



# FAMILY ENTERTAINMENT CAFE BUSINESS PLAN

SPORTS COACH SIMULATORS LIMITED. CURTIS ROAD, DORKING, LONDON, RH4 1XD.

T: +44 (0) 1306 741888

E: [SALES@SPORTS-COACH.COM](mailto:SALES@SPORTS-COACH.COM)

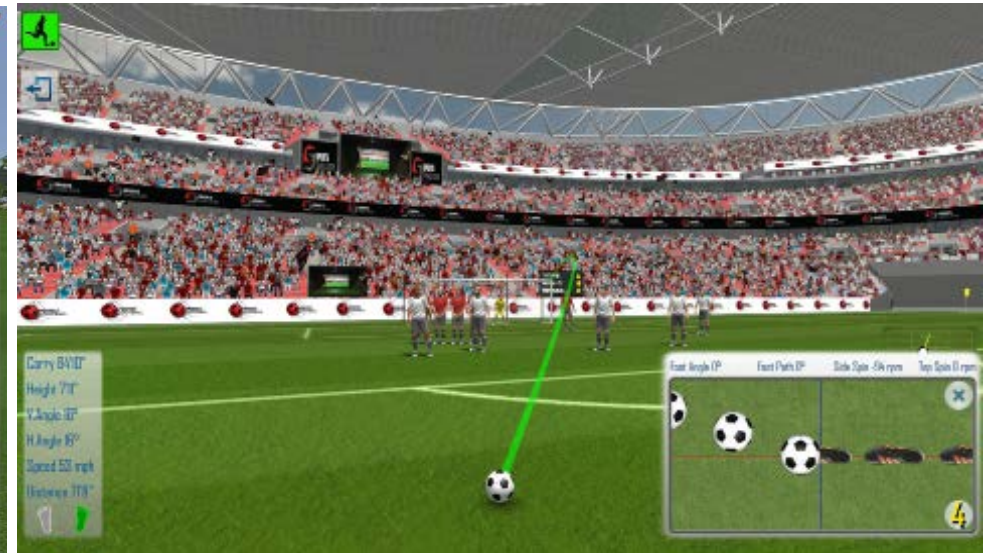
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# EXECUTIVE SUMMARY.

[Business Name] is a new Family Entertainment Café that provides state-of-the-art facilities, that will regularly attract players and fans of the world's most popular sports. The Café will consist of 2 UHD Super Simulators, 1 UHD Racing Simulator and 1 UHD Shooting Simulator. The UHD Super Simulators offer entertainment, match play, competitions, training and analysis. With the following Popular Sports, Golf, Football, Gridiron, Golf, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf. Contest Golf, Aussie Rules, Gaelic Football, Bandy, Handball, Softball, Disc Golf, Netball, Volleyball, Twenty20, Rugby Sevens, Contest Archery, and many more Sports to be added later free of charge. Teaching Professionals are able to give in-depth lessons, to enhance technique due the unique accurate analysis given. With over 1,575+ Stadiums and 41+ Golf Courses playable, the experience is unrivalled around the world, ensuring customers will return regularly. Unlike Golf Centres this is not a seasonal business, and a profitable all year round business. All simulators are regularly updated remotely free of charge by the manufacturer Sports Coach Simulator Ltd.



