



# SPORTS SIMULATOR.

## FAMILY ENTERTAINMENT ACADEMY BUSINESS PLAN



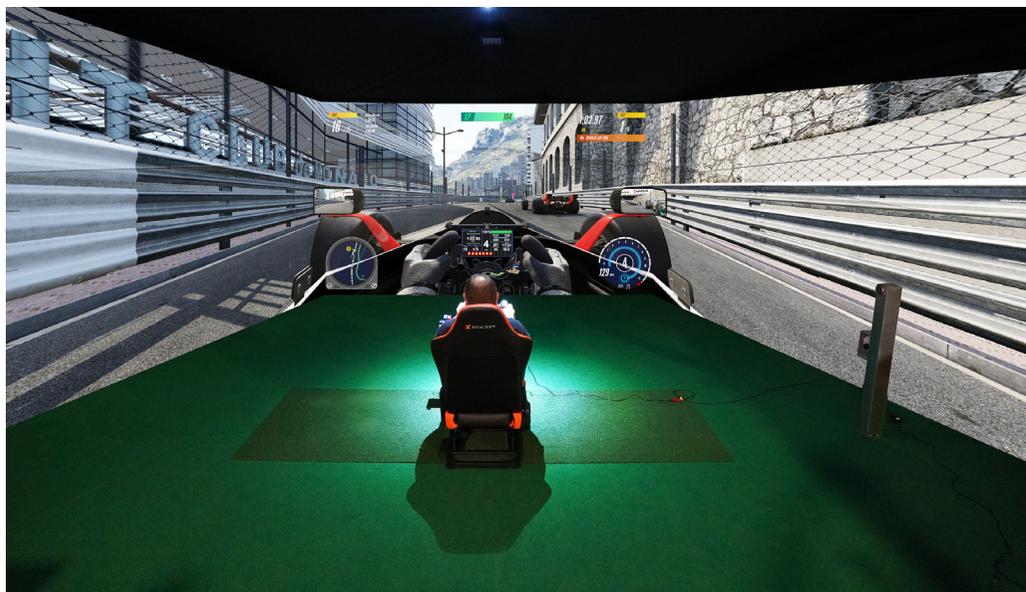
# EXECUTIVE SUMMARY.

