

UNMANNED FAMILY ENTERTAINMENT BUSINESS PLAN

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EXECUTIVE SUMMARY.

[Business Name] is a new 24 hour un-manned sports centre that provides state-of-the-art facilities that accommodate players of all levels. The centre will consist of a single 'HD Super Simulator manufactured by Sports Simulator Ltd which will comprise of a sports simulator and golf simulator combined. The sports simulator will offer 32+ sports including Golf, Football, Gridiron, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Softball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf, Contest Golf, Aussie Rules, Gaelic Football, Bandy and Handball. The golf simulator offers 294 golf courses, Driving Ranges and a Short Game Academy. Access to the centre will be controlled by a pre-pay online booking system linked to the company website. In the unmanned centre, there are no staff costs, apart from a remote operator and with zero staffing costs, it is anticipated that profit can be achieved quickly. Click on the link below to access specific product information for the HD Super Simulator.



[PRODUCT INFORMATION](#)

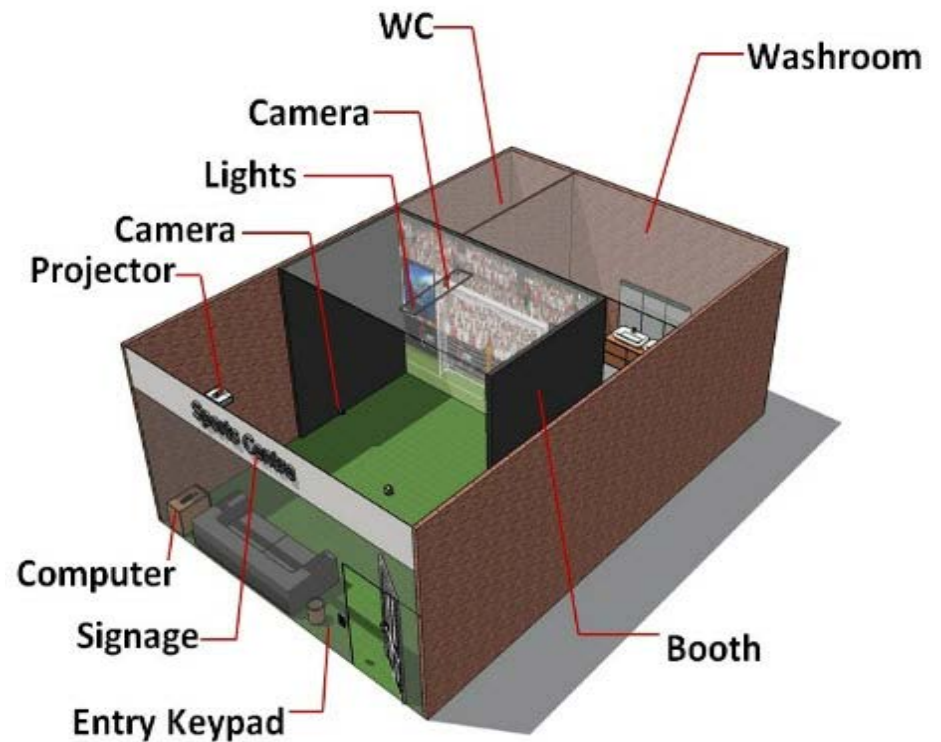
BUSINESS SUMMARY.

[Business Name], which will be located in [Location] will be an Unmanned Sports Centre utilising a combined HD Super Simulator that consists of a golf simulator and sports simulator with 32+ additional sports to entertain non-golfers.

The centre will be operational 24 hours a day, 365 days a year with players being able to book slots via an online booking website.

The projected profit for one un-manned centre is £40,528 in year one, increasing to £67,600 by year 4 following completion of simulator purchase payments.

To maximise profits, we expect to re-invest profits and expand to 6 unmanned centres in nearby locations.



START-UP EXPENSES.

