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Mechanical Engineering

Executive Summary

The EbonySun entertainment resort will be one of the world's largest night life entertainment facilities, located in the Abuja area.. The owner, Mr. Ayomikun, has successfully opened and run 12 different Abuja nightclubs, casinos, and resorts. He will use his experience to launch the next all-in-one party place. EbonySun will have 400,000 square feet to entertain people in a unique way by providing 10 unique themes of nightclub rooms, with a capacity to handle 10,000 to 17,000 people in any given night. The goal is to provide a unique nightlife experience for all adults aged 21-40 living in the Abuja area. The facility will have 4 restaurants with different themes, 10 themed nightclub rooms, 10 individual offices, training and conference rooms, 2 VIP rooms and a large sports center complex for entertaining all kinds of people from nearby businesses and colleges in this area.

The entertainment facility will include a unique outside beach pool with mountains and waterfalls for conducting summer parties. The resort will provide parking facility for 50,000 people including 4 helicopter landing pads to accommodate high profile business executive travelers. This unique entertainment facility is located close to 150 universities and colleges which make it more attractive for college students market.

The EbonySun Entertainment Resort will conduct live concerts, and the different themed club rooms will have entertainments like Nigeria's wildest party, world's largest dance floors, water bars, hot tub bars, Oxygen bars, Lagos entertainment theme, old music entertainment, rooms with galaxy themes, country dance central, hip-hop and rock dance floors, Broadway themes, etc. The Sports Center has 100 TV terminals showing various world sports events and will also have over 200 gaming machines.

The goal is to provide a unique nightlife entertainment resort unlike any that exists anywhere in the U.S. at this time. With its unique themes and facilities, the EbonySun Entertainment Resort will be able to attract and serve 8 million people in the larger Abuja area..

To fund construction of the facility, and support its cash reserves during the first year, we are seeking \$7.96 Million in equity financing. In addition to an equity stake in the company, investors will receive dividends up to three times their initial investment starting in the third year. This entertainment resort business plan has been developed to facilitate the startup of this venture, seek investment and assist the management team in running the company. Details of the investment offering can be found in the financial topics.

Objectives

The BigBank Corp management With its proximity to hundreds of colleges, the resort will generate good revenues through entertainment. The objective of EbonySun project is to create an ultimate nightclub entertainment resort with multi national themes along with sports and dining facilities to create a unique night entertainment specially for college students and business executives in Gotham.

Become a leader in Nightlife Entertainment. Create one of a kind facility with 10 different themes, live concerts, multi-level bars, various national theme rooms, huge dance floors, VIP luxury entertainment rooms etc

Capitalize on excellent location opportunity where there is no competitors exist at such large scale setup

Maintain tight control of costs, operations and cash flow through diligent management

Provide unique customer experience and create satisfied customers

Mission

EbonySun Entertainment Resort provides an unmatched, unique exiting experience for Nightlife entertainment. We provide highest quality entertainment in wide range of theme based nightclub rooms. Provide facility for wildest party and dance events. Provide high quality and wide variety food facilities for people. Provide highest quality customer service through highly trained staff. Our goal is to be a step ahead of the competition. We want our customers to have more fun during their leisure time. Provide unique multinational food facilities in world class theme based nightlife entertainment centers. We want to be the leader in nightlife entertainment in Africa.

Keys to Success

The keys to success in achieving our goals are:

Highest quality service.

Managing finances to increase profit by reducing operating costs.

Experienced management.

Creating a unique entertainment effect. Increasing the number of repeated customers.

Targeted Marketing through various advertising channels. Barriers to entry due to uniqueness of facility.

Securing financing

Maintaining and growing its referral networks to generate new and repeat sales.

Improving efficiencies of operations.

Price competitive service offerings.

Company Summary

EbonySun Entertainment Resort is owned and operated by BigBank Corporation. The resort is funded through equity financing. The resort will be managed by professional management team to increase sales revenue and improve the rate of return from investment. The company is seeking 100 Million naira initial equity financing for building the facility. With its innovative business idea and unique location, the resort will be able to generate good revenues and rate of returns for its investors.

This unique entertainment facility is located close to 150 universities and colleges, which makes it more attractive for the college students market.

