

# ALXSTRIP



*Back to the  
Garden of Eden...*

# *Introduction*

- The Idea is to create a Stripclub / Tabledancebar in a big City where is not much competition in this business (one other club)
- The club will be located in the city of Aachen
- Aachen is chosen because its next to the Netherlands, Belgium and other German cities like Düsseldorf and Cologne and also because of its density of young people (many students)
- The Club will be open 4 days per week from 9:00 pm till open end (may vary on events)

# *The Location*

- The club itself will be located in the city centre of Aachen in a rent building of approx. 250 m<sup>2</sup>
- The location will contain 2 bars, a stage and 2 dancing-platforms for dancers
- the customers will be able to choose between standing, bar seats or chais and tables in front of the stage

# *The Customers*

- The main customers will be men at the age of 18 or higher
- We expect many Students as guests, so there will be lower entry fees for students to attract them
- Another big group of customers will be people who have business in Aachen and are only there for some days

# *The Events*

- Special events will be held once a week with varying events:
- Flatrate-Friday (Much higher entry fee but drinks are free)
- Ladys night (special evening for women with male strippes)
- Students day
- Theme night

# The Business Calculation

| Item Description                         | Quantity | Item Unit | Unit Cost (€) | Total Cost (€) | Depreciation Time (Years) | Cost of Depreciation (€) |
|--|----------|-----------|---------------|----------------|---------------------------|--------------------------|
| <b>Investment in Technical Equipment</b> |          |           |               |                |                           |                          |
| Music Sound System                       | 1        | Set       | 12000         | 12000          | 10                        | 1200                     |
| Light & Effect System                    | 1        | Set       | 5000          | 5000           | 10                        | 500                      |
| Refrigerators                            | 4        | No        | 700           | 2800           | 10                        | 280                      |
| Ice Machine                              | 2        | No        | 400           | 800            | 10                        | 80                       |
| Air Conditioning / Ventilation           | 1        | Set       | 4000          | 4000           | 10                        | 400                      |
| Firing System                            | 1        | Set       | 2000          | 2000           | 10                        | 200                      |
| Coffe Machine                            | 2        | No        | 400           | 800            | 10                        | 80                       |
| <b>Total (€)</b>                         |          |           |               | <b>27400</b>   |                           | <b>2740</b>              |

# The Business Calculation

| Item Description                            | Quantity | Item Unit        | Unit Cost (€) | Total Cost (€) | Depreciation Time (Years) | Cost of Depreciation (€) |
|---|----------|------------------|---------------|----------------|---------------------------|--------------------------|
| <b>Investment in Building and Equipment</b> |          |                  |               |                |                           |                          |
| Wall Color                                  | 6        | Bucket           | 50            | 300            | 0                         | 0                        |
| Decorative Paintings                        | 5        | No               | 150           | 750            | 10                        | 75                       |
| Mirrors                                     | 5        | No               | 200           | 1000           | 10                        | 100                      |
| Red Carpet (Outside)                        | 5        | No               | 30            | 150            | 10                        | 15                       |
| flooring                                    | 150      | 1/m <sup>2</sup> | 50            | 7500           | 10                        | 750                      |
| Stage                                       | 1        | No               | 3000          | 3000           | 10                        | 300                      |
| Dancing Platforms                           | 2        | No               | 800           | 1600           | 10                        | 160                      |
| Bar   | 2        | No               | 3000          | 6000           | 10                        | 600                      |
| Chairs & Tables                             | 15       | Set              | 250           | 3750           | 10                        | 375                      |
| different Glasses / Cups                    | 40       | Set (10 Glasses) | 15            | 600            | 10                        | 60                       |
| Dressing Room Furniture                     | 1        | Set              | 2000          | 2000           | 10                        | 200                      |
| Wardrobe                                    | 1        | Set              | 150           | 150            | 10                        | 15                       |
| <b>Total (€)</b>                            |          |                  |               | <b>26800</b>   |                           | <b>2650</b>              |