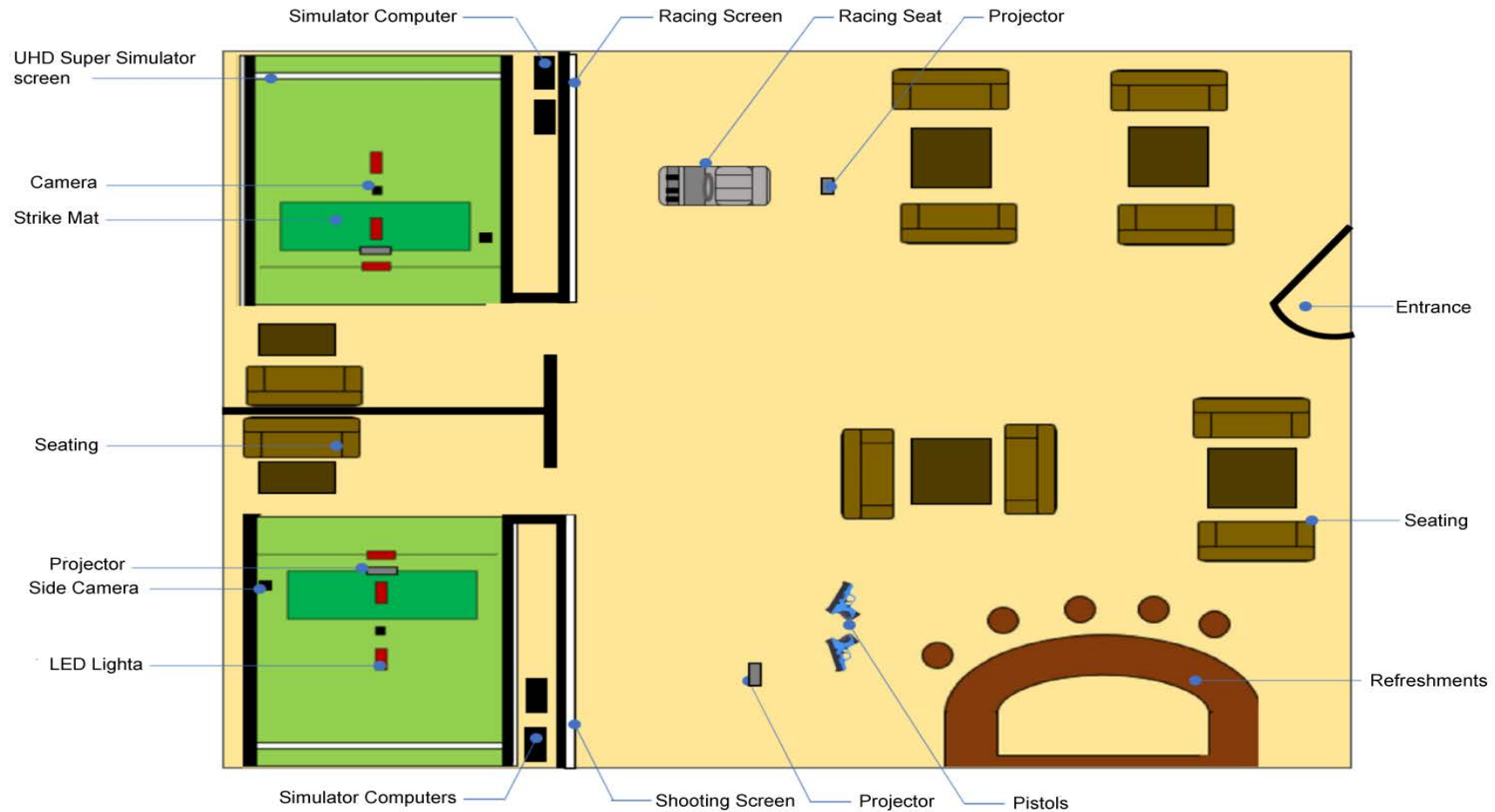


# BUSINESS SUMMARY.

[Business Name], will be located in [Location] it will contain of 4 UHD Simulators, offering over 1,575+ stadiums and 270+ golf courses. The UHD Super Simulators are very popular with sports fans, who wish to be entertained, on a regular basis. By playing different Sports, different Game Challenges and playing within famous Stadiums, ensuring clients are continually enjoying the experience. The Simulators are continually updated free of charge, with new Sports, new Game Challenges, new Stadiums so they are continually fresh and appealing to the café's regular customers. Due to the huge amount of appealing content, the Café will soon become "the place" to visit locally, for Birthday Parties, Company Events, Weekly Entertainment and Training for local Teams and Schools. As well as professionals booking the simulators out regularly, so they can offer their customers "the ultimate academy lessons", due to the very accurate analysis. Ensuring the Café is very busy from 10am until 11pm 7 days a week, as the Café is The Local Place to be seen!



