The Family Fun Center
Business Plan - Assignment

By: April Tupper
1.0 Executive Summary

The Family Fun Center hopes to cater towards healthy family relationships as well as serve as a safe refuge for young adults and teens to be with their friends. As the business grows and the needs of our customers change, The Family Fun Center will adjust to these demands while keeping in place its core purpose and features. These future changes will include exchanging and updating of the games, adding additional desired activities or services such as vending machines, as well as adjustments of prices and packages offered.

With a broad base of upper management and support staff, the Family Fun Center will maintain high-quality standards, provide excellent customer service, and be well maintained. Throughout the building will be redemption ticket games, vending machines, mini-golf, a rock-climbing wall, an indoor volleyball/basketball court, arcade games, video games, a separate area for reading and computer use, and an area designated for those who wish to just “hang out”.

With the six co-owners actively working as employees and management, there will be very little need for additional employees until at such time that the business has extreme growth in sales. The managers and support staff will cover all areas of set-up, maintenance, supplies, security, safety, janitorial, and accounting. Each person will have a specific area that they maintain to high-standards of quality, as well as helping each other in the daily business of customer service. When the need for additional employees arises due to seasonal or growth changes options will be discussed to fulfill these positions. The first method to accomplish this will be to recruit volunteers from the local high school which will serve as an invaluable learning experience and skills enhancer for students who will soon be entering the workforce. To aid in attracting volunteers and to show our appreciation and thanks, The Family Fun Center will provide its volunteers with membership benefits that
include free entry and participation of activities throughout the length of their volunteering experience.

The Family Fun Center will be considered a high start-up capital business with minimal expenses in the way of employee wages, merchandise/inventory, and taxes. That being said, the chance for high profit is greatly improved. With a business loan of $120,000.00 at 6% interest, the Family Fun Center would add its capital of $30,000.00 to ensure a proper start with all the appropriate safety equipment, insurance, and licenses. Within the first year, the estimated revenue would be an astonishing $582,175.00 with expenses totaling a mere $31,687.00 for the year. With the owners’ withdrawals totaling $124,800.00, the increase in owner’s equity would allow the owners’ to return all of the funds borrowed from the bank in a short period of time.

The target market is any and all patrons wishing for a fun time with their friends and families. Advertising will include billboards on the highways and interstates of the surrounding area and flyers on message boards of community buildings and businesses. In a radio advertisement, it would state the options available, hours, and prices of the facility, garnering interest for an inexpensive day of fun. It would also be advertised in the weekly newspaper, as a full-page ad, for the grand-opening.

The products and services of the Family Fun Center are varied and interchangeable. To start there will be indoor mini golf, a rock-climbing wall, various arcade games, computer/internet availability, video games, ticket redemption games, and a ball court for impromptu games of volleyball or basketball. These areas of interest will be easily modified or expanded as the tastes of the customers are considered through accurate records of sales, inventory, and customer suggestions. There will be vending machines to serve drinks and snacks located throughout the building with tables available for seating. Additionally there will be a designated area with comfortable furniture and seating for those who wish to enjoy “hanging out” or those who just want to relax. It is our hopes that The Family Fun Center will be utilized regularly by
area youth and families by providing a safe and fun place to gather. Given that the
direct area has a limited number of options for youth and families to spend their free
time and the fact that the economy has limited the spending of many, The Family Fun
Center is sure to be a hot spot.

1.1 Mission Statement
The mission statement of the Family Fun Center is to provide the community with an
easily accessible, affordable and safe outlet for family and youth entertainment year
round. With doors remaining open throughout the year, it will create avenues of fun,
exercise and recreation on days of inclement weather in the summer and throughout
the winter. It is to be a safe environment for all patrons and workers alike, therefore
security and safety will be the focus of everyday.