Start-up costs are estimated at £9,873.
Financing will be complete at the end of year three, after which the annual profit is significantly increased, Start-up costs include the following:

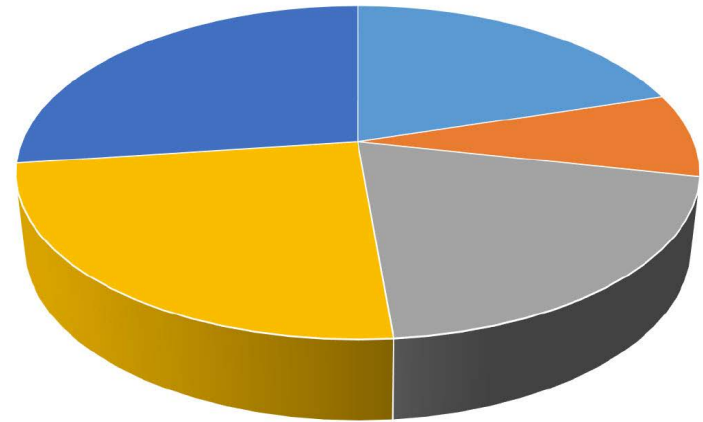
- Legal and Insurance costs
- Signage Preparation and Promotion
- Rented premises
(5m wide 6m deep 3m high recommended)
- 3 months finance as deposit for
'HD SuperSimulator' system
- Internet connection
- Computerised access control system
(running on HD Super Simulator computer)
- Access control mechanism on door
- Online Website with online booking system

Total loan amount: £29,000

Interest Rate 6.9%

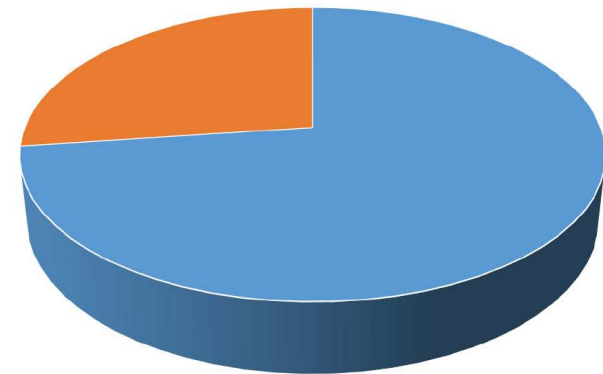
Total Repayable £32,088

Deposit (3 of 36 months finance) £2,673



	Decorating, Carpet & Sofas	£2,000.00
	Legal & Insurance	£800.00
	Signage & Advertising	£2,000.00
	Facility Rental Deposit	£2,400.00
	Simulator Deposit	£2,673.00
	Total Investment	£9,873.00

START UP FUNDING BREAKDOWN



	Cash Investment	£7,200.00
	Deposit - 3 months of finance	£2,673.00
	Total Investment	£9,873.00

MARKET ANALYSIS SUMMARY.

In Europe there has been a growth in unmanned centres using Sports Coach Sports Simulators, these are typically shops on the edge of towns, with good parking. Our chosen location replicates this model and we have identified potential vacant premises that offers sufficient space to accommodate the simulator with attractive rental rates. Expected revenue returns are very good as many leisure facilities are located nearby. Local golf club members and members of the general public that enjoy other sports will become targeted customers. The facility will also become an ideal and cost effective venue for regular entertainment, birthday parties, company events, indoor golf tournaments and indoor sporting events.



The screenshot shows the 'Sports Simulator' website's 'Scheduling Calendar' for December 2013. The interface includes a login section at the top right, a navigation bar, and a main table of scheduled events. A sidebar on the right shows a summary of the month's earnings.