Start-up Summary

The parent company BigBank Corporation is currently seeking 100 million naira of equity financing to finance the new entertainment resort facility. Most of the expenses will be used for constructing the resort in the Abuja area.

Services

The entertainment resort will have the following amenities:

10 individually-themed nightclub rooms for people with different tastes.

2 VIP Luxury rooms.

4 Restaurants seating 300 and a midnight cafe.

1 Sports Central Game room with over 100 TVs with various world sporting events and over 200 Gaming devices for customer entertainment.

15 rooms for entertainment, which cannot be matched.

Outside beach pool with mountains and waterfalls for conducting summer parties.

Parking for 50,000 people including 4 helicopter landing pads to accommodate high-profile business executive travelers.

Market Analysis Summary

The EbonySun Entertainment Resort has a wide variety of young people as their target market. The unique facility with dance and music along with bars and restaurants will attract young people living in the local area along with visiting tourists. The Abuja area has over 40 colleges and universities in the nearby area. These higher number of colleges makes it very easy to reach its students market through targeted advertising. The proximity of this area to these universities increases the success rate of this project.

Market Analysis

The EbonySun Entertainment Resort is located in the Abuja area of Nigeria which has over 150 colleges and universities in the nearby area. These higher number of colleges makes it very easy to reach its students market through targeted advertising. The proximity of this area to these universities increases the success rate of this project.

Market Segmentation

The target market can be separated into the following six categories:

College Students: The closeness of EbonySun resort to various colleges and universities will help the resort attract students in and around the Abuja area. The students will utilize the facility to hang out, spend vacation times and spring break time between semesters. The unique dance and other international themes will attract both Nigerian and international students towards these entertainments. The market segmentation of these student category between ages between 18 - 26 is one of the most important customer segments of EbonySun resort. Most of this target market will be single male and female students, who will be interested in exploring new night life entertainment during their young age.

Single Young Business Professionals - The second **category** of target market is young business professionals in and around our area between 25 and 40. This area has a lot of industries, including Glo Mtn shop rite etc. These corporations have lots of young executives, who have enough money to spend on high quality night entertainment. Currently these professionals are spending their time in small night clubs and bars for parties and get-togethers. With the availability of multi-themed entertainment like EbonySun, they will spend major portion of their income for these entertainments.

Married Couples - People who are married and between the ages of 30 to 40, who have either one or two kids or don't have any kids are targeted for this entertainment. The middle aged people have sound financial income and will be interested in spending an occasional weekend out for party. The Broadway-themed nightclub, and New York- and Paradise Island-themed restaurants will attract these people to enjoy their weekends and holidays in EbonySun.

Tourists/Vacationers - The Abuja area is one of the important tourist areas for visitors from other states and also for the international tourists. This category of people will be interested in getting a unique experience by spending more money. EbonySun provides multilevel dance, hip-hop, and pop entertainment with a wide variety of entertainment and restaurant themes in its facility. The tourists can be easily attracted to the facility by creating vacation packages with various airline agencies and local tourist help brokers. The age category can range between 25 - 40 for tourists.

Marketing Strategy

The company will use various marketing strategies and tactics to attract the target market to visit the facility. There will be EbonySun Mobile Party Units, which are buses carrying various themes with seating capacity for 10 to 15 people per trip available for transportation between colleges, malls and sports venues to the entertainment resort. This will help promoting the resort and its facility to mass market in Abuja area. . The main marketing strategy will be as follows.

Advertising through EbonySun Mobile Party Units

Buses carrying various themes with seating capacity of 10-15 people shuttle between resort and malls/colleges/sports venues.

Promotional Pricing for College Students

College Students will be offered initial low price tickets for their first entry to the resort

Media Advertisement

High quality advertisements will be shown on T.V to attract students, singles and tourist markets
Magazine ads for the entertainment resort. Selected advertisements will be shown in business, fashion, life style and various youth magazines explaining about the facility and themes based entertainment of the resort.

Newspaper Ads - Ads will be placed in local and national news papers to create a brand image among people and also to create awareness about the new facility

Billboards - Billboard advertisement of the resort facility will be kept in major city areas, sports venues and high ways near colleges to attract people towards the resort.