1.2 Keys to Success
1. Adequate space, seating, and accessibility to local citizens.
2. Affordable prices for individual and group activities and for full access passes or
memberships.
3. A safe and fun environment for families, youth, and individuals.
4. Properly maintained quality equipment and a clean environment increase lifespan
of equipment.
5. Interchangeable and diverse array of activity options will ensure that the ever
changing desires and needs of customers can be met without disrupting operations.
6. Volunteers are readily available.

Company Background

2.1 History
The Family Fun Center is owned and operated by a team of six individuals, April,
Denise, Dana, Jon, Jenny, and Jessie. Originally the idea came about as part of a project
for their business class. The team researched the community needs and collectively came
up with the idea for The Family Fun Center after realizing there were limited options for area youth, families, and individuals to go for indoor recreation and socialization.

The Family Fun Center provides a wide range of games and activities in a safe environment. In addition to the fun and excitement, it is important to The Family Fun Center team that this company helps to promote healthy family relationships as well as creating a safe place for youth to “hang out”.

The team has decided to lease an empty store located inside the city of Tomah. This location provides plenty of space to accommodate the company’s needs and also has sufficient parking space. Having six partners will decrease the number of employees needed. As the company grows there is the possibility of opening Family Fun Centers in other communities.

### 2.2 Company Ownership

The Family Fun Center is a partnership, owned by six individuals with all sharing equally in actively participating in operations and management activities. Each of the partners has various skills and experience that will be essential to success. Additionally, each of the partners has an initial $5000 invested in the company. Their strong and continuous open communication and their understanding of responsibilities, goals, and objectives is a strength that will aid in the success for The Family Fun Center. Below is a brief description of all partners’ role in management/operations. In addition to their responsibilities all partners will contribute to the end of the day cleaning and closing needs. To ensure that business is maintaining operational standards and goals it has also been determined that they must meet daily to collaborate and discuss business.

April Tupper, the General Manager of The Family Fun Center, enjoys working with a team, has a strong determination for quality and success, and is committed to her family and community. She possesses an associate’s degree in Supervisory Management and is working towards a business management degree. Her education, experience working in customer/public relations, management experience, and knowledge of business is crucial to operations.
Denise Diekmann is the Family Fun Centers’ Customer Service Representative. She is currently perusing a degree at Western Technical College and possesses many great qualities. She owned and operated Denise’s Cleaning Team from September, 1998 – May, 2000. Among her many vital skills and experience of customer service qualifications have also included meetings with the customer and closing the contract for services to be provided, as well as any follow up calls to ensure customer satisfaction.

Jennifer Harris has the role of Assistant Manager. Her academic success and occupational experience make her an asset to The Family Fun Center. She has almost six years of relative managing experience. At Culver's in Mauston she was the assistant manager for almost five years and was also assistant manager at Maurice's in Tomah for just over one year. She has managed crews of up to 11 people at a time. Jennifer has more than 9 years experience in customer and retail service. She was part of a sales increase of $300,000 at Culver’s in 2002. She brings leadership and responsibility to the table as well as reliability and honesty.

Jessica Hawes is the Activities Operation Manager which will focus on monitoring activity operations and ensuring all areas are operating efficiently. Her experience with customer service and children will help maintain a safe and fun environment.

Dana Oakes serves as the Human Resources Manager. Her educational and occupational background is essential to The Family Fun Center. She is experienced in bookkeeping, customer service, data entry, and organization. Her duties will also include employee, customer, and accounting and payroll records. She is detail orientated and has a knack for time management. With creative, visual, and problem-solving skills, Dana will be an asset to business functions.

Jon Ratliff serves as the Technical Support and Maintenance Manager of The Family Fun Center. He will be involved with running and operating The Game Room, along with maintaining all gaming machines and computers with the most up to date
versions. With years of experience in the gaming and computer world, Jon will provide a fun and safe gaming environment to The Family Fun Center.