Time	Friday 13	Saturday 14	Sunday 15	Monday 16	Tuesday 17	Wednesday 18	Thursday 19
00:00:00 AM - 01:00:00 AM	£ 0.00 Full	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
01:00:00 AM - 02:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
02:00:00 AM - 03:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
03:00:00 AM - 04:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
04:00:00 AM - 05:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
05:00:00 AM - 06:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
06:00:00 AM - 07:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
07:00:00 AM - 08:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
08:00:00 AM - 09:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
09:00:00 AM - 10:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
10:00:00 AM - 11:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
11:00:00 AM - 12:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
12:00:00 PM - 13:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 20 Open	£ 10 Open	£ 10 Open	£ 10 Open
13:00:00 PM - 14:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
14:00:00 PM - 15:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
15:00:00 PM - 16:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
16:00:00 PM - 17:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
17:00:00 PM - 18:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
18:00:00 PM - 19:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
19:00:00 PM - 20:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
20:00:00 PM - 21:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
21:00:00 PM - 22:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
22:00:00 PM - 23:00:00 PM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open
23:00:00 PM - 00:00:00 AM	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open	£ 10 Open

Summary

Date	Price
December 2013	£ 10
Summary	£ 10
Total	£ 10

OR

COMPETITION.

We do not expect any direct competition due to the uniqueness of the facility as it will complement local sports centres and golf clubs with a wide range of golf and sports options available. There are currently no unmanned sports centres in the local vicinity, so competition will be zero to start with. The unmanned centre is also advantageous from a pricing perspective due to reduced running costs, therefore revenue opportunities are vast. In addition, as the facility is open 24 hours, competition between 10pm and 8am will be zero. Careful pricing strategies will help attract golf club members during the golfing season, but golf practice corporate bookings and the availability of other sports is likely to offset any seasonal variation on usage. Hourly gameplay should not exceed £30.00 per hour to ensure regular use of the facility, as this rate compares favourably with similar sporting activities. The facility will attract players and fans of Golf, Football, Basketball, Baseball, Volleyball, Tennis, Ice Hockey, Gridiron, Field Hockey, Rugby Union, Gaelic Football, Rugby League, Foot Golf, Contest Golf, Mini Golf and other sports being developed.

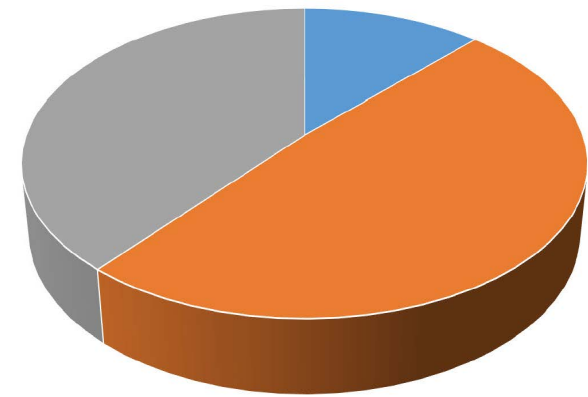


REVENUE STREAMS.

A number of potential revenue streams have been identified for the 24 hour facility.

The main revenue streams are:

- Hourly booking to play any of 32+ sports
- Hourly bookings for rounds of golf
- Golf and Sports practice sessions
- Sponsorship adverts displayed during gameplay
- Regular weekly sports training and entertainment for Sports fans
- Birthday parties and corporate events
- Club Fitters renting the centre, for Custom Club Fitting Sessions
- Teaching professionals renting the centre
- Peak and off peak discounts.
- Vended refreshments



■ Sponsorship ■ Peak Usage ■ Off Peak Usage



Sponsorship	£9,100.00
Peak Usage	£36,400.00
Off Peak Usage	£29,120.00

REVENUE FORECASTS.

Revenue forecast over the next four years have been broken down into three main revenue channels with very conservative usage figures.

Sponsorship:

This includes sponsored advertising on each sports stadiums, golf course and sporting arenas.

Advertisements will also be displayed at the facility and targeted advertising for sponsoring partners will be sent to members via emailed offers, newsletters and socialmedia.

Peak Usage:

This includes hourly booking during peak periods, parties, corporate events and golf lessons.

