

# Business plan for nightclub

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The new venue will specialize in high-energy themes and will offer beer, wine and an array of liquors and mixed drinks. In addition, the venue will sell nonalcoholic beverages such as soft drinks, juices and bottled water. A "casual" food menu consisting mostly of appetizers and small entrees ranging in cost from six to nine dollars will also be available. The initial hours of operation will be 6:00 P. M. to 2:00 A. M. , four nights a week. The establishment will draw primarily from the student population at State University while attracting guests and visitors from outside the area as well.

**Market Analysis Summary** 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 create an environment that is responsive to the entertainment demands of this core customer group. This also extends to the areas surrounding the university that we expect will attract new customers to the Spot.

Our strategy is simple, we intend to succeed by giving our core customers (college-age women) exactly what they want in a nightclub.

### 5.1 Competitive Edge

There are three elements to The Spot's competitive edge. The first is the location which is in easy walking distance for the entire university community. The area around The Spot is already a regular place students gather to socialize in the evening. The second is the exceptional management team that has extensive experience and success managing nightclubs and bars. The third is our focus on attracting our core customer in every aspect of our planning.

The Spot will have the following to attract and retain our core customers: A larger ladies room area. Beyond its traditional uses, it's also a place of social gathering and conversation. As a result, we will add additional square footage to this part of the venue including a couch, TV, music, and plenty of social space. Floor design. No doubt, females are more observant of design, and the impression it conveys, than males are. Therefore, careful consideration will be put into everything from colors, to fabrics, and materials. Music. This is a critical one.

We will hire DJs who have the best satisfaction rate with the female clientele.

5. 2 Sales Strategy There will be a grand opening weekend March of 2002, which 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 downtown clubs. Our sales strategy is to open earlier and provide entertainment to bring in an early crowd before 10 P. M. Comedians and Comedy Acts will be booked into the early evening time slot. We will also have contests sponsored by businesses and products