



Bounceable Fun for Everyone

Entrepreneurship (Independent Business)

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Part I: Executive Summary



Mission Statement

Inflata- Fun will present its customers with a creative environment of inflatable amusements as well as access to team building facilities that inspire imaginative learning. Our family friendly environment is perfect for spending time with others in celebration or participating in daily fun.

Vision Statement

Within 4 years, Inflata- Fun will be highly regarded by its customers for its promised fun, an enjoyable environment, and high-quality service.

Ownership

I will solely own this business and direct this business in an optimistic manner. In addition to fulfilling my financial responsibility, I will manage my business and make customers my top priority.

Unique Appeal

Inflata- Fun is unique because it offers a place for all age groups to come have some fun. Customers want something to do that is fun and affordable, and that is exactly what Inflata- Fun provides. Along with being fun and affordable, Inflata- Fun offers personal parties, field trips, camps, and much more.

Market

Inflata- Fun has a target market of young families as well as teenagers who are looking for an entertaining place to get together with friends or family. Inflata- Fun is friendly for people of all ages to come out and enjoy themselves. In summary, Inflata- Fun is proposed for anyone who wants to come have some fun.



Products and Service

At Inflata- Fun, the customer will be able to come enjoy themselves for a night of fun on our variety of bouncers. Customers will be given a certain amount of coins to use at our different bounce stations. We will provide the customers with a storage area, as well as, insure the safety of the customers.

Financial Plan

As the owner I will invest \$25,000 of my personal assets into this business. I also plan to attain a \$ 70,000 loan from a financial institution or investor. The business plans to pay the debt off within the first 3 years of operation by deducting a monthly amount from the business sales. After all debts are paid and the business has been striving for a couple of years, Inflata- Fun plans on branching to other thriving locations in the greater Houston area.

Part II: Description and Analysis of Business Situation

A: Rationale and Marketing Research:

My 16th birthday wasn't the typical sweet sixteen celebration every girl dreams about. My friends decided to take me to a bounce house which wasn't a normal thing for kids our age. After my party I reminisced about all the fun we had and realized that no matter how old you are there is always an inner kid waiting to come out and play. From that day on I was inspired to start a business that reconnects customers, young and mature, to their inner child while creating memorable moments in time.

To justify opening an indoor inflatable playground in Sugar Land, TX I conducted research on the following information:

Demographics: As the housing subdivision of Telfair continues to drastically grow, more businesses are springing up in the area. This new surging population of customers has created the development of numerous eateries and shopping locals, but lacks entertainment businesses geared towards this high population of families. The average household in this area has an income of \$100,632 according to the 2011 U.S. Census Bureau. This level of income allows families to have more money to use on leisure activities such as entertainment.

Competition: Inflata-Fun's main competitor, Bounce U, is another indoor inflatable playhouse located in Sugar Land, TX. While it is not located near my proposed location, consumers are familiar with this establishment. Online reviews of Bounce U's clientele led to insight into the minds of the average customer.



Reviews of Bounce U according to Yelp.com: "This place was so crowded. I'm not sure how that's possible since we had to call ahead to make reservations before we went. I assumed that was because they wanted to make sure there weren't too many kids, but apparently that isn't the case."

"We had a blast! When we arrived, we were pleasantly greeted by several staff members. We signed in and got right to bouncing. All of the staff members were very friendly and were playing and having a good time with all of the kids."

Knowing what did and did not satisfy customers of Bounce U is an important research tool. I will make sure to incorporate the positive online suggestions into my business while avoiding the negative ones that lead to customer disappointment.

B. Introduction: type of business, brief description of major product(s)/service(s) involved:

Name: Inflata-Fun

Business type: Exhibition Entertainment

Address: 535 Highway 6 Sugar Land, TX 77479

Phone: (281) 504-5969 Fax: (281) 345-7787

E-mail: uroqj.qazi27@yahoo.com

Product and Services: At Inflata-Fun, individuals are invited to come and enjoy a day of fun in

Unique Selling Point:

Inflata-Fun is unique because it will offer clients an imaginative and entertaining environment for customers of all ages. This indoor bounce stadium is climate-controlled and will feature a variety of programs and camps that promote imaginative

our inflatable bounce houses or throw the perfect birthday party in one of our private party rooms. Consumers can also use our facility to host fundraisers, field trips, and participate in many of our other programs and camps. Our staff will be trained to host parties, engage participants in team bonding activities, and promote imaginative learning in young children. With our affordable prices and the various

activities that Inflata-Fun will offer, there is no doubt that customers will continue returning to this establishment.