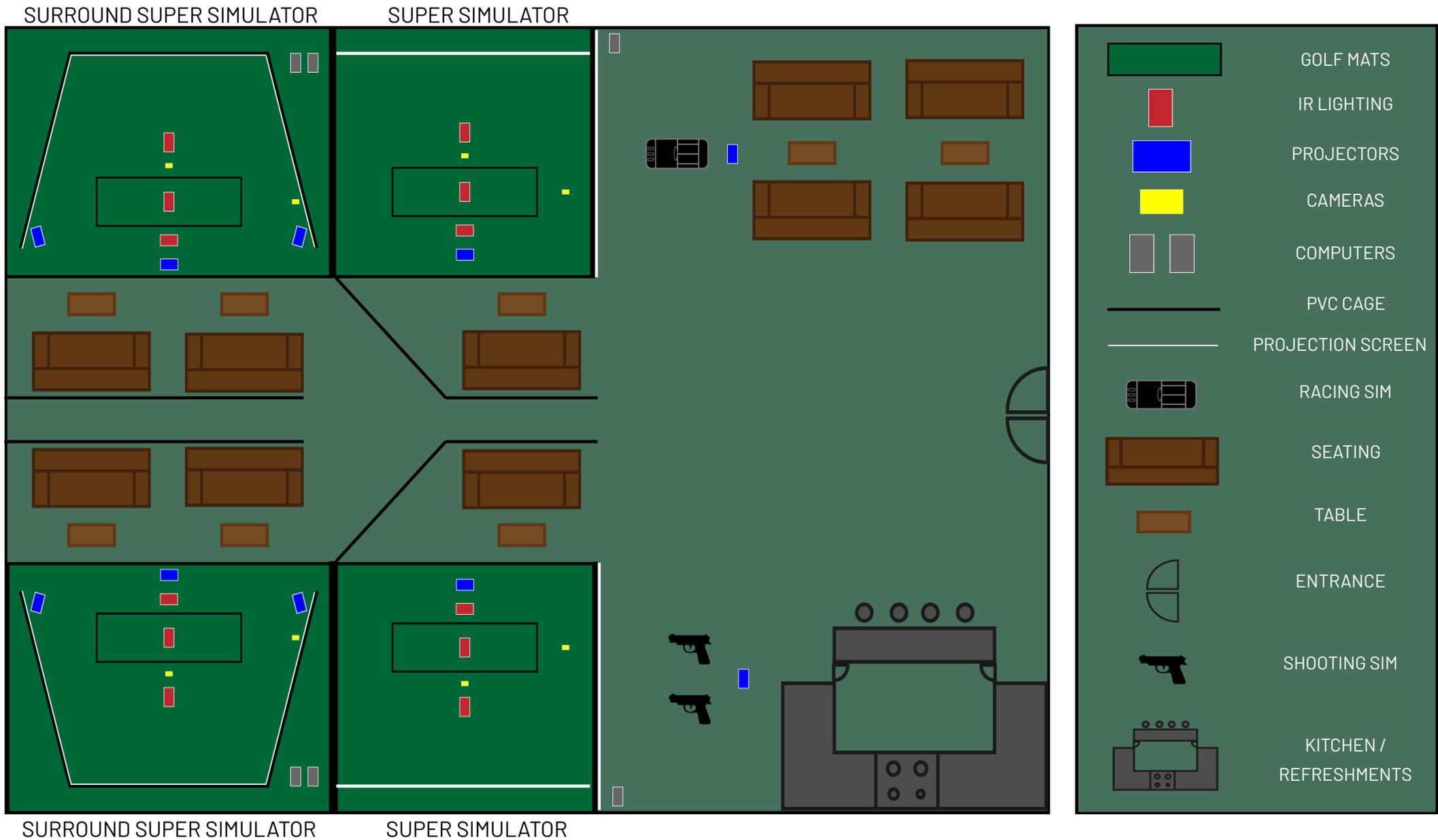
[Business Name] is a new Family Entertainment Academy that provides state-of-the-art facilities, that will regularly attract players and fans of the world’s most popular sports. The Academy will consist of 2 Surround Super Simulators, 2 Super Simulators, 1 Racing Simulator and 1 Shooting Simulator. The Surround Super Simulators offer entertainment, match play, competitions, training and analysis. With the following Popular Sports, Football, Golf, Gridiron, Tennis, Cricket, Rugby Union, Rugby League, Baseball, Basketball, Softball, Ice Hockey, Field Hockey, Foot Golf, Mini Golf, Contest Golf, Volleyball, Ten Pin Bowling, Badminton, Aussie Rules, Gaelic Football, Bandy and Handball and many more Sports to be added later free of charge. Teaching Professionals are able to give in-depth lessons, to enhance technique due the unique accurate analysis given. With over 3,500+ Sporting Venues, 1,200+ Game Challenges and 265 Golf Courses playable, the experience is unrivalled around the world, ensuring customers will return regularly. Unlike Golf Centres this is not a seasonal business, and a profitable all year round business.



## BUSINESS SUMMARY.

[Business Name], will be located in [Location] it will contain 6 Simulators, offering over 3,500+ Sporting Venues and 265 Golf Courses. The Surround Super Simulators are very popular with sports fans, who wish to be entertained, on a regular basis. By playing different Sports, 1,200+ Game Challenges and playing within famous Stadiums, ensuring clients are continually enjoying the experience. The Simulators are continually updated free of charge, with new Sports, new Game Challenges, new Stadiums so they are continually fresh and appealing to the Centre's regular customers. Due to the huge amount of appealing content, the Academy will soon become "the place" to visit locally, for Birthday Parties, Company Events, Weekly Entertainment and Training for local Sports Teams and Schools. As well as professionals booking the simulators out regularly, so they can offer their customers "the ultimate academy lessons", due to the very accurate analysis. Ensuring the Academy is very busy from 11am until 10pm 7 days a week, The Local Place to be seen. Due to redundant retail space because of online shopping; Landlords wish to co-invest due to High Profitability.