# FAMILY ENTERTAINMENT CAFE



2 UHD Super Simulators (single screen) 1 UHD Racing Simulator, 1 UHD Shooting Simulator, Toilet Facilities & Cafe with Seating area.

# FAMILY ENTERTAINMENT CAFE.

REFRESHMENTS

1 UHD SUPER SIMULATOR

UHD SHOOTING SIMULATOR



1 UHD RACING  
SIMULATOR

TOURNAMENTS

1 UHD SHOOTING SIMULATOR

1 UHD SUPER SIMULATOR



1 UHD RACING  
SIMULATOR

# START-UP EXPENSES.

Start-Up Costs are estimated at £21,360.  
Simulator Financing will be completed at the end of Year 3, after which time the annual profit is significantly increased.

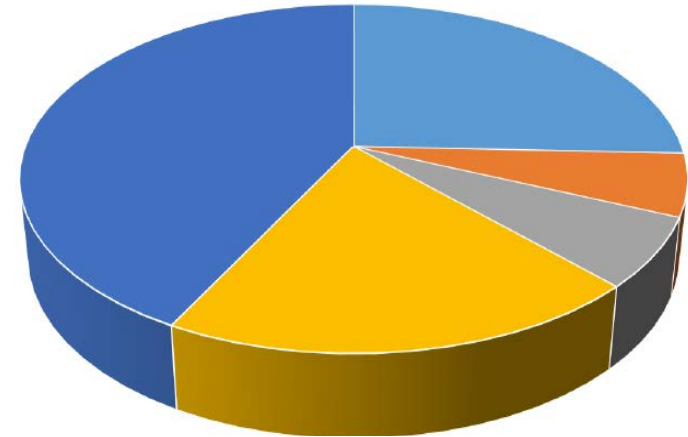
Start-up costs will include:

- Legal and Insurance costs
- Signage, Preparation and Promotion
- Rented Premises 12m wide 13m deep 3m high
- 2 UHD Super Simulators - Sports and Golf
- 1 UHD Racing Simulators
- 1 UHD Shooting Simulators
- Website with Online Booking System

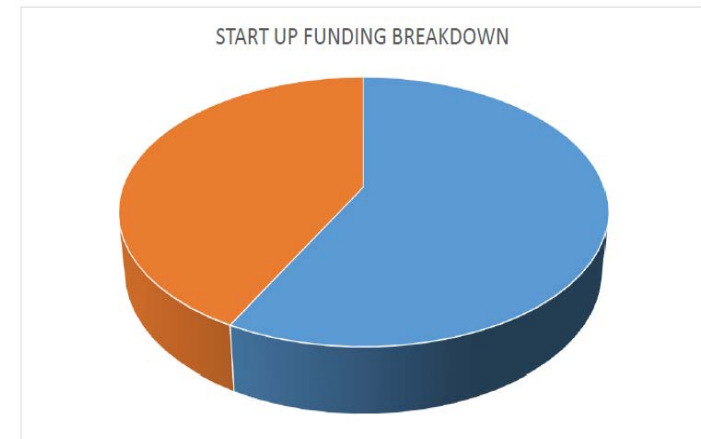
Loan Amount: £60,000

Total Repayable: £85,320

Deposit (3 of 36 months Finance £7,110



	Decorating, Carpet & Sofas	£8,000.00
	Legal & Insurance	£1,800.00
	Signage & Advertising	£2,000.00
	Facility Rental Deposit	£6,200.00
	Simulator Deposit	£13,220.00
	Total Investment	£31,220.00



	Cash Investment	£18,000.00
	Deposit - 3 months of finance	£13,220.00
	Total Investment	£31,220.00



# MARKET ANALYSIS SUMMARY.

Throughout the World, there has been a growth in Family Entertainment Cafe's, with various styles and sizes. They are normally installed in a variety of locations within towns and cities, with parking in close proximity. Virtual Family Entertainment facilities are now possible, combining the World's 25+ Most Popular Sports, inside any reasonable size building.