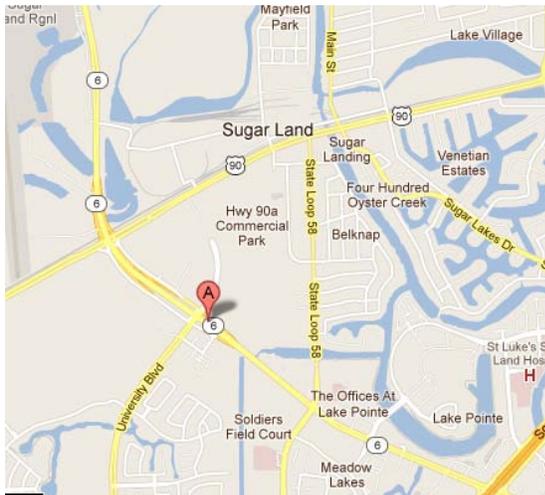
C: Self-Analysis:

The summer after my sixteenth birthday, I applied for a job at Bounce U and started working as a helper at their summer camps and free jump times. It was interesting to see all the

people that came for different events. I either saw kids crying because they didn't want to leave or rejoicing about the great time they had. This experience gave me inside perspective into the entertainment industry and allowed me to understand what is needed to create a successful business that caters to the needs and wants of consumer that will frequent this establishment.

D: Analysis of Business Opportunity, Customer, and Location:

Inflata-Fun will be located at 535 Highway 6, Sugar Land, TX 77479. This Houston suburb is in the middle of a fairly new subdivision, Tellfair, which is continuing to grow. This is a great area that will attract customers to Inflata-Fun due to its large number of families and lack of entertainment businesses. The rented business space will be 9,000 square feet of fun and the rent is \$4,200 per month.



Inflata-Fun is located in a secure, family friendly environment. The bounce park is climate controlled and sanitized daily to ensure cleanliness. Parents can rest assured that our trained staff will look after the safety and wellbeing of their kids while promoting creative learning and fun. The facility will be open to the public 7 days a week from 12:00 pm to 7:00 pm Monday through Friday, and from 10:00 am to 8:00 pm on Saturday and Sunday. During

the summer months of June, July, and August. Inflata-Fun will open earlier and close later to satisfy customers on summer vacation. The hours will change to 10:00 am to 11:00 p.m. Monday thru Saturday and 10:00 am to 8:00 pm on Sundays due to the additional camps and programs being offered.

Customer: The target audience for Inflata-Fun can be divided in to two groups: a primary audience of young families and a secondary audience of teens to young adults.

Primary Market: My primary target market is young families with adults ranging in age from



26-35 and children ages 3-13. This audience is very similar to the Jones'. This family lives in the Telfair community and both parents have full careers while their kids are at school in Fort Bend ISD. When it comes to the weekends Mr. and Mrs. Jones

want to take their children out for some fun but they also enjoy playing along. Inflata- Fun provides the perfect atmosphere for this hands-on family.

Secondary Market: Our secondary target market is teens ages 14-18 who look forward to



doing something fun and creative with their friends. After school or work, teens like Ashley love to spend their time and discretionary income earned from work or allowance at Inflata-Fun. It's the perfect place to hang out and be kid.