2 Surround Super Simulators (three screen) 2 Super Simulators (single screen) 1 Racing Simulator, 1 Shooting Simulator, Toilet Facilities & Cafe with Seating area.

# FAMILY ENTERTAINMENT ACADEMY.

REFRESHMENTS

SHOOTING SIMULATOR

2 SUPER SIMULATORS

1 RACING SIMULATOR



TOURNAMENTS

2 SURROUND SUPER SIMULATORS

CAFE AND SEATING AREA

Position	Name	Shot 1	Shot 2	Shot 3	Total
1 <sup>st</sup>	Lottie Garcia	61	48	41	150
2 <sup>nd</sup>	James Carter	53	46	43	142
3 <sup>rd</sup>	Arthur Lopez	53	0	51	104
4 <sup>th</sup>	Liam Patterson	51	51	0	102
5 <sup>th</sup>	Jess Proctor	51	0	51	102
6 <sup>th</sup>	Lewis Rogers	51	0	46	97
7 <sup>th</sup>	Edward Wood	0	0	56	56
8 <sup>th</sup>	Alex White	0	53	0	53
9 <sup>th</sup>	Nancy Lopez	0	0	51	51
10 <sup>th</sup>	Grace Nelson	43	0	0	43



FAMILY ENTERTAINMENT ACADEMY



# START-UP EXPENSES.

Start-Up Costs are estimated at £27,740.

Simulator Financing will be completed at the end of Year 3, after which time the annual profit is significantly increased.