Radio Ads - Advertisement and promotions will be made through selective radio channels and various competitions and awards will be offered to make the people visit EbonySun facility

Banner Ads

Banners will be kept during sports venues and major school leagues to create awareness of facility in students markets

Corporate Promotional Pricing

We will create tie-ins with various corporations to conduct business dinner and parties in EbonySun facility at affordable price

Direct Mail Campaigning

Flyers and leaflets showing high quality pictures of various entertainment themes will be send by direct mail to people living in Abuja area

Monthly/Yearly Membership Programs

Company will promote yearly and monthly membership prices which will be lower than regular prices to promote repeated customer visits.

Travel Agency & Hotel Chain Tie-ups and Package Pricing

Various fliers and ticketing will be made available in travel agencies and major hotels to create awareness among tourists and attract them towards facility.

Sales Strategy

The Sales Strategy is based on making a sale and creating a repeat customer through long-term relationships. The sales force will be divided in territorial areas to concentrate various market segments. Separate teams will be responsible for sales revenue from College Students, Corporate Customers, Couples & Individuals, etc.

The Sales Strategy will be based on the following points.

Prospecting - Make relationships with customers and generate repeated sales

Targeting - Targeting will be done through college campaigns, college sports advertisements, corporate get-together promotions, etc.

Selling - Approach, present, answer questions and make a sale

Information Gathering - Market research in varying customer attitudes and change sales tactics accordingly

The sales force will be structured based on territorial control. The sales team will be given incentives based of number of new account creations, existing account maintenance, call frequencies to customers, relationship building, etc.

Sales Implementation

The sales force for the college student market will provide promotional pricing, including monthly and yearly membership passes for students market. Various mobile party tours will be conducted, with mobile units providing free travel and entertainment to make initial customer contacts. Separate party and one day free admission will be provided to various people segments to make them come to the nightclubs. We will contact and build relationships with corporate customers which involve separate parties and meeting areas in the facility. Direct Mail sales and marketing will be done with various price promotions to attract local Abuja people to the facility.

Management Summary

The EbonySun Entertainment Resort will have the same operational structure as a casino. The company will stress the importance of security to customer enjoyment, and creating a unique customer entertainment experience. The facility will have the following managers in its organizational structure:

General Manager - General Manager will be responsible for overall business management dealing with various sales, marketing, HR, Finance & Security groups in the facility. General Manager will have good industry experience in a similar industry with a wide range of people and management skills.

Marketing and Advertising Manager - This Manager will be reporting to the General Manager and will be responsible for setting up sales and marketing strategies. The Marketing & Advertising manager selects channels of advertisement, sets sales revenue targets, create marketing promotional plans and manage sales and marketing team. M&A Manager will be responsible for creating repeat customers through customer-oriented sales strategy.

Human Resources and Administrations Manager - HR & Administrations Manager is responsible for selecting and recruiting people for the facility. The HR department will be responsible for daily administration and problem resolutions among customers and employees. HR department will create policies to make the facility a better place to work and maintain day to day administration tasks. HR will provide various training for the employees to increase their awareness to treat customers with highest quality of service.

Financial Operations Manager - The Financial Operations Manager will be responsible for finance and accounting of company's revenue and expenses. The Financial Manager will create policies to reduce the operations cost to a minimum and increase revenue of the firm. The Financial Manager will be responsible for accounting of daily profits from various revenue streams, calculating inventory, tracking daily operational expenses, projecting advertising expenses, etc. Financial Operations Manager will communicate with other functional managers to make the facility profitable through cost-effective financial methods implementation.

Security Manager - Security Manager will be responsible for keeping the environment safe and secured for the customers. The Security Manager will prevent and handle any fights or conflicts of various kinds between customers. The security manager will manage the security personnel and implement various remote monitoring technologies to improve the safety and security of resort customers.

Personnel Plan

The EbonySun resort will have five managers: General Manager, Marketing & Advertising Manager, Human Resources & Administrations Manager, Financial Operations Manager, and Security Manager.

The resort also employs full and part-time employees in the following categories:

25 - 50 Security Guards

30 Bartenders

30 - 40 Waitresses

15 - 20 Members of Kitchen Staff

10 Back office staff

10 - 12 Host & Hostess

10 - 15 After-hours cleaning staff

10 DJs

3 Computer Staff