

# Introduction of Business Theme

**CORPORATE EVENTS**

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**MADIMBO**

**Nightclub**

**The Prime Venue in  
Cameroon**



**MADIMBO**

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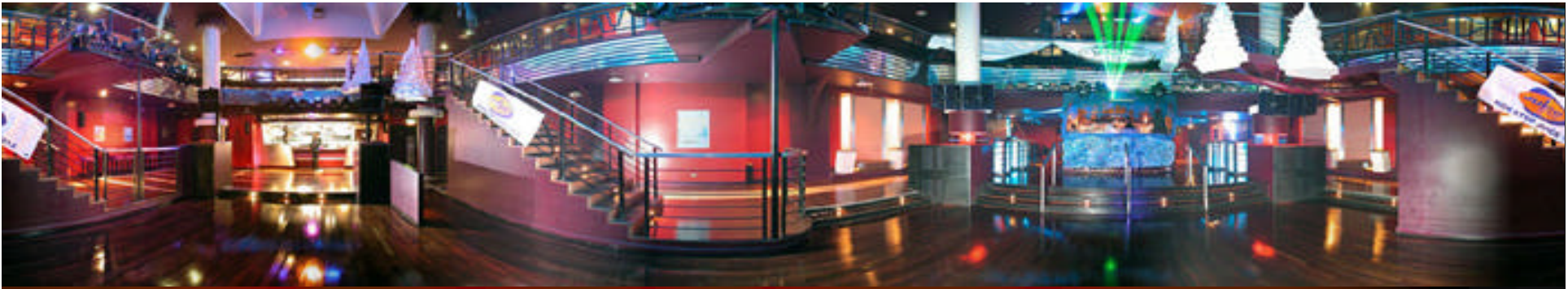
# Introduction

MADIMBO



MADIMBO The Prime Venue in Cameroon





# Introduction

- Cameroon's premiere Nightclub and Special Event Venue
- Conveniently located in Bonanjo, Douala, minutes from both downtown Akwa and Marche des Fleurs
- Madimbo's vision of mixing live entertainment and dance club under one roof as an entertainment destination for everyone, locals and tourists
- available for all the entertaining needs especially featuring the finest DJs and performers around Africa

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# The Location

- features a two level floor plan (including a roof top patio)
- 3 suites, several VIP areas, an oversized stage, state of the art sound system, stylish and provocative interior and unmatched sightlines
- The estimated 7,000 square foot nightclub provides the perfect compliment to host corporate events, weddings and receptions, fashion shows, launch parties, and even sporting events estimated to accommodate up to 800 guests in total



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# The Customers

- emerging market in Cameroon and Douala itself with an annual growth rate of minimum 5%
- leads to increasing income and request for quality entertainment for middle class
- Great city beaches and beautiful shopping streets are always inviting for tourists too



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# The Events

- Madimbo is truly a world-class facility offering DJ music every Wednesday through Saturday
- Monthly live events with famous bands and artistic shows
- special surprises and offers will keep Madimbo in mind



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# The business calculations

## Investment in technical equipment

Item Description	Qty	Item Uni	Unit Cost (EUR)	Total Cost (EUR)	Depreciation Time(Yrs)	Cost of Depreciation (EUR)
<b>Audio Visual(Electrotechnic)</b>						
Music Sound System	2	Set	7.000,00	14.000,00	5	2.800,00
Loundspeakers	4	No	500,00	2.000,00	5	400,00
Microphones/Headphor	3	No	100,00	300,00	2	150,00
Light Bulbs System	4	Set	1.700,00	6.800,00	2	3.400,00
Coloured Lightening	5	Set	2.800,00	14.000,00	2	7.000,00
				37.100,00		13.750,00

<b>Technical Equipment</b>							
Refrigerators	2	No	2.500,00	5.000,00	5		1.000,00
Microwave	1	No	90,00	90,00	5		18,00
Air Cnditioners	7	No	500,00	3.500,00	5		700,00
Standby Generator	1	No	2.500,00	2.500,00	5		500,00
Fire Extinguisher	2	No	70,00	140,00	2		70,00
Coffe Maschine	2	No	300,00	600,00	5		120,00
				11.830,00			2.408,00

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# Investment in Building and Equipment