The Super Simulator technology can be custom made, to fit vacant premises offering sufficient space to accommodate and with reasonable rental rates. Expected revenue returns are extremely good and will out-perform other local leisure facilities. With 4 UHD Simulators available, the café will become the ideal cost effective venue for regular entertainment, birthday parties, company events, sports and golf tournaments, product launches and virtual sporting events.



# COMPETITION.

It is not expected there will be any direct competition, due to the uniqueness of the facility. It will only complement the existing local leisure centres, golf clubs, sports clubs and the town centre, due to the wide range of sports and golf playable options. Currently there are not any Indoor Sports Academies or Family Entertainment Centres nearby the chosen location, therefore revenue opportunities are vast, with huge returns of investment possible. Varying pricing strategies will attract retired people during the mornings, schools during the day and children's parties after school. Whilst the evenings and weekends will be extremely busy in any case, due to the popularity of the simulators. By advertng on local social media the Family Entertainment Café, will soon become the most popular venue to go to locally. As it will prove more popular for entertainment, training, competitions and lessons, for a wide variety of different sports. It is well worth advertising the most Popular National Sports, to fully engage with clients.





# REVENUE STREAMS.

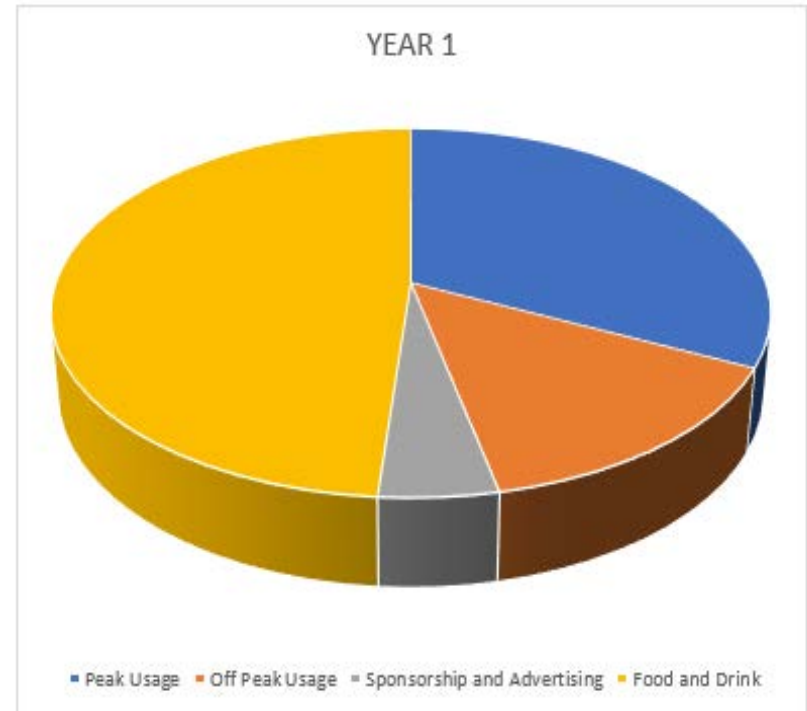
A number of potential revenue streams have been identified for the facility.