# The Business Calculation

| Item Description                      | Quantity | Item Unit | Unit Cost (€) | Total Cost (€) | Depreciation Time (Years) | Cost of Depreciation (€) |
|---------------------------------------|----------|-----------|---------------|----------------|---------------------------|--------------------------|
| <b>Investment in Office Equipment</b> |          |           |               |                |                           |                          |
| Computer                              | 4        | No        | 400           | 1600           | 4                         | 400                      |
| Cash Machine                          | 2        | No        | 250           | 500            | 4                         | 125                      |
| Printer / Photocopier                 | 2        | No        | 200           | 400            | 4                         | 100                      |
| Telephone / Fax                       | 2        | No        | 150           | 300            | 4                         | 75                       |
| Total (€)                             |          |           |               | <b>2800</b>    |                           | <b>700</b>               |
| <b>Investment in other Expenses</b>   |          |           |               |                |                           |                          |
| Interior Decorations                  | 1        | No        | 3000          | 3000           | 10                        | 300                      |
| Technical Installation                | 1        | No        | 3500          | 3500           | 0                         | 0                        |
| Business Registration                 | 1        | No        | 300           | 300            | 0                         | 0                        |
| Unforeseen Activities                 | 1        | No        | 10000         | 10000          | 0                         | 0                        |
| Total (€)                             |          |           |               | <b>16800</b>   |                           | <b>300</b>               |



# Total Investment Summary

| Technical equipment            | Building and equipment | Office equipment | Other expenses       | Total Investment |
|--------------------------------|------------------------|------------------|----------------------|------------------|
| 27400                          | 26800                  | 2800             | 16800                | <b>73800</b>     |
| <b>60% Shareholder Capital</b> | 44280                  |                  | <b>Interest rate</b> | 7%               |
| <b>40% Bank</b>                | 29520                  |                  | <b>Running time</b>  | 10 years         |



# Credit Calculation

| Financial Year             | Balance of Dept (€) | Interest % | Cost of Interest (€) | Installments (€) |
|----------------------------|---------------------|------------|----------------------|------------------|
| 1                          | 29520               | 7          | 2066,40              | 2952             |
| 2                          | 26568               | 7          | 1859,76              | 2952             |
| 3                          | 23616               | 7          | 1653,12              | 2952             |
| 4                          | 20664               | 7          | 1446,48              | 2952             |
| 5                          | 17712               | 7          | 1239,84              | 2952             |
| 6                          | 14760               | 7          | 1033,20              | 2952             |
| 7                          | 11808               | 7          | 826,56               | 2952             |
| 8                          | 8856                | 7          | 619,92               | 2952             |
| 9                          | 5904                | 7          | 413,28               | 2952             |
| 10                         | 2952                | 7          | 206,64               | 2952             |
| <b>Total interest paid</b> |                     |            | <b>11365,20</b>      |                  |
| <b>Total repayment</b>     |                     |            |                      | <b>29520</b>     |

# Consumption Expenditures

| Type                      | Total Cost / Year (€) |
|---------------------------|-----------------------|
| Building rent             | 30000                 |
| Electricity               | 3000                  |
| Water                     | 2000                  |
| Repair Costs              | 2500                  |
| Advertising               | 12000                 |
| Telephone / Internet Bill | 360                   |
| <b>Total</b>              | <b>49860</b>          |



# Expenditures on Provisions / Accesiors

| Description           | Quantity | Unit         | Unit Cost (€) | Total Cost / Year (€) |
|-----------------------|----------|--------------|---------------|-----------------------|
| Softdrinks            | 300      | Crates       | 8             | 2400                  |
| Coffee                | 5        | Cartons      | 50            | 250                   |
| Ordinary Beer         | 500      | Barrel (50l) | 40            | 20000                 |
| Exclusive Beer        | 1000     | Crates       | 14            | 14000                 |
| Beverages             | 1500     | Bottles      | 10            | 15000                 |
| Juice (for Cocktails) | 125      | Crates       | 9             | 1125                  |
| Wine                  | 60       | Crates       | 18            | 1080                  |
| Champagne             | 40       | Crates       | 26            | 1040                  |
| Snacks                | 200      | Cartons      | 12            | 2400                  |
| Toileteries           |          |              |               | 1200                  |
| <b>Total</b>          |          |              |               | <b>58495</b>          |