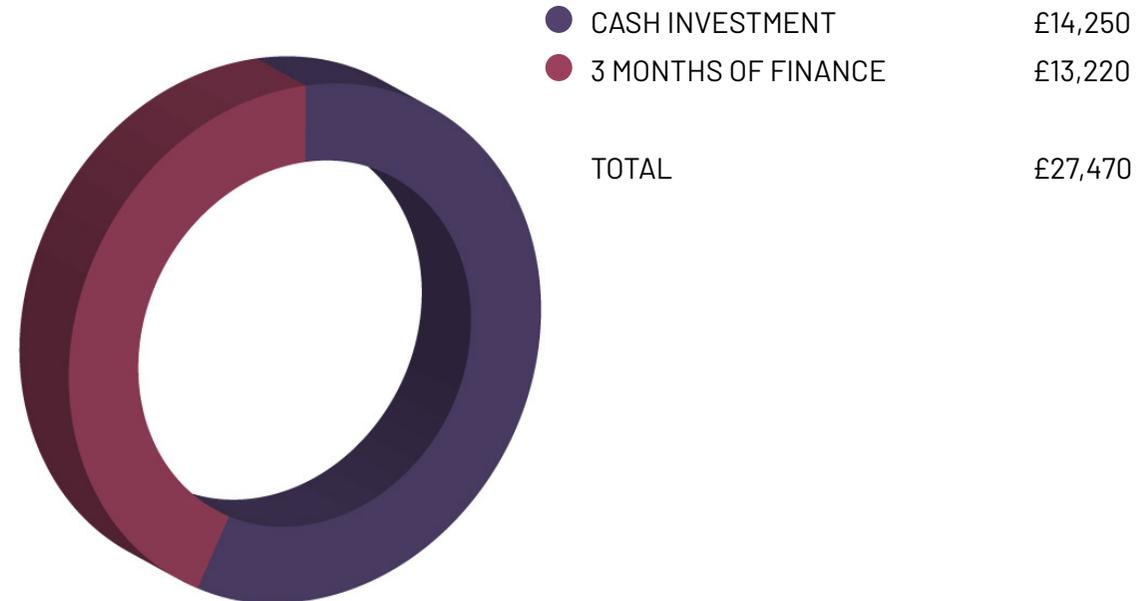
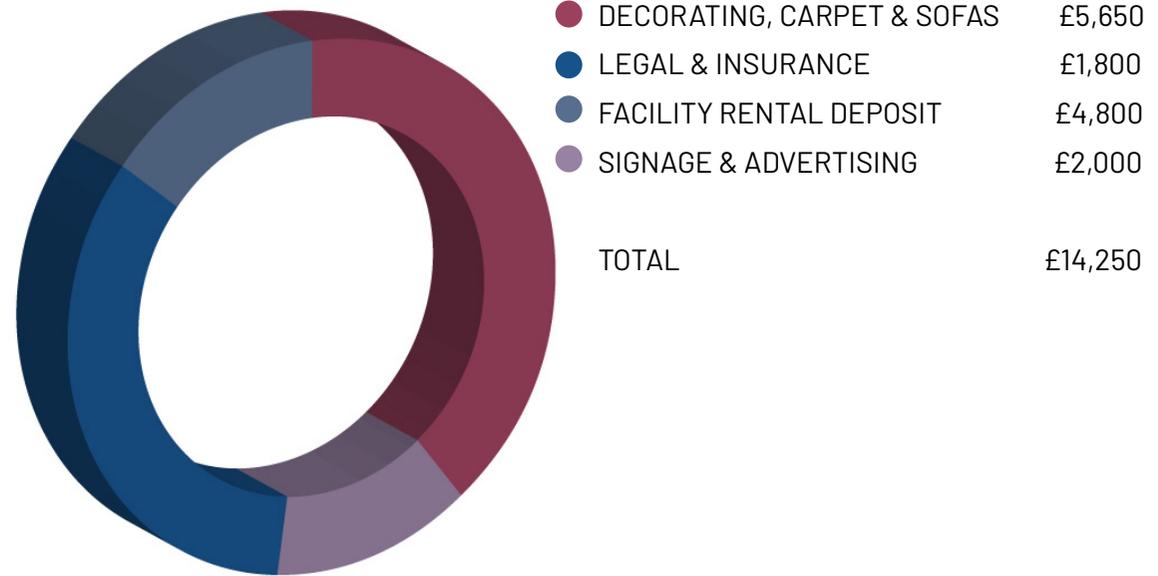
Start-up costs will include:

- Legal and Insurance costs
- Signage, Preparation and Promotion
- Rented Premises 20m wide 13m deep 3.3m high
- 2 Surround Super Simulators - Sports & Golf
- 2 Super Simulators - Sports & Golf
- 1 Racing Simulator
- 1 Shooting Simulator
- Website with Online Booking System

Loan Amount: £111,550

Total Repayable: £158,624

Deposit (3 of 36 months Finance £13,220



# MARKET ANALYSIS SUMMARY.

Throughout the World, there has been a growth in Family Entertainment Academy, with various styles and sizes. They are normally installed in a variety of locations within towns and cities, with parking in close proximity. Virtual Family Entertainment facilities are now possible, combining 60 of the World's Most Popular Sports, inside any reasonable size building. The Surround Super Simulator technology can be custom made, to fit vacant premises offering sufficient space to accommodate and with reasonable rental rates. Expected revenue returns are extremely good and will out-perform other local leisure facilities. With 6 Simulators available, the Academy will become the ideal cost effective venue for regular entertainment, birthday parties, company events, sports and golf tournaments, product launches and virtual sporting events.