The Main Revenue Streams are as follows:

- Hourly bookings for playing matches in Sports
- Hourly bookings for playing rounds of Golf
- Sports & Golf practice sessions
- Networked Tournaments
- Sports & Golf Lessons
- Sponsored Advertising Gameplay
- Birthday Parties and Corporate Events
- Corporate Events and Product Launches
- Stag and Hen Parties
- Off peak discounts for members
- Drinks, Meals and Snacks

YEAR 1

REVENUE STREAMS



Peak Usage	101,920
Off Peak Usage	45,300
Sponsorship and Advertising	14,560
Food and Drink	153,881

# REVENUE FORECASTS.

Revenue forecasts over the next four years have been broken down into three main revenue channels, with very reasonable charging.

These rates are per hour for the simulator and not per person. With 4 UHD Simulators, Facilities should easily exceed the daily usage.

## Peak Usage:

This includes hourly bookings during peak periods, tournaments, parties, corporate events, practise sessions and lessons.

## Off Peak Usage:

This includes hourly bookings during off peak periods and off peak membership discounts.

## Sponsorship:

This includes sponsored advertising on each sports stadiums, golf course, and sporting arenas. Advertisements will also be displayed at the facility and targetted advertising for sponsoring partners via social media.

## REVENUE FORECASTS

YEAR ONE	£	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	40.00	HOUR	7.00	49.00	101,920.00
OFF PEAK	25.00	HOUR	5.00	35.00	45,500.00
SPONSOSHIP	20.00	DAY	2.00	14.00	14,560.00
FOOD & DRINK	56.37	DAY	10.00	70.00	153,881.00
TOTAL					315,861.00

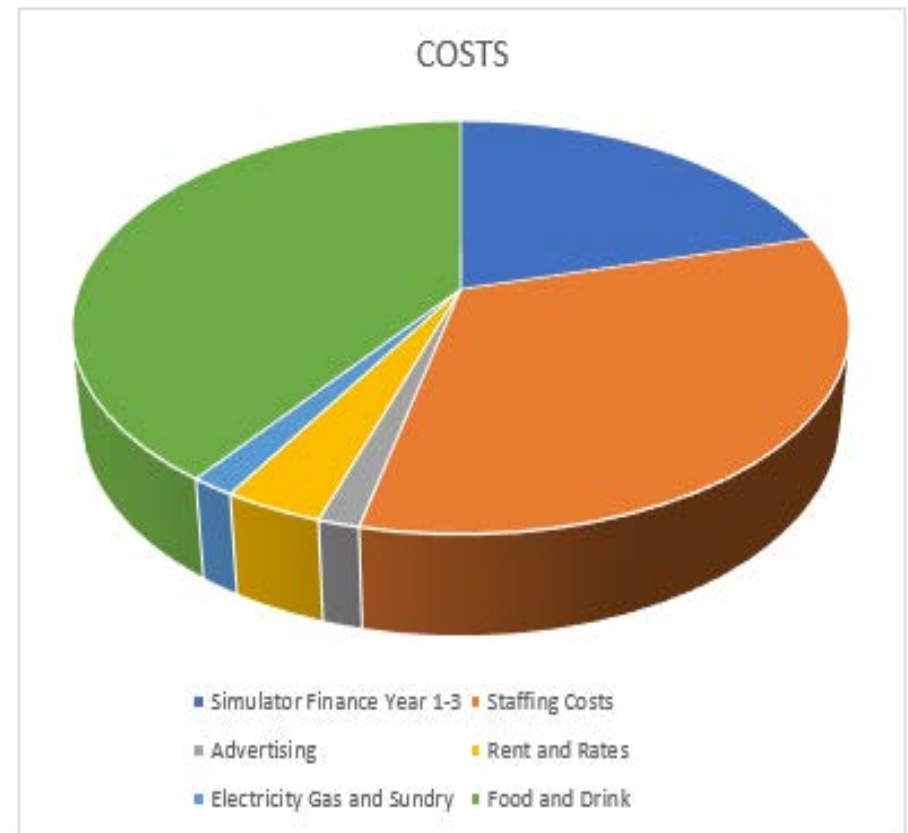
YEAR TWO	£	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	40.00	HOUR	7.00	70.00	145,600.00
OFF PEAK	25.00	HOUR	6.00	49.00	63,700.00
SPONSOSHIP	20.00	DAY	2.00	21.00	21,840.00
FOOD & DRINK	60.16	DAY	10.00	70.00	219,583.00
TOTAL					450,723.00