# Personnel Costs

| Post                | Quantity | Salary / Month | Total Cost / Year (€) |
|---------------------|----------|----------------|-----------------------|
| Management          | 2        | 2500           | 60000                 |
| Bartender           | 3        | 1000           | 36000                 |
| Security            | 4        | 1000           | 48000                 |
| Waitress            | 2        | 600            | 14400                 |
| DJ                  | 1        | 800            | 9600                  |
| Wardrobe Keeper     | 1        | 400            | 4800                  |
| Technician          | 1        | 400            | 4800                  |
| Cleaner             | 2        | 400            | 9600                  |
| Dancers / Strippers | 6        | 800            | 57600                 |
| Cashier             | 1        | 400            | 4800                  |
| Bartender on Demand | 1        | 400            | 4800                  |
| <b>Total</b>        |          |                | <b>254400</b>         |

# The Revenue

|                | 1st to 3rd year (80%) | 4th to 5th year (90%) | 6th to 10th year (100%) |
|----------------|-----------------------|-----------------------|-------------------------|
| Entrance fees  | 187200                | 210600                | 234000                  |
| Special events | 28000                 | 31500                 | 35000                   |
| Drinks         | 144000                | 162000                | 180000                  |
| <b>Total</b>   | <b>359200</b>         | <b>404100</b>         | <b>449000</b>           |



# The Cash Flow Calculation

|                                | 1st year  | 2nd year  | 3rd year  | 4th year  | 5th year  |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| <b>Total expected revenue</b>  | 359200,00 | 359200,00 | 359200,00 | 404100,00 | 404100,00 |
| <b>Depreciation</b>            | 6390,00   | 6390,00   | 6390,00   | 6390,00   | 5690,00   |
| <b>Cost of interest</b>        | 2066,40   | 1859,76   | 1653,12   | 1446,48   | 1239,84   |
| <b>Consumption expenditure</b> | 49860,00  | 49860,00  | 49860,00  | 49860,00  | 49860,00  |
| <b>Total salay</b>             | 254400,00 | 254400,00 | 254400,00 | 254400,00 | 254400,00 |
| <b>Barsupplies/Drinks</b>      | 46796,00  | 46796,00  | 46796,00  | 52645,50  | 52645,50  |
| <b>Loss carried forward</b>    |           | 312,00    | 417,00    | 316,00    |           |
| <b>Total costs</b>             | 359512,40 | 359617,76 | 359516,12 | 365057,98 | 363835,34 |
| <b>Profit without tax</b>      | -312,40   | -417,76   | -316,12   | 39042,02  | 40264,66  |
| <b>Tax 50%</b>                 | 0,00      | 0,00      | 0,00      | 19521,01  | 20132,33  |
| <b>Profit after tax</b>        | -312,40   | -417,76   | -316,12   | 19521,01  | 20132,33  |

# The Cash Flow Calculation

|                                | 6th year  | 7th year  | 8th year  | 9th year  | 10th year |
|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| <b>Total expected revenue</b>  | 449000,00 | 449000,00 | 449000,00 | 449000,00 | 449000,00 |
| <b>Depreciation</b>            | 5690,00   | 5690,00   | 5690,00   | 5690,00   | 5690,00   |
| <b>Cost of interest</b>        | 1033,20   | 826,56    | 619,92    | 413,28    | 206,64    |
| <b>Consumption expenditure</b> | 49860,00  | 49860,00  | 49860,00  | 49860,00  | 49860,00  |
| <b>Total salay</b>             | 254400,00 | 254400,00 | 254400,00 | 254400,00 | 254400,00 |
| <b>Barsupplies/Drinks</b>      | 58495,00  | 58495,00  | 58495,00  | 58495,00  | 58495,00  |
| <b>Loss carried forward</b>    |           |           |           |           |           |
| <b>Total costs</b>             | 369478,20 | 369271,56 | 369064,92 | 368858,28 | 368651,64 |
| <b>Profit without tax</b>      | 79521,80  | 79728,44  | 79935,08  | 80141,72  | 80348,36  |
| <b>Tax 50%</b>                 | 39760,9   | 39864,22  | 39967,54  | 40070,86  | 40174,18  |
| <b>Profit after tax</b>        | 39760,9   | 39864,22  | 39967,54  | 40070,86  | 40174,18  |