E: Proposed Organization:

Inflata-Fun will operate as a sole proprietorship. In order to start the business, I will have to obtain a DBA from the local Sugar Land Court as well as an Employer Identification Number (EIN) from the Internal Revenue Service. With my DBA and EIN number, I will be able to open a

business account at Chase bank as well as file for business insurance from Adam Pisani at Allstate Insurance. After I am successful in attaining these items, I will have to compile a budget to make sure I can keep up with my business' finances. I will also hire, Charles M.R. Vethan, a lawyer, to write all legal forms as well as represent me in all legal matters. My last business contact will be a reliable loan officer at Chase bank that will help me find the best interest rates and keep me up to date with all financial resources.

As the owner, I will also hire employees to help my business run successfully. Each team member will play an important part in making sure the customers of Inflata-Fun are happy.

Planned Personnel:

Title	Job and Responsibilities	Pay
Owner- Part Time	Run and operate the bounce house to its highest potential, complete payroll, maintain financials	Pay based upon company's yearly profits.
Manager- Full Time	Make sure employees and customers are satisfied, create employee schedules, and supervise staff. They are also the advertising manager of our business.	\$ 56,500 per year
Event Coordinator- Full time	Plan and coordinate parties, fieldtrips, and fundraisers, ensure customer satisfaction.	\$10.00 an hour
Event Staff- Part time	Assist event coordinator, monitor partygoers, maintain cleanliness of event areas	\$9.25 an hour
General Staff- Part time	Monitor play activity, ensure proper use of equipment, assist customers, work cash register, and maintain cleanliness of all areas	\$8.00 an hour

Part III: Proposed Marketing/Promotion Plan

A. Proposed products or services:



Inflata-Fun will offer a welcoming facility to help customers bring out their inner child. From inflatable bouncers, bungees, climbing walls, and slides, customers will have a variety of products to choose from. Our products will range in size and scale to accommodate all ages and sizes of people. To ensure repeat business, Inflata-Fun will change out bouncers every three months so that customer may have the pleasure of enjoying newer and different products. However, our most popular bouncers will permanently remain for customers to enjoy. Jump & Climb and A Bouncing Adventure are the two vendors I will use to provide my products for my business.



Other services that Inflata-Fun will offer include private parties. All items needed to run these programs such as party tables and chairs, shoe holders, etc. will be purchased from local vendors like Ace Mart, Restaurant Supply and The Container Store.



B: Proposed pricing policy:

The proposed pricing policy for Inflata-Fun is very reasonable, family friendly, and affordable. An entrance fee of \$10 per person will be set. However, parents who are not accompanying their children in the bounces houses will get in free. The entrance fee will include 10 bounce tokens with the average bouncer requiring 2 tokens to play. Additional tokens can be purchased for \$1.00 each.

Birthday parties will be priced according to the duration of the party and the number of guests. Rates are as low as \$180 for an hour and half for a group of 12 with each participant receiving 10 game tokens. Rates increase by \$40 per each additional 5 guests. Birthday parties have the option of purchasing 2 slices of pizza and a drink for an additional \$3.00 per person.

C: Personal Promotion:

Inflata-Fun will create an appealing image in the surrounding community. Prior to opening day,



our staff will personally canvas local neighborhoods, daycares, schools, and shopping centers to inform customers of our presence. A grand opening celebration will take place on May 1, 2012 and feature ½ price bounce play, snow cones, cotton candy, popcorn, and face painting. Specials will be offered throughout the summer to celebrate our opening with all of our

patrons. We will also offer schools the opportunity to invite students who have passed the TAKS test to take a field trip to Inflata-Fun.

D: Non-personal promotion:

Inflata-Fun will also publicize through non-personal promotion. Our promotion will occur with direct mail coupons being mailed out to the local neighborhoods, surrounding areas, public and private schools, and daycares.



E: Place:

Once all vendors are selected and products are purchased, getting Inflata-Funs services to the customer will be a simple process. Our inventory will change quarterly to keep up with our customers changing tastes, but our core components will remain the same. Our facility will always be available for parties, teambuilding, and camps as well as day-to-day bounce fun.

Part IV: Proposed Financing Plan

A: Projected income/cash flow statement:

Knowing that Inflata-Fun will be one of a few entertainment spots in the Telfair at Sugar Land area, our prices and projections have been made reasonable for families and teens.

