

CLAWZONE PARK

Business Plan

I. Executive Summary

ClawZone Park, is intended to be formed as a Minnesota Limited Liability Company (LLC) located at 7700 OLD SHAKOPEE RD W, BLOOMINGTON, Minnesota 55438, poised for rapid growth in the Arcade/entertainment industry. The Business seeks funding to take advantage of a window of opportunity for introducing a new ClawZone Park family fun area to get together service, which has the potential to dominate the market.

Mission Statement. At ClawZone Park, our mission is to provide a fun, immersive, and interactive entertainment experience for children and teenagers. We aim to create a welcoming and safe environment where our guests can enjoy claw machines, VR gaming, and other exciting activities. Through our cutting-edge technology and commitment to customer satisfaction, we strive to create unforgettable memories and a sense of community for our guests. Our goal is to be the go-to destination for families, birthday parties, and groups seeking a unique and thrilling experience.

Business Description. The Business is to be organized as a Limited Liability Company (LLC) formed and authorized under the laws of Minnesota, and will be led by Andrew Tan & Tam Nguyen, who will serve as Owner.

Our team at ClawZone Park is dedicated to providing a top-notch entertainment experience for our guests. Our qualifications and experience include:

- * Over 2 years of combined experience in the entertainment and gaming industry
- * Strong customer service skills and a focus on creating a welcoming environment
- * Experience in event planning and management, including birthday parties and group events
- * Former Security and Military personnel expressing a desire to ensure a safe and secure environment.

Our team is passionate about creating a fun and engaging experience for children and teenagers, and we are committed to ongoing training and development to stay up-to-date with the latest trends and technologies in the industry.

ClawZone Park offers a unique and exciting entertainment experience for children and teenagers. Our services include:

- * A state-of-the-art claw machine arcade with a wide variety of prizes
- * Virtual Reality (VR) gaming experiences for individuals and groups
- * Birthday party packages with private rooms and customized activities
- * First human Claw machine in MN.
- * A comfortable and welcoming lounge area for parents and guardians

Our friendly and trained staff ensure a safe and enjoyable experience for all guests. At ClawZone Park, we strive to create a welcoming environment where kids can be kids, and families can make lasting memories.

The Business has a window of opportunity to introduce its services and gain a significant piece of the market share.

ClawZone Park can address specific areas generated profit.

II. Business Summary

The business is a start-up business, providing clients with ClawZone Park family fun area to get together.

Industry Overview. The Arcade/entertainment industry in the United States currently generates \$4 billion annually sales. Annual revenue for the regional market where the business is located is

estimated at \$3 million.

Seasonal Factors. The Business would only be influenced by the seasonal factors that affect our customers. Since the demand for our services crosses many different businesses and industries, seasonal fluctuations are expected to be limited to the typical downturn in the dull period months and are not affected by the annual holiday schedules.

Position in the Industry.

1. Offering a unique combination of claw machines, Human Claw machine and VR gaming, setting it apart from traditional arcades and entertainment centers.
2. Focusing on a niche market of children and teenagers, providing a tailored experience for this age group.
3. Creating a welcoming and safe environment, prioritizing customer satisfaction and building a loyal customer base.
4. Staying up-to-date with the latest technology and trends in the industry, ensuring a cutting-edge experience.
5. Building partnerships with local schools, community centers, and youth organizations to increase visibility and reach.
6. Utilizing social media and online marketing to engage with customers and promote the brand.
7. Offering birthday party packages and group events, capitalizing on the popularity of celebrations and group outings.
8. Continuously monitoring market trends and adjusting the business strategy accordingly.
9. Operation hour Mon -Thu 11AM to 8PM and Fri -Sun 10AM to 8PM

Legal Issues. The promoters have secured the required patents and trademarks for the services and processes of the Business in accordance with the statutory requirements.

Location. Approximately 1,987 rentable square feet

Countryside Center
7700 W. Old Shakopee Rd., Suite 190-200
Bloomington, MN 55438

III. Marketing Summary

Target Markets. The main target markets for the Business include:

- 1. Children aged 6-12 years old
- 2. Teenagers aged 13-18 years old
- 3. Parents and guardians seeking a fun and safe entertainment experience for their children
- 4. Birthday party groups and event organizers looking for unique celebration venues

It is estimated that there are 65,000 potential customers within the business-defined trading area that are estimated to spend \$765,000.00. To seek the most profitable market segments in the target markets overall, the Business will focus on the following areas within the target market:

- 1. Social Media Marketing: Utilize platforms like Facebook, Instagram, and Twitter to share engaging content, promotions, and events to attract and retain a strong following.
- 2. Local Partnerships: Collaborate with nearby schools, community centers, and youth organizations to offer exclusive discounts, host events, and promotion.
- 3. Special Events: Host Winner drawing events monthly, and birthday parties to attract new customers and encourage repeat business.
- 4. Community Involvement: Participate in local events, sponsor charities, and support neighborhood initiatives to build goodwill and generate visibility.

Competition. Customer choice of services in this industry is based on

- * Indoor trampoline parks and amusement centers
- * Laser tag and escape room facilities
- * Virtual reality gaming centers
- * Mini golf and arcade venues

These businesses offer similar entertainment and recreational activities, which will compete for the attention of potential customers.

To overcome these challenges, ClawZone Park intends to:

- * Differentiate itself with a unique claw machine-themed/Human claw machine experience with VR Gaming
- * Offer a wide variety of attractions and activities under one roof
- * Focus on providing exceptional customer service and a clean, safe environment
- * Continuously innovate and update attractions to stay fresh and exciting
- * Utilize effective marketing strategies to reach a wider audience and build brand recognition
- * Offer competitive pricing and promotions to attract and retain customers.

Services. The Business intends to provide exceptional, personalized service, which will be a crucial factor in building and protecting the Business's brand within the community. The Business intends to handle customer concerns and issues with a customer-oriented focus with the intent of providing timely resolution and preventing the loss of customers.

IV. Strategy and Implementation Summary

Company Goals and Objectives.

- * To attract a minimum of 50,000 visitors within the first year of operation
- * To achieve a revenue growth rate of 20% per year for the first three years
- * To maintain a customer satisfaction rating of 90% or higher
- * To expand the ClawZone park attractions and activities by 25% within the first two years
- * To establish partnerships with at least 5 local schools and youth organizations within the first year
- * To achieve a profit margin of 25% or higher within the first three years.

The Business plans the following tactics as part of sales promotion:

- Internet marketing
- Direct sales
- Posting signage and flyers about the new business on bulletin boards in stores and public places

In addition, the Business will also engage in the following marketing campaigns:

- 1. Host a grand opening event with ribbon-cutting ceremony, giveaways, and special promotions.
 2. Offer a "ClawZone Park Monthly drawing" providing winning rewards Items and discounts for frequent visitors.
 3. Partner with local businesses to cross-promote each other's services and products.
 4. Create a social media contest, encouraging customers to share photo

V. Financial Plan

The Business Plan outlines the major start-up costs associated with this Business. Other costs include repair and maintenance, sales, and production expenses. Regular monthly expenses are estimated at \$9,000.00 for paying the employee salaries and other regular business expenses. The Business is expected to generate \$328,500.00 in the first year, and gross profit is expected to be \$80,000.00.