	Qty	Item Unit	Unit Cost	Total Cost	Depreciation	Cost of Depreciation
Building(2 floors)	1		250000	250000	20	12500
Real estate	1		80.000,00	80.000,00		
Deorative Wall Paper	4	Roll	400,00	1.600,00	10	160,00
Soud absorber Foam	10	Roll	500,00	5.000,00	10	500,00
Interior Carpet	2	Roll	2.700,00	5.400,00	5	1.080,00
Decorative Mirrors	6	No	300,00	1.800,00	5	360,00
Restroom Upgrade	2	Set	1.200,00	2.400,00	10	240,00
Tables and Settees	15	Set	500,00	7.500,00	10	750,00
Bar Cupboards	2	Set	150,00	300,00	10	30,00
Kitchen Upgrade	1	Set	500,00	500,00	10	50,00
Glasses/Plates/Cutler	10	Set	250,00	2.500,00	2	1.250,00
Dishwasher	1	No	300,00	300,00	5	60,00
Cooker	1	No	500,00	500,00	5	100,00
				<b>357.800,00</b>		

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# Investment in Office Equipment

Office Refit/Provision	Qty	Item Unit	Unit Cost (EUR)	Total Cost (EUR)	Depreciation Time(Yrs)	Cost of Depreciation (EUR)
Computer	1		800	800	10	80
Cash machine	1	No	250,00	250,00	10	25,00
Printer/Photocopier	1	No	200,00	200,00	10	20,00
Telephone/Fax Machi	1	No	110,00	110,00	10	11,00
				1.360		

## Investment / other expences

Other Services/Expenses	Qty	Item Unit	Unit Cost (EUR)	Total Cost (EUR)	Depreciation Time(Yrs)	Cost of Depreciation (EUR)
Service Car	1	No	20.000,00	20.000,00	10	2.000,00
Interior Decorations				6.000,00	5	1.200,00
Technical Installations				10.000,00		
Business registration				2.500,00		
Unforseen Activities			11.000,00	11.000,00		
				49.500,00		

Initial Stock for GRAND OPENING: 11.000 €

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# The Investment Summary

<b>Total Investment</b>	€
<b><i>Electrotechnic</i></b>	37.100,00
<b><i>Technical Equipment</i></b>	11.830,00
<b><i>Building and Ground</i></b>	357.800,00
<b><i>Office Refit/Provisions</i></b>	1.360,00
<b><i>Other Services/Expenses</i></b>	47.000,00
<b><i>Initial Stock(Grand Opening)</i></b>	11.000,00
	<b>466.090</b>

# The shareholders and credits

<b>Total investment</b>	466.090,00
<b>40 % shareholder capital</b>	186.436,00
<b>60 % bank loan</b>	279.654,00

- 10 % Interest Rate
- over 10 years

Calculation of the annual credit payments

Financial Year	Balance of Debt (EUR)	Interest %	Cost of Interest (EUR)	Installments (EUR)
1	279.654,00	10,00	27.965,40	27.965,40
2	251.688,60	10,00	25.168,86	27.965,40
3	223.723,20	10,00	22.372,32	27.965,40
4	195.757,80	10,00	19.575,78	27.965,40
5	167.792,40	10,00	16.779,24	27.965,40
6	139.827,00	10,00	13.982,70	27.965,40
7	111.861,60	10,00	11.186,16	27.965,40
8	83.896,20	10,00	8.389,62	27.965,40
9	55.930,80	10,00	5.593,08	27.965,40
10	27.965,40	10,00	2.796,54	27.965,40
			<b>125.844,30</b>	<b>279.654,00</b>

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# The Costs 1

Consumption Expenditures				
Type				Total Cost/Yr (EUR)
<b>Utility/Maintenance</b>				
Electricity(Energy)				3.500,00
Water				1.500,00
Fuel				3.500,00
Repair Costs				2.500,00
Publicity Costs				10.000,00
Telephone Bills				350,00
Stationaries				500
				21.850,00



Expenditures on Provisions/Accessories					
Description		Qty	Unit	Cost/Unit (EUR)	Total Cost/Yr (EUR)
<b>Bar Supplies/Drinks</b>					
Ordinary Beer		6500,00	Crates	10,00	65.000,00
Exclusive Beer		2500,00	Crates	15,00	37.500,00
wine		800,00	Cartons	20,00	16.000,00
Beverages		1100,00	Tins	5,00	5.500,00
Fingerfood		300,00	Packets	8,00	2.400,00
Snacks		1000,00	Cartons	15,00	15.000,00
Toileteries					1.200,00
					142.600,00