# The Cash Flow Calculation

|                              | 1st year | 2nd year | 3rd year | 4th year | 5th year |
|------------------------------|----------|----------|----------|----------|----------|
| Netto profit + depreciation  | 6077,60  | 5972,24  | 6073,88  | 25911,01 | 25822,33 |
| Installment                  | 2952,00  | 2952,00  | 2952,00  | 2952,00  | 2952,00  |
| Dividend                     | 3125,60  | 3020,24  | 3121,88  | 22959,01 | 22870,33 |
| Share holder capital 44280 € |          |          |          |          |          |
| Profit (%)                   | 7,06     | 6,82     | 7,05     | 51,85    | 51,65    |

|                              | 6th year | 7th year | 8th year | 9th year | 10th year |
|------------------------------|----------|----------|----------|----------|-----------|
| Netto profit + depreciation  | 79521,80 | 79728,44 | 79935,08 | 80141,72 | 80348,36  |
| Installment                  | 39760,9  | 39864,22 | 39967,54 | 40070,86 | 40174,18  |
| Dividend                     | 39760,9  | 39864,22 | 39967,54 | 40070,86 | 40174,18  |
| Share holder capital 44280 € |          |          |          |          |           |
| Profit (%)                   | 95,98    | 96,21    | 96,44    | 96,68    | 96,91     |

# *The Cash Flow Calculation*

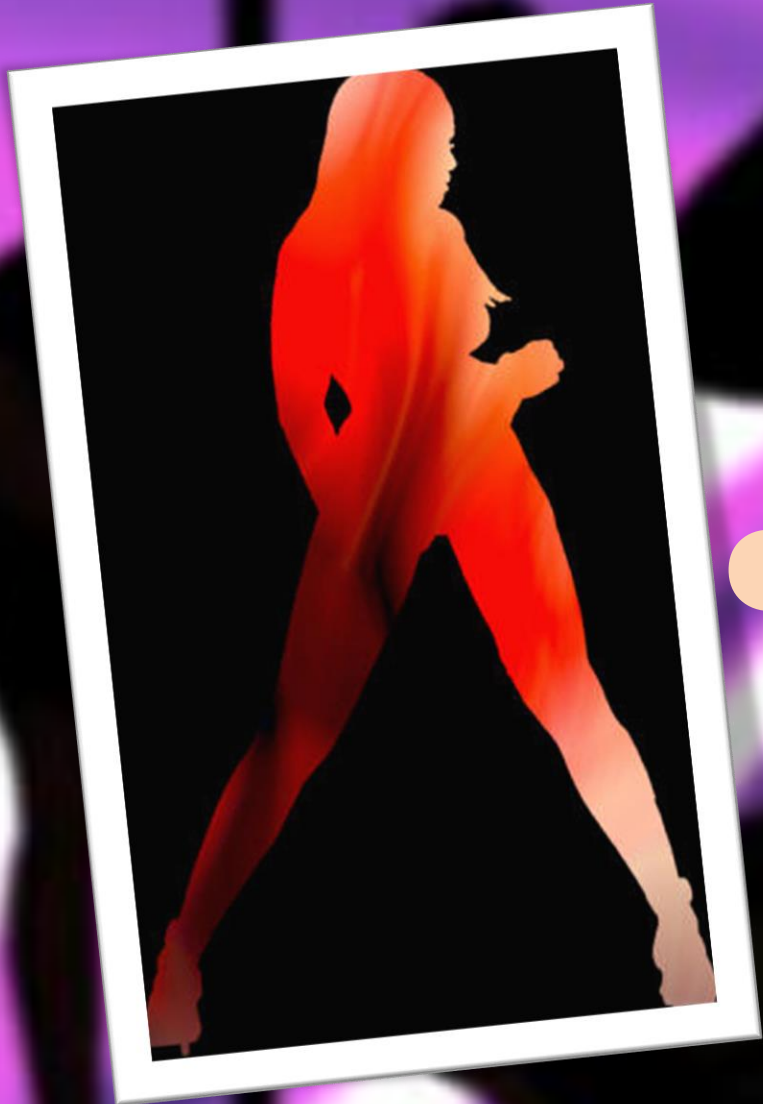
Total Dividend after 10 Years

268624,76

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*Thanks for your attention*



**We invite you  
to our grand  
Opening Stripshow  
...try the apple!!!**