2.3 Staffing

The staffing needs of the company will be minimal as the majority of operations have been divided amongst partners of The Family Fun Center. Each partner manages specific areas in which they possess skills and experience. To fill in any gaps in staffing needs The Family Fun Center will recruit volunteers from the local high school as well as the community members wishing to participate. Doing so provides valuable learning experiences for youth who will soon be entering the workforce. If at any point in time there is a need to hire employees the community has a vast pool of resources to attract applicants, such as the local Job Center, College, and Human Resources referrals. Positions will only be part-time hours with minimum wages and benefits paid. Employees and volunteers will also enjoy the benefits of Free Admission when off duty as well as hefty discounts on family passes or memberships.

2.4 Service and Product

The Family Fun Center provides an array of fun activities and indoor recreation. This includes, but is not limited to: Arcade games, Air Hockey, gaming consoles, computers with internet access, a toddler area with supervision if requested, a rock climbing wall, miniature golf course, a comfortable sitting and lounging area, tables, music, televisions, movies, reading material, vending machines, and much more. The array of activities will expand and change according to our customers interests. As technologies advance it is anticipated that we will upgrade our products at least annually. Periodically arcade games will be replaced with different ones as will the items that are to be redeemed via the ticket redemption center.

2.5 Location

The Family Fun Center location is in Tomah, WI where it is easily seen and accessible. There are several large vacant buildings in which we see fit for our business.
Only one facility is needed for the first year, however, plans for additional locations will be a likely endeavor that will be erected within the first three years.

2.6 Licenses

Many of our arcade and floor games will be leased, with an option to buy, through Stansfield Vending of LaCrosse, WI. We also have all licenses, permits, and other requirements to operate our business.

Management Team

3.1 Organizational Structure

The activities within The Family Fun Center operate efficiently with minimal oversight. With six owners, all sharing equally in management and operations, and volunteer opportunities the need for additional staff is minimal. This makes management easy and keeps costs at a minimum and revenue high. In the event that we have substantial growth that cannot be filled through volunteer members we will hire part-time staff.

3.2 Management Team

April Tupper serves as General Manager

1. Pricing and Promotions
2. Maintaining a clean store
3. Security and Safety Control
4. Training and Supervising

Denise Diekmann is the Customer Service Representative
1. Seeing salespersons
2. Maintaining a clean store
3. Customer Assistance
4. Communications
5. Counter Attendant/ Cashiering

Jennifer Harris has the role of Assistant Manager

1. Maintaining a clean store
2. Making bank deposits
3. Advertising
4. Keeping records/ Filing

Jessica Hawes is the Operational Manager

1. Maintaining a clean store
2. Supervision of Customer Activities
3. Attend to Customer Arrival and Departures
4. Doing inside displays
5. Stocking

Dana Oakes serves as the Human Resources Manager

1. Paying bills
2. Payroll and Accounting
3. Placing Orders
4. Taking inventory
5. Maintaining a clean store

Jon Retzlaff serves as the Technical Support and Maintenance Manager

1. maintaining all gaming machines and computers
2. Technical Support
3. Maintenance
4. Finding suppliers

For additional information see Resumes below.
3.3 Organization Chart

April Tupper, General Manager
- Pricing and Promotions
- Maintaining a clean store
- Security and Safety Control
- Training and Supervising

Denise Diekmann, Customer Service Representative
- Seeing salespersons
- Maintaining a clean store
- Customer Assistance
- Communications
- Counter Attendant/ Cashiering

Jennifer Harris, Assistant Manager
- Maintaining a clean store
- Making bank deposits
- Advertising
- Keeping records/ Filing

Dana Oakes, Human Resources Manager
- Paying bills
- Payroll and Accounting
- Placing Orders
- Taking Inventory
- Maintaining a clean store

Jessica Hawes, Operational Manager
- Maintaining a clean store
- Supervision of Customer Activities
- Attend to Customer Arrival and Departures
- Doing inside displays
- Stocking

Jon Retzlaff, Technical Support and Maintenance Manager
- Maintaining all gaming machines and computers
- Technical Support
- Maintenance
- Finding suppliers

Any Organizational Gaps intervened through Weekly Management Meetings to Discuss Operations
$3.4 Personnel Plan

Part-Time Staff
Staff will be hired in accordance with demand determined by daily attendance patterns. Wages will be according to minimum wage standards.