YEAR THREE	£	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	40.00	HOUR	8.00	77.00	160,160.00
OFF PEAK	25.00	HOUR	6.00	49.00	63,700.00
SPONSOSHIP	20.00	DAY	2.00	21.00	21,840.00
FOOD & DRINK	63.94	DAY	10.00	70.00	233,415.00
TOTAL					479,115.00

YEAR FOUR	£	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	40.00	HOUR	8.00	77.00	160,160.00
OFF PEAK	25.00	HOUR	6.00	49.00	63,700.00
SPONSOSHIP	20.00	DAY	2.00	21.00	21,840.00
FOOD & DRINK	63.94	DAY	10.00	70.00	233,415.00
TOTAL					479,115.00

# ANNUAL COSTS.

Annual costs are detailed on the opposite page. For clarity, smaller costs such as insurance, office stock and accounting fees have been included in the Sundry figure. The pie chart shows the estimated costs for the first three years and includes the financing costs for the simulators. After year 3, simulator financing payments will be complete and costs will reduce by £2,370 per month (£28,440 per year). Staffing costs assume 1 full time employee and one part time employee working weekends.



Simulator Finance Year 1-3	28,440
Staffing Costs	45,000
Advertising	2,000
Rent and Rates	4,800
Electricity Gas and Sundry	2,150
Food and Drink	54,896
Total	137,286



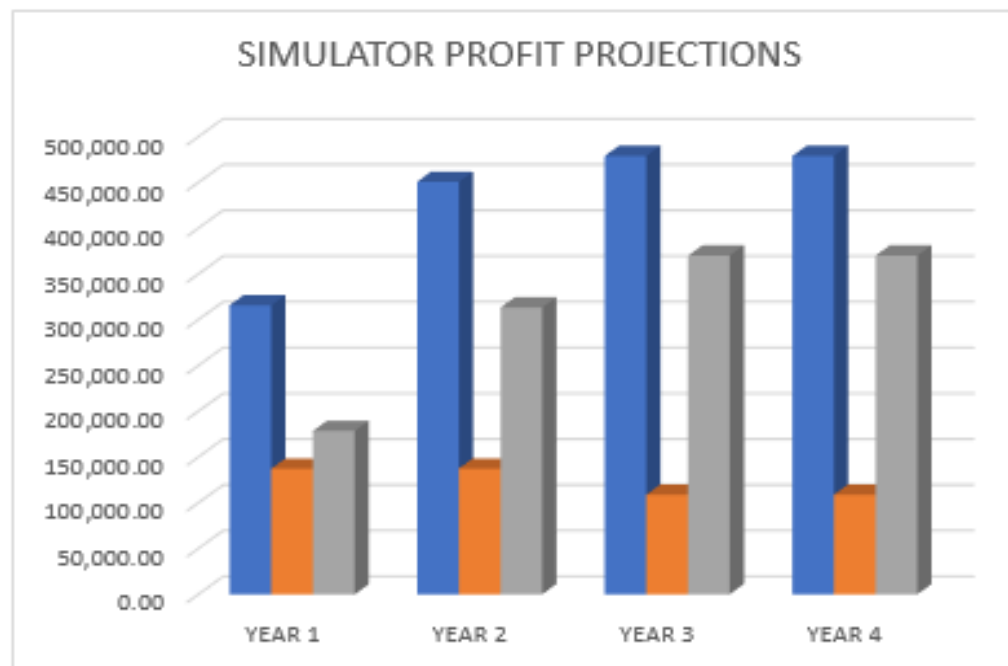
# PROFITABILITY.

