

Business Plan

World of Bowl

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Content

- Business Idea
- Market analysis
- Calculation costs
- Conclusion

Business Idea

- 12 Bowlinglanes and 2 ninepinstracks
- Restaurant (standard kitchen and cocktails)
- several amusement games (air hockey tables, dartboards, billiard tables)



Business Description

- located in Kreuzau/Stockheim, near Düren
- Bowling and Party-bowling for young people and families
- Ninepinstracks for traditional fun and older people
- Several amusement games in the waiting time
- standard kitchen and cocktails to shorten the time

Opening times and prices

+	Monday	Day off	
	Tuesday-Thursday	15:00 – 18:00	13€ / h and track
		18:00 – 22:00	19€ / h and track
		22:00 – 00:00	22€ / 2h and track
	Friday and days before holidays	15:00 – 18:00	16€ / h and track
		18:00 – 2:00 (party night)	22€ / h and track
	Saturday	12:00 – 18:00 (family day)	16€ / h and track
		18:00 – 3:00 (party night)	26€ / h and track
	Sunday	9:00 – 00:00	17€ / h and track
	Shoe renting		2€
	Billiard		6€ / h and table
	Darts, Kicker, Air Hockey		2€ / game

Organization structure

- 2 Owners
- 1 Manager
- 1 Minijob
- 3 Employees



Market Analysis

- Target group
- Location
- Competition

Target group

- young and old people, families, nearly everyone is part of the target group
- 142500 potential bowlers (if every second in the greater area of Düren wants to bowl)
- we assume every potential bowler comes 2 times per year to the bowling center
- i.e. 800 guests per day

Location



- Kreuzau/Stockheim
- 600m²
- Düren and ambiance
nearly 280500 people
- industrial Area
- many pupils
- Near FH Aachen
Campus Jülich

Competition

- Big-Bowl Mechernich
(Freitag: 22,50€/h per track
und Samstag 25€/h per track)
- Bowl-Position Kerpen
(Freitag/Samstag: 29,90€/h per track)
Billiard: 8,50€

Advertising

- Flyer
- Newspaper
- Radiospot
- Internet homepage



Financial Plan

- Cost for Investment
- Depreciation Cost
- Total costs and Interest costs
- Costs per month
- Costs and gain
- Total costs and self costs
- Cash Flow Calculation

Description	investment in €
<u>Technical equipment</u>	
Stereo amplifier	600
20 Speakers	3000
Light	3100
Fog machine	300
	7000
<u>Inventory</u>	
PVC bottom	3000
Colour	1000
15 Tabela with chairs	3800
Bowling tracks	30000
Bowling balls	7200
	45000
<u>Additional games</u>	
3 x Darts	9000
3 x Billard	6000
3 x Airhockey	3000
3 x Kicker	3000
	21000
<u>Advertisement</u>	
2 x newspaper	400
30000 x flyer	6300
1 month 3 x daily radio	9300
	16000

Costs for Investment

Depreciation Costs

Description	Investment in €	Depreciation costs per year in %	Depreciation costs per year in €
office equipment	2000	10	200
bowling shoes	4000	10	400
technical equipment	7000	10	700
parking lot marking	1000	10	100
unforeseen	125000	0	0
advertisement	16000	0	0
inventory	46000	10	4600
additional games	21000	10	2100
IT	2000	25	500
foundation	26000	0	0
Total investment in €	250000	Total depreciation costs in €	8600

Interest Costs

Year	Balance of dept [€]	Interest rate [%]	Interest costs p. a. [€]	Repayment p. a. [€]	cost/month [€]
1	250000	7	17500	25000	3542
2	225000	7	15750	25000	3396
3	200000	7	14000	25000	3250
4	175000	7	12250	25000	3104
5	150000	7	10500	25000	2958
6	125000	7	8750	25000	2813
7	100000	7	7000	25000	2667
8	75000	7	5250	25000	2521
9	50000	7	3500	25000	2375
10	25000	7	1750	25000	2229