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# The Costs 2



<b>Personnel Costs</b>					
<b>Post</b>	<b>Qty</b>	<b>Salary/Month (EUR)</b>		<b>Total Amount</b>	
				<b>(EUR)</b>	
Management	3	2.000,00		6.000,00	72.000,00
Bar tender expert	2	800,00		1.600,00	19.200,00
Bar tender support	2	500,00		1.000,00	12.000,00
Bouncers	2	700,00		1.400,00	16.800,00
Service personell	3	500,00		1.500,00	18.000,00
DJ	2	1.000,00		2.000,00	24.000,00
Garderobe keeper	1	400,00		400,00	4.800,00
Parking watch man	1	500,00		500,00	6.000,00
Technician	1	300,00		300,00	3.600,00
Bar tender on demand		300,00		300,00	3.600,00
<b>Salary/Yr(100% active business)</b>					<b>180.000,00</b>
<b>90% Business Operation (No bar tender on demand &amp; reduction of 1 bar tender support)</b>					
<b>Salary(90%)</b>					<b>170.400,00</b>
<b>80% business operation (Further reduction of 1 service personell)</b>					
<b>Salary 80%</b>					<b>164.400,00</b>

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# nightlife



## The Revenue

	1st to 3rd year (80 %)	4th to 5th year (90%)	6th to 10th year (100%)
entrance fees	195.072,00	219.456,00	243.840,00
special events	76.800,00	86.400,00	96.000,00
drinks/ snacks	253.280,00	284.940,00	316.600,00
total expected revenue	525.152,00	590.796,00	656.440,00

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# The cash flow for 5years

cash flow calculation	1 year	2 year	3 year	4 year	5 year
total expected revenue	525.152,00	525.152,00	525.152,00	590.796,00	590.796,00
Depreciation	36.574,00	36.574,00	24.704,00	24.704,00	24.704,00
Cost of Interest	27.965,40	25.168,86	22.372,32	19.575,78	16.779,24
Consumption Expenditure	15.000,00	15.000,00	15.000,00	16.000,00	16.000,00
total salary	164.400,00	164.400,00	164.400,00	170.400,00	170.400,00
Administrative Costs/Othe	76.500,00	76.500,00	76.500,00	76.500,00	76.500,00
Bar Supplies/Drinks	114.080,00	114.080,00	114.080,00	128.340,00	128.340,00
total costs	434.519,40	431.722,86	417.056,32	435.519,78	432.723,24
Profit without Tax	90.632,60	93.429,14	108.095,68	155.276,22	158.072,76
Tax 50%	45.316,30	46.714,57	54.047,84	77.638,11	79.036,38
Profit after Tax	45.316,30	46.714,57	54.047,84	77.638,11	79.036,38
Cash-Flow					
Net Profit+Depreciation	81.890,30	83.288,57	78.751,84	102.342,11	103.740,38
Installment	27.965,40	27.965,40	27.965,40	27.965,40	27.965,40
Dividend	53.924,90	55.323,17	50.786,44	74.376,71	75.774,98
Shareholder Capital					
186.436,00					
	28,90%	29,60%	27,30%	39,90%	40,60%

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# The cash flow from 6th year

cash flow calculation	6 year	7 year	8 year	9 year	10 year
total expected revenue	656.440,00	656.440,00	656.440,00	656.440,00	656.440,00
Depreciation	16.366,00	16.366,00	16.366,00	16.366,00	16.366,00
Cost of Interest	13.982,70	11.186,16	8.389,62	5.593,08	2.796,54
Consumption Expenditure	17.000,00	17.000,00	17.000,00	17.000,00	17.000,00
total salary	180.000,00	180.000,00	180.000,00	180.000,00	180.000,00
Administrative Costs/Othe	76.500,00	76.500,00	76.500,00	76.500,00	76.500,00
Bar Supplies/Drinks	142.600,00	142.600,00	142.600,00	142.600,00	142.600,00
total costs	446.448,70	443.652,16	440.855,62	438.059,08	435.262,54
Profit without Tax	209.991,30	212.787,84	215.584,38	218.380,92	221.177,46
Tax 50%	104.995,65	106.393,92	107.792,19	109.190,46	110.588,73
Profit after Tax	104.995,65	106.393,92	107.792,19	109.190,46	110.588,73
Cash-Flow					
Net Profit+Depreciation	121.361,65	122.759,92	124.158,19	125.556,46	126.954,73
Installment	27.965,40	27.965,40	27.965,40	27.965,40	27.965,40
Dividend	93.396,25	94.794,52	96.192,79	97.591,06	98.989,33
Shareholder Capital					
186.436,00					
	50,10%	50,80%	51,60%	52,30%	53,10%

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Thanks for your attention

We invite you to our  
**GRAND OPENING CELEBRATION**



Explore your rythm!!!!!!!!!!

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