Part time staff (1.5 FTE) $15,450 first year payroll upon hiring staff

3.5 Resumes

Denise Diekmann
(608)343-2587
407 W. Foster Street
Tomah, WI 54660
denisekothbauer@hotmail.com

Objectives
Customer Service Rep for the partnership of The Family Fun Center

Education
Associates in business management (graduate in the spring of 2011)

Experience
September 1998 – May 2009 | owner/operator
Denise’s Cleaning Team | 407 W. Foster Street, Tomah WI
Schedule jobs
Schedule employees for the jobs
Training employees
Payroll
Order supplies
Inventory supplies

September 2009 – April 2010 | Assembler
Toro | 200 Sime Ave, Tomah, WI
Work a section on the assembly line manufacturing tractor mowers
Need to read and follow a process prepared for each section
Perform the job in a timely manner as to not hold up the process

**July 2004 – September 2009 | assembler**
Cardinal IG | 1620 Townline Road, Tomah, WI
Assemble insulated windows
Cross training of all the jobs to learn every area

**Skills**
- Chamber of Commerce Tomah
- Rotary Club, helping with many fund raising events

---

**April M. Tupper**
304 ½ Kilbourn Avenue
Tomah, W.I. 54660
(608)387-6281

**Skills Summary**
- Proficient with Microsoft Office, Word, Excel and PowerPoint
- Familiar with office related responsibilities and equipment
- Motivated, organized, and professional
- Excellent Customer Service
- Ability to follow directions, documents, diagrams, and charts
- Ability to work in a fast-paced atmosphere
- Excellent Customer Service
- Appreciate Cleanliness & Safety
- Taking inventory, ordering, and stocking

**Education**
- Western Technical College   Tomah, W.I., G.E.D 1999
- North Central Technical College   Medford, W.I., Supervisory Management Program
  Completed 1st year 2008- 2009  GPA 3.75 (Transferred to WTC)
- **Western Technical College Tomah, W.I. - Current Student, Supervisory Management Program**
  Anticipated Graduation, spring 2011, Associates Degree in Supervisory Management

**Accomplishments**
Employment History

- **Housekeeping: Super 8** Tomah, W.I. 10/26/09 - 02/06/09
  Ensured hotel standards of cleanliness of guest’s rooms and maintain housekeeping daily activities

- **Server: Ground Round Bar & Grill** Tomah, W.I. 03/2007 - 02/2008
  Responsible for attend to patrons dining needs, Handling cash and credit transactions

- **Housekeeping: AmericInn,** Medford, W.I. 10/12/08 - 11/12/08
  Ensured standards of guest’s rooms and maintain housekeeping daily activities

- **Server: Ground Round Bar & Grill** Tomah, W.I. 03/2007 - 02/2008
  Responsible for attending to patrons dining needs, Handling cash and credit transactions

  Assisted with data entry, updating job details, filing, answering customer calls
  Other duties as assigned such as weighing trucks and working at the quarry, and deliveries

- **Assistant Manager: Casey’s General Store** Tomah, W.I. 10/2004 – 09/2005
  Responsible for all store operations in absence of Manager
  Training new employees, Cashier/ Kitchen operations, Solving customer and employee concerns
  Accurately calculated cash, check and credit card balances, Made bank deposits of up to $15,000
  Responsible for stocking, taking inventory, ordering, and updating corporate records

References

- James Moore 608-387-4803
- Debbie Jordan 608-387-5631
- Shari Ford 608-374-3839
- Brenda Shire WTC 608-374-770
Jennifer R. Harris
1319 Academy St.
Elroy, WI 53929
(608)547-1109
harrisj5@students.westerntc.edu

Experience:

09/2008-11/2009 Maurices Tomah, WI
Assistant Store Manager
Assisted in Day to Day Operations
Open/Close the Store
Assist Store Manager in Organization of Store
Customer Service
Process Freight for Store
Help other associates better themselves in their knowledge of store
Handle Daily Deposits

12/2004-08/2009 Culver’s Mauston, WI
Assistant Store Manager
Handle Day to Day Operations
Open/Close Registers
Experienced with Touch Screen Technology Register Systems
Managed Crews of 6-12 Persons per shift
Helped in accomplishing numerous Record Setting Selling Days
Assisted in the store’s inventory tracking each month
Customer Service

10/2003-12/2004 Culver’s Lake Delton, WI
Shift Leader
Handle Day to Day Operations
Close Registers at end of Night
Handle Daily Deposits
Assisted in Managing Crews of 5-14
Customer Service
Worked with Multi-Cultural Employees
06/2003-10/2003  Boston Store-East Towne Mall    Madison, WI
Full-Time Associate-Junior’s Department
Handle Day to Day Operations
Helped in Loss Prevention Program
Open/Close Registers
Processed Freight for my Department
Customer Service

09/2001-05/2003  Culver’s    Mauston, WI
Full-Time Crew Member
Drive thru Operator
Open/Close Lobby
Helped Store to a $300,000 increase for year
Customer Service
Helped in implementation of Touch-Screen Register System

Education:

1997-2001    Royall High School    Elroy, WI
-Acquired High School Diploma

2008-2009    Western Technical College    La Crosse, WI
-Medical Coding program, transferred to Business Management program 2010

Interests:
Softball, Volleyball, Basketball, Customer Service

Achievements:
I am an active member in my church where I have helped teach Sunday school. I
recently travelled to Europe for ten days where I visited Paris, France, as well as
Amsterdam, Netherlands. Here we visited the Louvre Museum. I also travelled to
Mexico in the spring of 2009 as well as to New York City in the summer of 2009. I am
also comfortable in using the Microsoft Works Program, including Microsoft Excel and
Microsoft Power Point.

References available upon request.
DANA OAKES
309 Market St • Warrens, WI  54666-9612
oakesd1@students.westerntc.edu • 608-378-4316 • cell 608-387-6608

Human Resources • Financial Manager

Detail-oriented, organized, time management bookkeeper with an extensive background in both customer service and supervisory positions.

- Accounting Management
- Financial Analysis
- Forecasting
- Cash Management
- Budgeting
- Cost Reductions
- Technology Integration
- Regulatory Compliance
- Efficiency Improvements

CAREER EXPERIENCE

COURTESY CORPORATION, Tomah, WI, 2008-2009

Greyhound Ticket Agent
Directed financial management functions including development of monthly/quarterly financial statements. Oversee general accounting functions, including account reconciliation and cash management. Interact with the Board of Directors and President concerning reports.

➢ Spearheaded implementation of simplified recordkeeping and decluttering
➢ Strategically restructured financial reporting processes in accordance with organizational changes.
➢ Served as key leader in effectively managing growth in freight sales.

EDUCATION

Associate Degree of Business Management (2011)
WESTERN TECHNICAL COLLEGE – Tomah, Wisconsin
## Section 4: Financials

**For Fiscal year ending:**  
**December 31, 2011**

### 4.1 Assumptions

**Assumptions:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue Assumptions:</strong></td>
<td>$702,625</td>
</tr>
<tr>
<td>Discounted Revenue</td>
<td>$702,625</td>
</tr>
<tr>
<td>Full price Revenue</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$702,625</strong></td>
</tr>
<tr>
<td>Accounts Payable - 1/12 of below figures</td>
<td>$960</td>
</tr>
<tr>
<td>Total General expense</td>
<td>$23,517</td>
</tr>
<tr>
<td>Less - Payroll</td>
<td>$0</td>
</tr>
<tr>
<td>Less - Employee benefits</td>
<td>$0</td>
</tr>
<tr>
<td>Less - Rent</td>
<td>$12,000</td>
</tr>
<tr>
<td><strong>Net</strong></td>
<td><strong>$11,517</strong></td>
</tr>
<tr>
<td>Will pay bi-weekly (26)</td>
<td>$0</td>
</tr>
<tr>
<td>Bank debt needed:</td>
<td></td>
</tr>
<tr>
<td>3-months of total expense</td>
<td>$0</td>
</tr>
<tr>
<td>Loss</td>
<td>$0</td>
</tr>
<tr>
<td>Capital purchases</td>
<td>$60,662</td>
</tr>
<tr>
<td><strong>Total bank debt</strong></td>
<td><strong>$60,662</strong></td>
</tr>
</tbody>
</table>
# The Family Fun Center