Figures shown include seasonal variations with expected average usage over a full year. Start-Up Costs are £21,360, to cover the deposit for 2 UHD Super Simulators, 1 UHD Racing Simulator and 1 UHD Shooting Simulator, financing the deposit on the rent of the facility, small cosmetic changes, signage and local advertising. When the simulator leasing is complete at the end of Year 3, the annual profit is significantly increased. In addition to simulator revenues additional profits will be gained from food and beverage sales.

The Key to generating significant profits is to open additional centres in nearby towns, so that the local advertising is maximised and the members will recommend the centres to others in nearby towns.

SIMULATOR PROFIT PROJECTIONS INCLUDING SEASONAL VARIATIONS  
BASED ON POUNDS STERLING

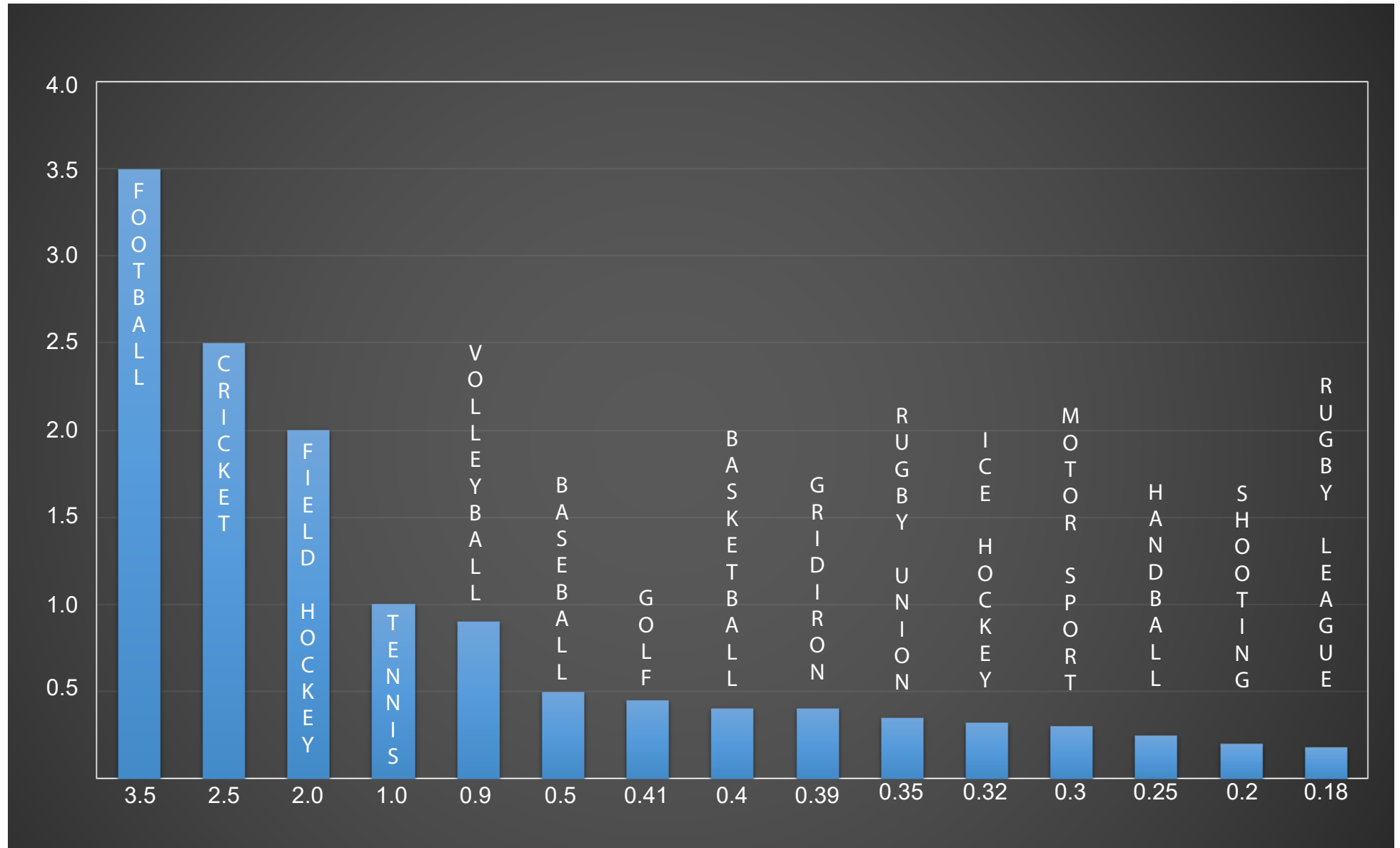
## PROFITABILITY



	YEAR 1	YEAR 2	YEAR 3	YEAR 4
ANNUAL TURNOVER	315,861.00	450,723.00	479,115.00	479,115.00
COST £	137,285.75	137,285.75	108,845.75	108,845.75
ANNUAL PROFIT	178,575.25	313,437.25	370,269.25	370,269.25