Start-up Costs

Category	Detail	Amount (\$)
Bouncers	Slides (2)	\$ 1,049.98
	Dodge ball Bounce House (1)	\$ 499.99
	Obstacle Courses (2)	\$ 1,105.00
	Regular Bouncer (2)	\$ 280.02
	Pirate Ship Bouncer (1)	\$ 289.99
	Inflatable Rock Wall (1)	\$ 389.99
	Bungee Bouncer	\$ 689.99
Furniture	Shoe Racks (12)	\$ 455.88
	Party Tables/Chairs	\$ 3,780.00
	Lockers	\$ 1,479.48
	Benches (6)	\$ 1,296.00
Security	Security Cameras (9)	\$ 801.00
Other	Cash Register (2)	\$ 250.00
	Tokens (4200)	\$ 252.00
	Additional Decor	\$ 1,500.00
Grand Opening	Promotional Costs	\$ 1,000.00
Expenses Related to Hiring and Training Employees		\$ 250.00
Total		\$ 14,947.79

Monthly Expenditures:

Category	Detail	Amount
Rent/Mortgage		\$ 4,200.00
Utilities	Business Phone	\$ 40.00
	Electricity	\$ 200.00
	Water/Sewer	\$ 15.00
Payroll	Wait staff, cooks, manager	\$ 4,333.44
Office Supplies	Paper/Pens/Computers	\$ 1,000.00
Advertising	Flyers/Coupons	\$ 150.00
Other	Security (Brinks, Security cameras, Wristbands)	\$ 151.97
Insurance	Building Coverage and Liability (Allstate)	\$ 363.21
Total		\$ 10,453.62

After calculating my start up costs as well as my monthly operating expenses I am able to conclude that I would need a loan of \$ 70,000 from a financial institution or an independent investor. My savings of \$ 25,000 will cover all start up costs, but will not be enough to pay for monthly operating expenses. With the loan, I will be able to stay in business for one year, after which I may re-apply for another loan, or be in a position to operate based upon profitable revenue generated by my business.

B: Projected three-year plan:

During the first year of my business, I will maintain a stable flow of customers and begin paying off my loan. In the second year, I hope to continue my loan repayment, as well as

begin saving some money for our second location. Entering the third year of business, I strive to pay off my loan and start earning more profits.

Proposed Business Strategies

Goals:

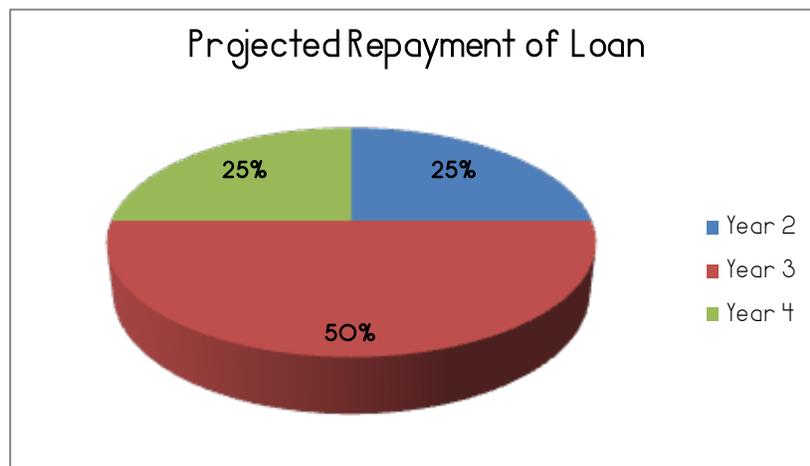
Short Term (1-2 Years):

- By May 2012, Inflata-Fun will successfully open for business with a trained and superior staff.
- By October 2013, Inflata-Fun will attain more customers by offering specials and low party prices.
- By February 2014, Inflata-Fun will develop more programs to attract customers and keep stability in revenue.

Long Term (3-5 Years):

- During the third year of operation, Inflata-Fun will increase revenues by 12 .
- During the fourth year of operation, Inflata-Fun will begin branching out by opening up another location in the city of Katy.

C: Capital and repayment plan:



Part V.

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