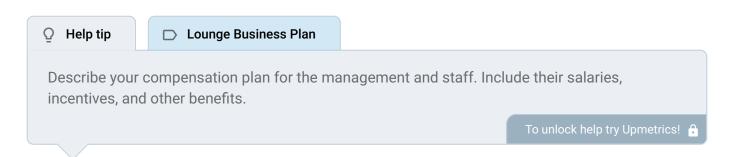
Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

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Organization chart



Compensation plan



Mentioning advisors or consultants in your business plans adds credibility to your business idea.

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Advisors/Consultants



[ADVISOR NAME] Advisor

A seasoned professional in the hospitality industry, [Advisor's Name] serves as a mentor and advisor, bringing invaluable insight and expertise to our operations.



[CONSULTANT NAME] Consultant

[Consultant's Name] provides strategic advice on market trends and operational efficiency, ensuring [The Luxe Lounge] stays ahead in a competitive market.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

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□ Lounge Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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Start writing here..



□ Lounge Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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Profit & loss statement

	2024	2025	2026
Revenue	\$778,540.55	\$2,068,632.75	\$3,843,222.95
Cocktail Sales	\$131,318.55	\$235,832.25	\$423,520.95

	2024	2025	2026
Unit Sales	8,755	15,722	28,235
Unit Price	\$15	\$15	\$15
Event Hosting	\$141,740	\$202,080	\$287,960
Unit Sales	71	101	144
Unit Price	\$2,000	\$2,000	\$2,000
Membership Fees	\$505,482	\$1,630,720.50	\$3,131,742
Users	1,618	3,741	6,606
Recurring Charges	\$50	\$50	\$50
Cost Of Sales	\$310,448.43	\$727,042.14	\$1,300,723.41
General Costs	\$310,448.43	\$727,042.14	\$1,300,723.41
Beverage Costs	\$76,886.24	\$106,452.29	\$147,756.51
Alcoholic Beverages	\$56,768.16	\$80,937.75	\$115,397.79
Non-Alcoholic Beverages	\$20,118.08	\$25,514.54	\$32,358.72
Food Costs	\$233,562.19	\$620,589.85	\$1,152,966.90
Snacks	\$77,854.08	\$206,863.30	\$384,322.31
Main Courses	\$155,708.11	\$413,726.55	\$768,644.59

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$468,092.12	\$1,341,590.61	\$2,542,499.54
Gross Margin (%)	60.12%	64.85%	66.16%
Operating Expense	\$654,287.05	\$736,544.44	\$843,546.72
Payroll Expense (Indirect Labor)	\$545,760	\$562,132.80	\$578,996.88
Management Team	\$125,280	\$129,038.40	\$132,909.60
General Manager	\$72,000	\$74,160	\$76,384.80
Assistant Manager	\$53,280	\$54,878.40	\$56,524.80
Service Staff	\$374,400	\$385,632	\$397,200.96
Bartenders	\$144,000	\$148,320	\$152,769.60
Wait Staff	\$230,400	\$237,312	\$244,431.36
Support Staff	\$46,080	\$47,462.40	\$48,886.32

	2024	2025	2026
Cleaners	\$46,080	\$47,462.40	\$48,886.32
General Expense	\$108,527.05	\$174,411.64	\$264,549.84
Facility Expenses	\$36,000	\$36,780	\$37,577.40
Rent	\$30,000	\$30,600	\$31,212
Utilities	\$6,000	\$6,180	\$6,365.40
Operating Expenses	\$50,927.05	\$115,671.64	\$204,645.96
Marketing	\$38,927.05	\$103,431.64	\$192,161.16
Supplies	\$12,000	\$12,240	\$12,484.80
Administrative Expenses	\$21,600	\$21,960	\$22,326.48
Insurance	\$7,200	\$7,272	\$7,344.72
Professional Fees	\$14,400	\$14,688	\$14,981.76
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$186,194.93)	\$605,046.17	\$1,698,952.82

	2024	2025	2026
Additional Expense	\$10,856.42	\$9,734.62	\$8,531.75
Long Term Depreciation	\$7,848	\$7,848	\$7,848
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$194,042.93)	\$597,198.17	\$1,691,104.82
Interest Expense	\$3,008.41	\$1,886.63	\$683.75
EBT	(\$197,051.35)	\$595,311.55	\$1,690,421.07
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$975,591.90	\$1,473,321.20	\$2,152,801.88
Net Income	(\$197,051.35)	\$595,311.55	\$1,690,421.07
Net Income (%)	(25.31%)	28.78%	43.98%
Retained Earning Opening	\$0	(\$217,051.35)	\$368,260.20
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$217,051.35)	\$368,260.20	\$2,048,681.27

