

# Bouncing-Ton

## Project Description

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### Contact Information

Hoang Nguyen  
hoang@bouncing-ton.com  
612-876-7274  
www.bouncing-ton.com  
10592 France Ave S  
Bloomington, MN 55437, USA

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## **Problem & Solution**

### **Problem Worth Solving**

Thirteen thousand children in Bloomington need a place to play after school during the cold weather and their parents need a place to relax after work. It sounds all right to take a long ride in a car with air conditioner but that will eat into a very short time they have. While some neighbor cities have their own indoor playgrounds, it is unfair for children in our city to take a long drive to get to those crowded places.

### **Our Solution**

Bouncing-Ton provides the city children with an indoor inflatable playground where they can play warmly and safely year-round. We plan to have five bounce houses in place and a small play area for toddlers. The admission fee will be \$4 for kid under 2 and \$8 for kids from 2 to 14. We also offer the party room where they can celebrate their birthday. The price for party room may vary from \$100 to \$300 depending on number of participants. Customer have the option to choose between private party and non-private party.

## **Target Market**

### **Market Size & Segments**

According to the statics on Suburbanstats.org, there are more than 13,326 children aged 14 and under in Bloomington alone. These will be the primary market segment for Bouncing-Ton. In addition, we also expect a certain percentage of thousands of children from Richfield, Burnsville and Edina. The total potential market will be more than 40,000 kids.

|                        | <b>Bloomington</b> | <b>Burnsville</b> | <b>Richfield</b> | <b>Edina</b> | <b>Total</b>  |
|------------------------|--------------------|-------------------|------------------|--------------|---------------|
| <b>Under 5 years:</b>  | 4,497              | 4,471             | 2,633            | 2,583        | <b>14,184</b> |
| <b>5 to 9 years:</b>   | 4,380              | 3,871             | 2,012            | 3,403        | <b>13,666</b> |
| <b>10 to 14 years:</b> | 4,449              | 3,737             | 1,789            | 3,489        | <b>13,464</b> |
| <b>Total</b>           | <b>13,326</b>      | <b>12,079</b>     | <b>6,434</b>     | <b>9,475</b> | <b>41,314</b> |

## **Competition**

### **Current Alternatives**

| <b>Competitor</b>  | <b>City</b> | <b>Services</b>  | <b>Strength/Weakness</b>                       |
|--------------------|-------------|--|--|
| <b>Edinborough</b> | Edina       | Indoor park, party spaces, bouncy houses, gym, pool, concession, slide | + Varieties, Large area<br>- Few bounce houses |
| <b>MOA</b>         | Bloomington | Theme Park - rides, Children's   | + Varieties, Large area                        |

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|                        |              |  |  |
|------------------------|--------------|--|--|
| <b>Pump It Up</b>      | Eden Prairie | Museum, the Crayola, Sea World<br>Bouncy Houses, Party rooms,<br>Theme party, concession | - Few bounce houses,<br>Expensive<br>+ Multi party rooms,<br>Theme with characters<br>- Strick open jump hours |
| <b>Good Times Park</b> | Eagan        | Indoor park, slides, big bounce, gym, picnic area  | + Large area, Varieties<br>- No planned parties  |

## Our Advantages

- Bouncing-Ton is the first inflatable playground in Bloomington.
- Bouncing-Ton is accessible from France Ave and Old Shakopee.
- Bouncing-Ton is all about inflatables.

## **Marketing & Sales**

### **Marketing Plan**

From the very beginning, Bouncing-Ton.com website will be published on the internet where people can find useful information about the location, open hours, services and contact information. We will also spend an amount on Paid Search in the first several months to increase the acknowledgement of the place.

### **Sales Plan**

In the first year, we basically offer pay as you go services. However, we will develop the membership and reward programs in the long run.

## **Operations**

### **Locations & Facilities**

Location: Bouncing-Ton, 10592 France Ave S, Bloomington, MN 55437.  
Facilities: 4,434 square feet, 5 bounce houses, 1 party room and 1 toddler area.  
Hours of operation: 9 am to 9 pm.

### **Technology**

In order to process the payment, we are considering the POS Systems provided by Wells Fargo, Shopify or Square which we are familiar with.  
Our website will be hosted at Weebly. However, we may change to another system if it helps improve the business.  
We will use the cloud-based accounting service provided at WaveApps.com.

### **Equipment & Tools**

Bounce houses are the main equipment for the operation of Bouncing-Ton. The quantity and size of each will be based on the dimensions and layout of the property. Please check the Floor Plan for details. In addition, chairs and benches are also available to attendants.

## **Key Metrics**

- Average number of kids occupied the space at the same time: 36
  - Average number of tickets sold a day: 110
  - Number of party room booked a week: 2
  - Seasonal index by month: higher in winter and lower in summer.
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