## Income Statement

For Fiscal year ending: December 31, 2010

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales</strong></td>
<td>$702,625</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
</tr>
<tr>
<td><strong>General Expenses:</strong></td>
<td></td>
</tr>
<tr>
<td>Payroll</td>
<td>$0</td>
</tr>
<tr>
<td>Employee Benefits</td>
<td>$0</td>
</tr>
<tr>
<td>Advertising Expenses</td>
<td>$500</td>
</tr>
<tr>
<td>Legal</td>
<td>$500</td>
</tr>
<tr>
<td>Rent</td>
<td>$12,000</td>
</tr>
<tr>
<td>Utilities</td>
<td>$3,000</td>
</tr>
<tr>
<td>Supplies</td>
<td>$2,237</td>
</tr>
<tr>
<td>Cleaning Supplies</td>
<td>$1,037</td>
</tr>
<tr>
<td>Other Supplies</td>
<td>$1,000</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>$200</td>
</tr>
<tr>
<td>Carpet/Rug Service</td>
<td>$200</td>
</tr>
<tr>
<td>Trash Services</td>
<td>$350</td>
</tr>
<tr>
<td>Snow Removal</td>
<td>$300</td>
</tr>
<tr>
<td>Maintenance/Housekeeping tools</td>
<td>$600</td>
</tr>
<tr>
<td>Electronic equipment</td>
<td>$1,000</td>
</tr>
<tr>
<td>Preventative maintenance</td>
<td>$1,000</td>
</tr>
<tr>
<td>Internet, Phone Service, Wifi</td>
<td>$1,350</td>
</tr>
<tr>
<td>Games for Systems</td>
<td>$480</td>
</tr>
<tr>
<td><strong>Total General Expenses</strong></td>
<td>$23,517</td>
</tr>
<tr>
<td><strong>Other Expenses:</strong></td>
<td></td>
</tr>
<tr>
<td>Interest Expense 6%</td>
<td>$2,400</td>
</tr>
<tr>
<td>General Liability Insurance</td>
<td>$1,500</td>
</tr>
<tr>
<td>Depreciation Expenses</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Total Other Expenses</strong></td>
<td>$5,900</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$29,417</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>$673,208</td>
</tr>
</tbody>
</table>
### The Family Fun Center
**Tomah**

#### Balance Sheet

**As of: December 31, 2011**

<table>
<thead>
<tr>
<th></th>
<th>Start-up</th>
<th>Ending</th>
<th>Liabilities</th>
<th>Start-up</th>
<th>Ending</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash &amp; Short-term</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments</td>
<td>$30,000</td>
<td>$0</td>
<td>Bank Debt</td>
<td>$60,662</td>
<td>$0</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$0</td>
<td>$0</td>
<td>Payable</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Inventory</td>
<td>$0</td>
<td>$0</td>
<td>Payables</td>
<td>$0</td>
<td>$2,080</td>
</tr>
<tr>
<td>Pre-paid Expenses</td>
<td>$0</td>
<td>$0</td>
<td>Payable</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Other Assets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Total Current

<table>
<thead>
<tr>
<th></th>
<th>Start-up</th>
<th>Ending</th>
<th>Liabilities</th>
<th>Start-up</th>
<th>Ending</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td>$30,000</td>
<td>$0</td>
<td>Liabilities $60,662</td>
<td>$7,080</td>
<td></td>
</tr>
</tbody>
</table>