Total costs year 1 - year 5

Description	costs/month in year 1 [€]	costs/month in year 2 [€]	costs/month in year 3 [€]	costs/month in year 4 [€]	costs/month in year 5 [€]
sallary	13600	15400	16600	16600	16600
insurances	2000	2000	2000	2000	2000
licences	300	300	300	300	300
phone/internet	30	30	30	30	30
maintenance	1000	1000	1000	1000	1000
cleaners	1000	1000	1000	1000	1000
electricity/heating	2000	2000	2000	2000	2000
internet hp	50	50	50	50	50
rent	1380	1380	1380	1380	1380
credit repayment + interest rate	3542	3396	3250	3104	2958
Total c.- and l.- costs in €	24902	26556	27610	27464	27318

Total costs year 6 - year 10

costs/month in year 6 [€]	costs/month in year 7 [€]	costs/month in year 8 [€]	costs/month in year 9 [€]	costs/month in year 10 [€]
16600	16600	16600	16600	16600
2000	2000	2000	2000	2000
300	300	300	300	300
30	30	30	30	30
1000	1000	1000	1000	1000
1000	1000	1000	1000	1000
2000	2000	2000	2000	2000
50	50	50	50	50
1380	1380	1380	1380	1380
2813	2667	2521	2375	2229
27173	27027	26881	26735	26589

Costs and gain

costs/h and track [€], year 1	7
costs/h and track [€], year 2	7
costs/h and track [€], year 3	7
gain/h and track [€]	14
gain schoe renting/h and track [€]	4
gain/h and track [€]	18
gain additional games/h	40
gain/month [€]	110820

Total costs and self costs per year (year 1- year 5)

Description	costs year 1 [€]	costs year 2 [€]	costs year 3 [€]	costs year 4 [€]	costs year 5 [€]
salary	163200	184800	199200	199200	199200
insurances	24000	24000	24000	24000	24000
licences	3600	3600	3600	3600	3600
phone/internet	360	360	360	360	360
maintenance	12000	12000	12000	12000	12000
cleaners	12000	12000	12000	12000	12000
electricity/heating	24000	24000	24000	24000	24000
internet hp	600	600	600	600	600
rent	16560	16560	16560	16560	16560
depreciation costs	8600	8600	8600	8600	8100
Total costs [€]	264920	286520	300920	300920	300420
Self costs/month [€]	22077	23877	25077	25077	25035
Self costs/h [€]	81	88	92	92	92

Total costs and self costs per year (year 6 – year 10)

costs year 6 [€]	costs year 7 [€]	costs year 8 [€]	costs year 9 [€]	costs year 10 [€]
199200	199200	199200	199200	199200
24000	24000	24000	24000	24000
3600	3600	3600	3600	3600
360	360	360	360	360
12000	12000	12000	12000	12000
12000	12000	12000	12000	12000
24000	24000	24000	24000	24000
600	600	600	600	600
16560	16560	16560	16560	16560
8100	8100	8100	8100	8100
300420	300420	300420	300420	300420
25035	25035	25035	25035	25035
92	92	92	92	92

Cash Flow Calculation

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Turnover [€]	1329840	1329840	1329840	1329840	1329840	1329840	1329840	1329840	1329840	1329840
Total costs [€]	264920	286520	300920	300920	300420	300420	300420	300420	300420	300420
Profit bevor tax [€]	1064920	1043320	1028920	1028920	1029420	1029420	1029420	1029420	1029420	1029420
Profit after tax (40%) [€]	638952	625992	617352	617352	617652	617652	617652	617652	617652	617652
Cash-flow [€]	647552	634592	625952	625952	625752	625752	625752	625752	625752	625752
Credit repayment + interest rate [€]	42500	40750	39000	37250	35500	33750	32000	30250	28500	26750
Dividend [€]	605052	593842	586952	588702	590252	592002	593752	595502	597252	599002

Conclusion

- A big entertainment center for Düren
- We need a bankcredit of 250000€
- Very profitable if we compare costs and gain
- Total dividend after 10 years of 5942310€



Thank you
for your
Attention !!!

