



FEASIBILITY STUDY/BUSINESS PLAN

A feasibility study and business plan is an absolute must for any project that is seeking financing or investors. And, it is always better to spend a few thousand dollars to determine the validity of and/or the best way to spend a few million dollars!

Phase 1:

Phase 1 includes one site visit to perform competitive analysis, assess drive times and access routes to the project site.

Bowling Equipment.us Consultant Partners (hereinafter BE.us/CP) will perform a Snap Shot Demographic Assessment Report of the client's designated site for potential development. The report will include assessment of population trends in 0-5 mile, 5-10 mile and 10-15 mile trade areas.

An assessment of the target market age groups will be completed, to determine the size of the market for the intended use.

The capture rates will be determined and the appropriate multiplier applied to estimate potential guest visits per year.

In the final step per capita spending estimates will be applied and multiplied by guest visits to determine revenue potential of the project.

At the completion of phase one the client will be able to determine whether or not to proceed to authorize completion of Phase 2.

Client Responsibilities:

The proposed site address will be provided by the client.

The client will provide all necessary information upon request that BE.us will need to complete the scope of work.

Phase 1 Consulting Fees (includes one site visit): Varies Per Location, Proposal available upon request.

Phase 2: The Business Plan

Based on outcome of Phase One and Clients decision to continue forward, BE.us/CP shall prepare and complete a Business Plan incorporating Feasibility Study for the proposed project. The Business Plan will be complete, determine the potential success of the project and be ready for presentation to financial institutions, markets and investors for funding purposes for the project.



FEASIBILITY STUDY/BUSINESS PLAN

Scope of Work:

Executive Summary

- Mission
- Ownership
- The Opportunity

The Industry

New Fun Centers

Sales and Profit Summary

- Capitalization
- Acquisition, Construction, FF&E

Operating Company

- The Facility
- Goals
- Objectives
- Business Philosophy
- Description of the Business

Profit Centers

- Bowling
- Various Attractions
- Arcade
- Restaurant/Lounge
- Retail Sales/Redemption Store
- Birthday Parties
- Private Parties
- Corporate Events
- Programs
- Loyalty Club

Hours of Operation

Keys to Success

Target Market

- Target Market Analysis

The Competition

- Threat Assessment
- Competitive Pricing



FEASIBILITY STUDY/BUSINESS PLAN

Marketing

Pricing Strategies

Location & Access

Sales Forecast

Operational Plan

- Legal
- Insurance
- Personnel
- Accounting/Inventories/POS System
- Security
- Video Surveillance
- Management and Organization
- Organization Chart

Key Employees Positions and People

- General Manager
- Sales Manager
- FF & B Manager
- Operations Manager
- Supervisors/Trainers
- Party Hero's
- Business Consultant

Financial Information

- Required Financing

Preliminary Design Plan

- One additional site visit to perform architectural & engineering evaluation, including suggested parking and building location on site.
- Preliminary building MASTER PLAN (floor plan), includes:
 - Laying out all entities within the building including attraction zones, control counter areas, food zones, restrooms, and all needed common areas.
 - Furniture and fixture layout.
 - 2D color rendering of front elevation
- Structure options and rough construction estimate

Final Submittals

Appendix 1, Financial Reports (Years 1-3)

Appendix 2, Pictures

Appendix 3, Demographic Report

Appendix 4, Owner's Bios

Appendix 5, Preliminary Design Plan



FEASIBILITY STUDY/BUSINESS PLAN

Four (4) copies of the completed Business Plan will be delivered upon completion. Estimated time to complete study and plan is 30 days from acceptance and receipt of deposit.

Phase 2 Consulting Fees: Varies Per Location. Proposal available upon request.

Client Responsibilities:

The client will provide all necessary information BE.us/CP will need to complete the scope of work in a timely manner.

Costs:

Cost will vary for each project. Please contact Bowling Equipment.us for proposal.