Off Peak Usage:

This includes hourly booking during off peak periods, off peakmembership discounts.

YEAR ONE	FEE £	UNIT	DAILY	WEEKLY	ANNUAL
SPONSORSHIP	25.00	DAY	1	7	9,100
PEAK USAGE	25.00	HOUR	4	28	36,400
OFF PEAK	20.00	HOUR	4	70	29,120
TOTAL £					74,620

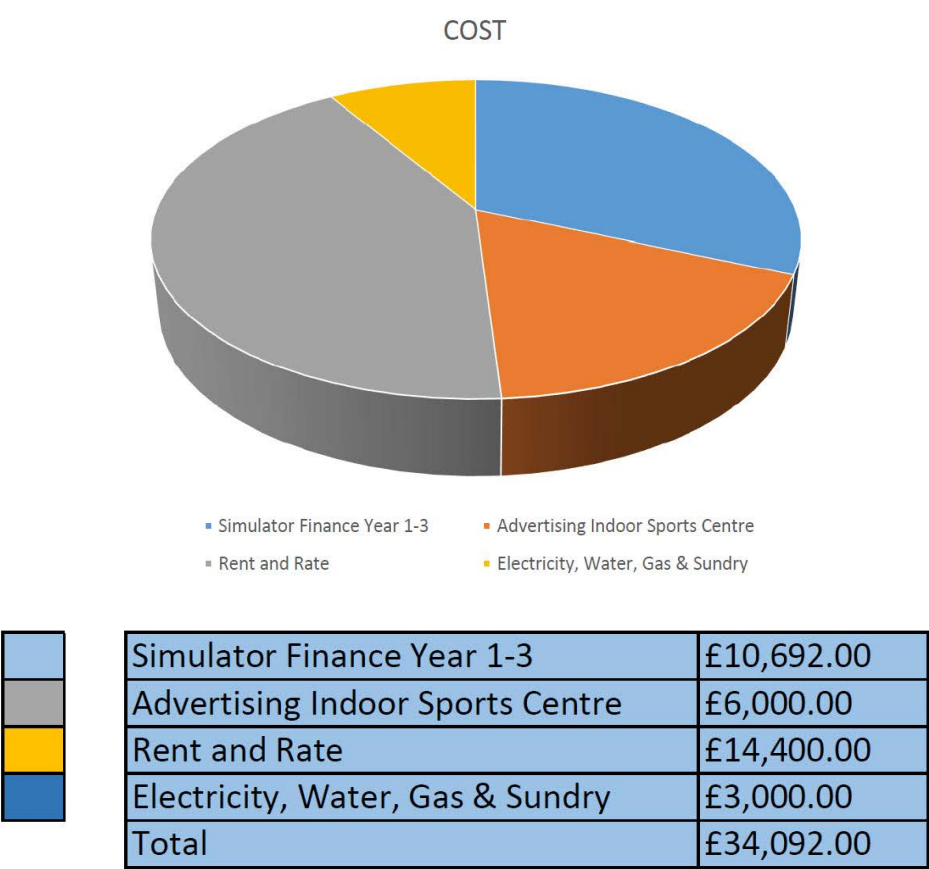
YEAR TWO	FEE £	UNIT	DAILY	WEEKLY	ANNUAL
SPONSORSHIP	25.00	DAY	1	7	9,100
PEAK USAGE	25.00	HOUR	5	35	45,500
OFF PEAK	20.00	HOUR	4	28	29,120
TOTAL £					83,720

YEAR THREE	FEE £	UNIT	DAILY	WEEKLY	ANNUAL
SPONSORSHIP	25.00	DAY	1	7	9,100
PEAK USAGE	25.00	HOUR	5	35	45,500
OFF PEAK	20.00	HOUR	5	35	36,400
TOTAL £					91,000