# SPORTS POPULARITY WITH FANS, IN BILLIONS.

It is important to review the [Sports Popularity Presentation](#) as it will explain clearly the extensive research commissioned, which shows the world's 15 most popular sports playable.



# SPORTS TOURNAMENT SEASONAL CHART.

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FOOTBALL												
CRICKET												
FIELD HOCKEY												
TENNIS												
VOLLEYBALL												
BASEBALL												
GOLF												
BASKETBALL												
AMERICAN FOOTBALL												
RUGBY UNION												
ICE HOCKEY												
MOTOR RACING												
HANDBALL												
SHOOTING												
RUGBY LEAGUE												

## KEY.

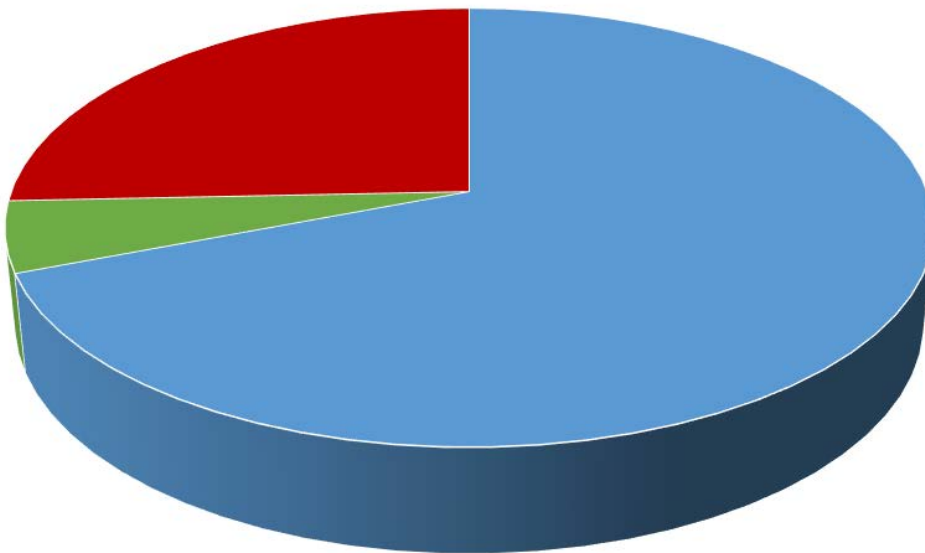
BLUE - COMBINED SPORTS FANS, EXCLUDING GOLF.  
69.2% - POPULATION 5.19 BILLION

GREEN - GOLF.  
5.5% - 0.41 BILLION

RED - NON SPORTS FANS.  
25.3% - 1.9 BILLION

## COMPARISION.

There are 13 times more fans of different sports combined than golf fans worldwide.







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