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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Cash flow statement

	2024	2025	2026
Cash Received	\$778,540.55	\$2,068,632.75	\$3,843,222.95
Cash Paid	\$967,743.90	\$1,465,473.20	\$2,144,953.88
COS & General Expenses	\$418,975.48	\$901,453.78	\$1,565,273.25
Salary & Wages	\$545,760	\$562,132.80	\$578,996.88
Interest	\$3,008.41	\$1,886.63	\$683.75
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$189,203.35)	\$603,159.55	\$1,698,269.07
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
Amount Paid	\$35,517.78	\$26,639.58	\$27,842.64
Loan Capital	\$15,517.79	\$16,639.57	\$17,842.64
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$114,482.22	(\$26,639.58)	(\$27,842.64)
Summary			
Starting Cash	\$0	(\$109,721.13)	\$466,798.84

	2024	2025	2026
Cash In	\$928,540.55	\$2,068,632.75	\$3,843,222.95
Cash Out	\$1,038,261.68	\$1,492,112.78	\$2,172,796.52
Change in Cash	(\$109,721.13)	\$576,519.97	\$1,670,426.43
Ending Cash	(\$109,721.13)	\$466,798.84	\$2,137,225.27



□ Lounge Business Plan

Create a projected balance sheet documenting your lounge business's assets, liabilities, and equity.

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Balance sheet

2024	2025	2026
(\$82,569.13)	\$486,102.84	\$2,148,681.27
(\$109,721.13)	\$466,798.84	\$2,137,225.27
(\$109,721.13)	\$466,798.84	\$2,137,225.27
\$0	\$0	\$0
\$0	\$0	\$0
	(\$82,569.13) (\$109,721.13) (\$109,721.13) \$0	(\$82,569.13) \$486,102.84 (\$109,721.13) \$466,798.84 (\$109,721.13) \$466,798.84 \$0 \$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$27,152	\$19,304	\$11,456
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$7,848)	(\$15,696)	(\$23,544)
Liabilities & Equity	(\$82,569.14)	\$486,102.84	\$2,148,681.27
Liabilities	\$34,482.21	\$17,842.64	\$0
Current Liabilities	\$16,639.57	\$17,842.64	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,639.57	\$17,842.64	\$0
Long Term Liabilities	\$17,842.64	\$0	\$0
Long Term Debt	\$17,842.64	\$0	\$0
Equity	(\$117,051.35)	\$468,260.20	\$2,148,681.27
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0

2024	2025	2026
\$0	\$0	\$0
\$100,000	\$100,000	\$100,000
(\$217,051.35)	\$368,260.20	\$2,048,681.27
ėo.	¢o.	\$0
	\$0 \$100,000	\$0 \$0 \$100,000 \$100,000 (\$217,051.35) \$368,260.20



□ Lounge Business Plan

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$778,540.55	\$2,847,173.30
Net Revenue	\$778,540.55	\$2,068,632.75	\$3,843,222.95
Closing Revenue	\$778,540.55	\$2,847,173.30	\$6,690,396.25

	2024	2025	2026
Starting Expense	\$0	\$975,591.90	\$2,448,913.10
Net Expense	\$975,591.90	\$1,473,321.20	\$2,152,801.88
Closing Expense	\$975,591.90	\$2,448,913.10	\$4,601,714.98
Is Break Even?	No	Yes	Yes
Break Even Month	0	Jul '25	0
Days Required	0	10 Days	0
Break Even Revenue	\$975,591.90	\$1,684,620.43	\$0
Cocktail Sales	\$0	\$238,716.10	\$0
Event Hosting	\$0	\$239,486.67	\$0
Membership Fees	\$0	\$1,206,417.67	\$0
Break Even Units			
Cocktail Sales	0	15,914	0
Event Hosting	0	120	0
Membership Fees	0	2,672	0

Financing needs



□ Help tip

□ Lounge Business Plan

Calculate costs associated with starting a lounge business, and estimate your financing needs and how much capital you need to raise to operate your business.

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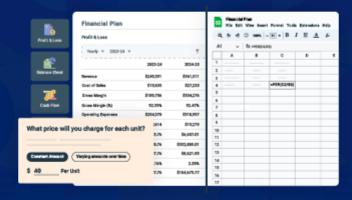
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9.

Appendix



When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal do

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Mariia Yevlash

★ ★ ★ ★

Student, Sumy State University – Ukraine

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