## COMPETITION.

It is not expected there will be any direct competition, due to the uniqueness of the facility. It will only complement the existing local leisure centres, golf clubs, sports clubs and the town centre, due to the wide range of sports and golf playable options. Currently there are not any top Indoor Sports Academies or Family Entertainment Centres nearby the chosen location, therefore revenue opportunities are vast, with huge returns of investment possible. Varying pricing strategies will attract retired people during the mornings, schools during the day and children's parties after school. Whilst the evenings and weekends will be extremely busy in any case, due to the popularity of the simulators. By advertising on local social media the Family Entertainment Academy, will soon become the most popular venue to go to locally. As it will prove more popular for entertainment, training, competitions and lessons, for a wide variety of different sports. It is well worth advertising the most Popular National Sports, to fully engage with clients.



# REVENUE STREAMS.

A number of potential revenue streams have been identified for the facility.

The Main Revenue Streams are as follows:

- Hourly bookings for playing matches in Sports
- Hourly bookings for playing rounds of Golf
- Sports & Golf practice sessions
- Networked Tournaments
- Sports & Golf Lessons
- Sponsored Advertising Gameplay
- Birthday Parties and Corporate Events
- Corporate Events and Product Launches
- Stag and Hen Parties
- Off peak discounts for members
- Drinks, Meals and Snacks



PEAK USAGE	£131,040
OFF PEAK USAGE	£63,700
SPONSORSHIP & ADVERTISING	£21,840
FOOD AND DRINK	£205,751
<b>TOTAL</b>	<b>£422,331</b>

# REVENUE FORECAST.

Revenue forecasts over the next four years have been broken down into three main revenue channels, with very reasonable charging. These rates are per hour for the simulator and not per person. With 6 Simulators, Facilities should easily exceed the daily usage.

## Peak Usage:

This includes hourly bookings during peak periods, tournaments, parties, corporate events, practise sessions and lessons.

## Off Peak Usage:

This includes hourly bookings during off peak periods and off peak membership discounts.

## Sponsorship:

This includes sponsored advertising on each sports stadiums, golf course, and sporting arenas. Advertisements will also be displayed at the facility and targetted advertising for sponsoring partners via social media.

YEAR 1	FEE	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	£40.00	HOUR	9 HOURS	63 HOURS	£131,040
OFF PEAK	£25.00	HOUR	7 HOURS	49 HOURS	£63,700
SPONSORSHIP	£20.00	DAY	3 HOURS	21 HOURS	£21,840
<b>TOTAL</b>	<b>£85.00</b>				<b>£216,580</b>

YEAR 2	FEE	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	£40.00	HOUR	10 HOURS	70 HOURS	£145,600
OFF PEAK	£25.00	HOUR	7 HOURS	49 HOURS	£63,700
SPONSORSHIP	£20.00	DAY	3 HOURS	21 HOURS	£21,840
<b>TOTAL</b>	<b>£85.00</b>				<b>£231,140</b>

YEAR 3	FEE	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	£40.00	HOUR	11 HOURS	77 HOURS	£160,160
OFF PEAK	£25.00	HOUR	7 HOURS	49 HOURS	£63,700
SPONSORSHIP	£20.00	DAY	3 HOURS	21 HOURS	£21,840
<b>TOTAL</b>	<b>£85.00</b>				<b>£245,700</b>

YEAR 4	FEE	UNIT	DAILY	WEEKLY	ANNUAL
PEAK USAGE	£40.00	HOUR	11 HOURS	77 HOURS	£160,160
OFF PEAK	£25.00	HOUR	7 HOURS	49 HOURS	£63,700
SPONSORSHIP	£20.00	DAY	3 HOURS	21 HOURS	£21,840
<b>TOTAL</b>	<b>£85.00</b>				<b>£245,700</b>

## ANNUAL COSTS.

Annual costs are detailed on the opposite page. For clarity, smaller costs such as insurance, office stock and accounting fees have been included in the Sundry figure.

The pie chart shows the estimated costs for the first three years and includes the financing costs for the simulators. After year 3, simulator financing payments will be complete and costs will reduce by £4,406 per month (£52,875 per year). Staffing costs assume 1 full time employee and one part time employee working weekends.