YEAR FOUR	FEE £	UNIT	DAILY	WEEKLY	ANNUAL
SPONSORSHIP	20.00	DAY	1	7	9,100
PEAK USAGE	30.00	HOUR	5	35	45,500
OFF PEAK	20.00	HOUR	5	35	36,400
TOTAL £					91,000

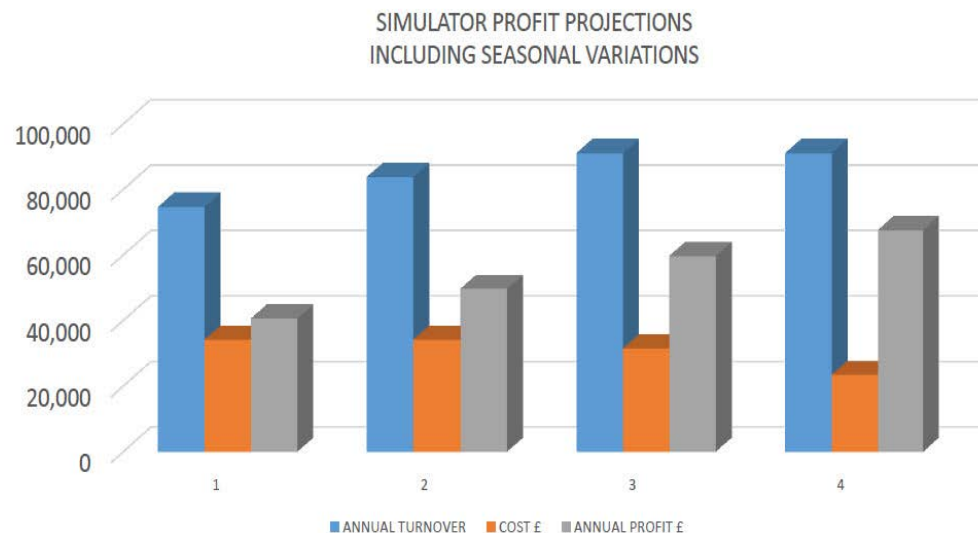
ANNUAL COSTS.

Annual costs are detailed on the opposite page. For clarity, smaller costs such as insurance, stock and accounting fees have been included in the Sundries figure. The graph shows the estimated costs for the first three years and includes the financing costs for the simulator. After year 3, financing payments will be complete and costs will reduce by £891 per month (£10,692 per year). Staffing costs have not been included as the un-manned centre operates with an automated online booking system that is connected to a pin operated access control system at the facility.



PROFITABILITY.

Figures shown include seasonal variations with conservative estimates of expected average usage over a full year. Start-up costs are £9,873 to cover the deposit for the Super Simulator, financing, the deposit on the rent of the facility, small cosmetic changes, signage and local advertising. In addition to simulator revenues, additional profits will be gained from vended food and beverage sales. The key to generating significant profits is to re-invest and open additional centres in nearby towns. This will raise brand visibility and awareness to attract new members and customers. With increased accessibility, other centres will gain custom via recommendation by members in the vicinity.



	YEAR 1	YEAR 2	YEAR 3	YEAR 4
ANNUAL TURNOVER	74,620	83,720	91,000	91,000
COST £	34,092	34,092	31,419	23,400
ANNUAL PROFIT £	40,528	49,628	59,581	67,500

IDEAL BUSINESSES.

Virtual Sports Centres are an ideal business that can be easily setup in redundant premises, with minimal cosmetic changes. An operator can easily run several centres remotely from their own home. Hotel receptions can easily control the unmanned centre for guests, charging the booking to their hotel room and giving them remote access. Offering multiple sports will increase hotel bookings due to enhanced facilities. Cruise liners will benefit by installing the HD Super Simulator as sports enthusiasts will book more holidays when they know there are additional activities on board the ship. Leisure centres will be able to cater for a wider range of customers and age groups, many of whom would not normally use the facility, but by offering virtual entertainment, they will use the facility and become fitter.





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