#### Other

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>Liabilities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Assets</td>
<td></td>
<td></td>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td>Long-term</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td>$0</td>
<td>$60,662</td>
<td>Bank Debt</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Less:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>$0</td>
<td>$2,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Capital</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment</td>
<td>$0</td>
<td>$58,662</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$60,662</td>
<td>$7,080</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Owners'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td>$30,000</td>
<td>$678,108</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities &amp; Owners'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Assets</td>
<td>$30,000</td>
<td>$58,662</td>
<td>Equity</td>
<td>$90,662</td>
<td>$685,188</td>
</tr>
</tbody>
</table>
## Income Projection

<table>
<thead>
<tr>
<th>Activity</th>
<th>Customers per Day</th>
<th>Price</th>
<th>Income / Day</th>
<th>1 year(days)</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>60</td>
<td>$5.00</td>
<td>$300.00</td>
<td>365</td>
<td>$109,500.00</td>
</tr>
<tr>
<td>Rockwall</td>
<td>30</td>
<td>$5.00</td>
<td>$150.00</td>
<td>365</td>
<td>$54,750.00</td>
</tr>
<tr>
<td>Basketball/volleyball</td>
<td>30</td>
<td>$5.00</td>
<td>$150.00</td>
<td>365</td>
<td>$54,750.00</td>
</tr>
<tr>
<td>Arcade/floor games</td>
<td>30</td>
<td>$5.00</td>
<td>$150.00</td>
<td>365</td>
<td>$54,750.00</td>
</tr>
<tr>
<td>Game Room</td>
<td>20</td>
<td>$5.00</td>
<td>$100.00</td>
<td>365</td>
<td>$36,500.00</td>
</tr>
<tr>
<td>Computer lounge</td>
<td>15</td>
<td>$5.00</td>
<td>$75.00</td>
<td>365</td>
<td>$27,375.00</td>
</tr>
<tr>
<td>All Access Passes</td>
<td>25</td>
<td>$20.00</td>
<td>$500.00</td>
<td>365</td>
<td>$182,500.00</td>
</tr>
<tr>
<td>concessions/extras</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,925.00</td>
</tr>
</tbody>
</table>

### Total Income

- **Daily**: $1,925.00
- **Monthly**: $55,350.00
- **3 Months**: $166,050.00
- **Year**: $702,625.00
Section 5 Marketing

Company Analysis

The goals of The Family Fun Center are simple: to provide families, as well as individuals, a place to spend time having fun. Financially our business is aiming at profiting substantially before the end of our first year. To encompass the growth of our customer counts we plan to build our own establishment within two years.

Our focus will be to provide a wide variety of activities and gaming. This The Family Fun Center possesses much strength including the location, the products, the need for entertainment is high, prices are affordable, and the management/owners are top notch in their areas. Another key area of strength is that there is almost no inventory and staff needs are minimal with our exceptional management team. I cannot see any weaknesses.

Customer Analysis

We are expecting that the average number of customers a day could reach a hundred plus with peak attendance during the school year months to be after 4:00 pm and between the hours of 11: 00 a.m. and 8:00pm during the summer months. It is believed that this number will grow over the first two years by 30% due to the lack of entertainment options as well as the increase in population and travelers on the interstate and highways.

The Family Fun Center will attract people of all ages however the majority of customers will be between 8 and 20 years of age. It is estimated that children under 10 will count for 15%, while adults over 20 will count for 30%. The majority of our guest within the first year will likely be local with an increase in the amount of non local customers by the end of year two.
The Family Fun Center
Appendix/Misc.

Images/Sample of Activities

Gym/Golf


Arcade/Floor Table Games

http://www.bmigaming.com/games-arcade-skeeball.htm
Computer/Quiet Activity Lounge

**Game Room**
Cleaning supplies

http://www.cleanitsupply.com