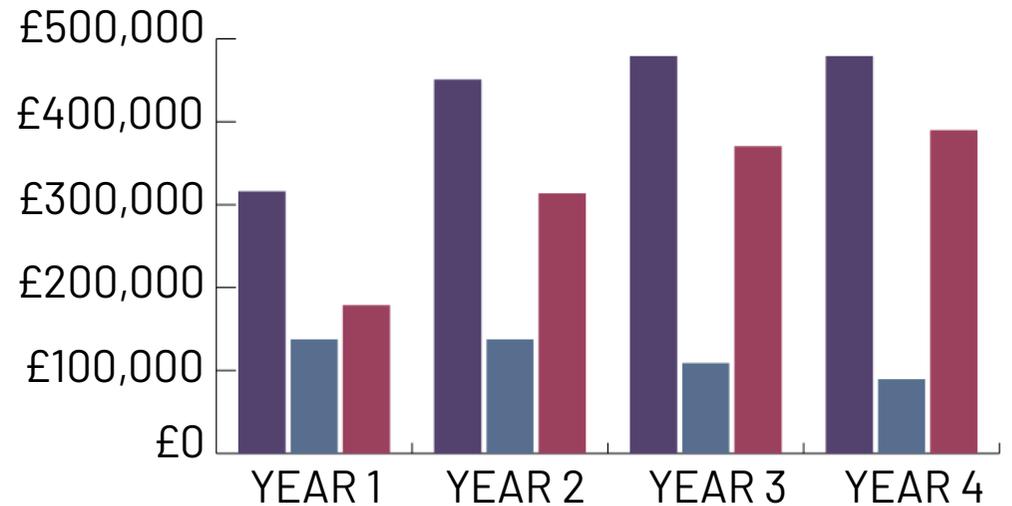


● SIMULATOR FINANCE YEAR 1-3	£52,875
● STAFFING COST	£70,000
● ADVERTISING	£2,000
● RENT AND FACILITY RATES	£9,800
● ELECTRICITY, WATER, GAS & SUNDRY	£2,150
● FOOD AND DRINK	£58,250
TOTAL	£195,075

# PROFITABILITY.

Figures shown include seasonal variations with expected average usage over a full year. Start-Up Costs are £27,470 to cover the deposit for 2 Surround Super Simulators, 2 Super Simulators, 1 Racing Simulator and 1 Shooting Simulator, financing the deposit on the rent of the facility, small cosmetic changes, signage and local advertising. When the simulator leasing is complete at the end of Year 3, the annual profit is significantly increased. In addition to simulator revenues additional profits will be gained from food and beverage sales. The Key to generating significant profits is to open additional centres in nearby towns, so that the local advertising is maximised and the members will recommend the centres to others in nearby towns.

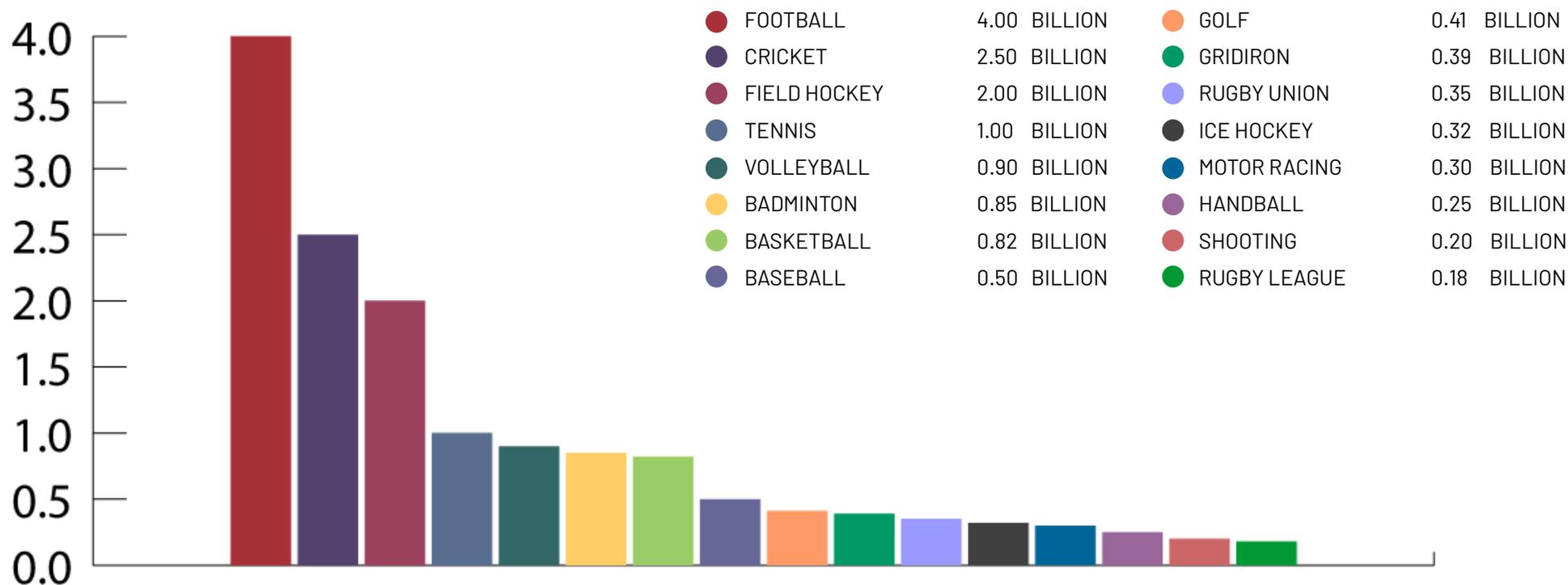
SIMULATOR PROFIT PROJECTIONS INCLUDING SEASONAL VARIATIONS BASED ON POUNDS STERLING SEASONAL VARIATIONS



	YEAR 1	YEAR 2	YEAR 3	YEAR 4
● ANNUAL TURNOVER	£442,331	£450,723	£479,115	£479,115
● £ COST	£195,075	£195,075	£181,855	£142,195
● ANNUAL PROFIT	£247,256	£255,648	£297,260	£336,920

# SPORTS POPULARITY WITH FANS.

It is important to review the **Sports Popularity Presentation** as it will explain clearly the extensive research commissioned, which shows the world's 16 most popular sports playable. Events, Weekly Entertainment and Training for local Sports Teams and Schools. As well as professionals booking the simulators out regularly, so they can offer their customers "the ultimate academy lessons", due to the very accurate analysis. Ensuring the Academy is very busy from 11am until 10pm 7 days a week, The Local Place to be seen!



# SPORTS TOURNAMENT SEASONAL CHART.

SPORT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
FOOTBALL	Active											
CRICKET				Active	Active	Active	Active	Active	Active			
FIELD HOCKEY	Active	Active	Active						Active	Active	Active	Active
TENNIS	Active											
VOLLEYBALL							Active	Active	Active	Active	Active	Active
BADMINTON	Active											
BASKETBALL	Active											
BASEBALL				Active								
GOLF	Active											
GRIDIRON	Active								Active	Active	Active	Active
RUGBY UNION	Active	Active	Active	Active	Active				Active	Active	Active	Active
ICE HOCKEY	Active	Active		Active	Active	Active				Active	Active	Active
MOTOR RACING			Active									
HANDBALL	Active	Active	Active	Active	Active	Active			Active	Active	Active	Active
SHOOTING	Active	Active						Active	Active	Active	Active	Active
RUGBY LEAGUE		Active										



● COMBINED SPORTS FANS, EXCLUDING GOLF	71.5%	-	POPULATION 5.19 BILLION
● GOLF	5.5%	-	POPULATION 0.41 BILLION
● NON SPORTS FANS	23%	-	POPULATION 1.9 BILLION

**COMPARISON.**

There are 13 times more fans of different sports combined than golf fans worldwide.



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