



*Kamasutra*  
*Lounge*



# **Management Team**



**Kandace Smith**

*Director of Marketing*



**Ashley Arthur**

*Director of Public Relations*



**Tiffany Wilson**

*Director of Hiring*



**April Green**

*Director of Finance*



**Caprice Clay**

*Director of Strategic Operations*



**Company  
Description**

- 
- Hours of Operations
  - Target Market
  - Fantasy environment
  - Sexy dance music
  - Customers
    - primarily from the Savannah area while attracting guests from nearby counties
  - High quality lights
  - Small food menu
    - appetizers and small entrees ranging in cost from \$6 to \$9
    - beer, wine, and an array of liquors and mixed drinks
    - Non-alcoholic beverages and bottled water



**Industry  
Analysis**



• Bars & Nightclubs in the U.S.

• Consumer reports

• Typical dance club & revenue

• Technology & Entertainment

• Suppliers





# Competition

# Competitive Landscape

- Demand
- Profitability
- Large vs. Small Companies
- Competition of Bars & Nightclubs
- Bars vs. Nightclubs

# Competitors

Competitor	Hours of Operation	Capacity	Environment	Target Market	Specials / Promotion
Saya Lounge	Tues - Sat <i>8pm-3am</i>	300 people	Lounge D.J. - Dance VIP areas	18 & older Cover Charge	<ul style="list-style-type: none"> <li>▪Half-off Tuesdays</li> <li>▪\$8 Martini Wednesdays</li> <li>▪Salsa Thursdays</li> </ul>
Jazz'd Tapas Bar	Mon - Thurs <i>4 - 10pm</i> Fri - Sat <i>4pm - 12am</i>	200 people	Jazz Lounge Live Music Full Menu	21 & older No Cover	<ul style="list-style-type: none"> <li>▪\$12 bottle wines (M &amp; W)</li> <li>▪Special guest performances nightly</li> </ul>
Tantra Lounge & Tapas Bar	Sun - Thurs <i>5pm - 2am</i> Fri - Sat <i>5pm - 3am</i>	200 people	Lounge Dancing	18 & older No Cover	<ul style="list-style-type: none"> <li>▪80's Party Night</li> <li>▪Belly Dancing Night</li> <li>▪Karaoke</li> </ul>
Club 51 Degrees	Mon, Thurs - Sat <i>9pm - 3am</i>	700 people	Energetic Music Light Show Dance VIP areas 3-level club	21 & older	<ul style="list-style-type: none"> <li>▪College Nights Thursdays</li> <li>▪Ladies Night Fridays</li> <li>▪Live DJ's Saturdays</li> <li>▪S.I.N. Mondays</li> </ul>



**Business  
Strategy**

# S.W.O.T. Analysis

- *Strengths*

- Reputation
- Alternative club
- Different from our competitors

- *Weaknesses*

- Challenges promoting & gaining new customers
- New club with a different atmosphere from other clubs in the Savannah area
- Having not captured the 18 and under market

- *Opportunities*

- Satisfaction of its customers
- Expectations from business that provide a service

- *Threats*

- Changes of licensing laws
- Merging of clubs and restaurants
- Obtaining the customers of competing clubs
- Competition in area

# Risk Assessment

- Implementing Risk Assessment
  - Delegation
  - Necessity
  - Occurrence
  - Documentation
- Staff Training
  - Staff meetings
  - Discuss risks found
  - Eliminating risks
- Review and Updates
  - Yearly
  - Immediately

# Mission & Vision Statements

- *Mission Statement*

- “It's not the lights; it's not the liquor; and it's not the sound. It's the fantasy, that keeps the customers!”

- *Vision Statement*

- To create a nightclub environment that satisfies the changing tastes and expectations of our target customers by making fantasy reality.

# Corporate Values

- Satisfy clients with exemplary, customer services that relaxes them & connects them with the overall atmosphere of the lounge
- Encourage dreams and fantasies through creativity, passion & recognition
- Embrace fairness, respect & cooperation during interactions with customers, employees & the competing businesses



# Strategic Action Programs

- Partnerships with local charities monthly
  - Marketing
  - Positive outlook and effect on the community
- Urban marketing campaign
  - Club representatives attending area events
  - "Prize patrol" van
  - Person-to-person marketing efforts
- Opportunities to college students
  - Contests to display their work
  - Creating designs and/or artwork
  - Winners receive cash prizes and awards
  - Designs and artwork will be displayed



# Marketing Strategy

# Marketing Summary

- Overview
- Issues
  - No interest in the existing clubs, lounges, or bars
  - Not enough space/use of the land
  - Nothing new to the table/lack of variety
  - Lack of sufficient security
- Addressing the issues
- Location

# Population Statistics

Population by Gender		
	Males	47%
	Females	53%

Population by Race		
	White	39%
	African American	57%
	Native American	0%
	Asian	2%
	Hawaiian	0%
	Other/Mixed	2%

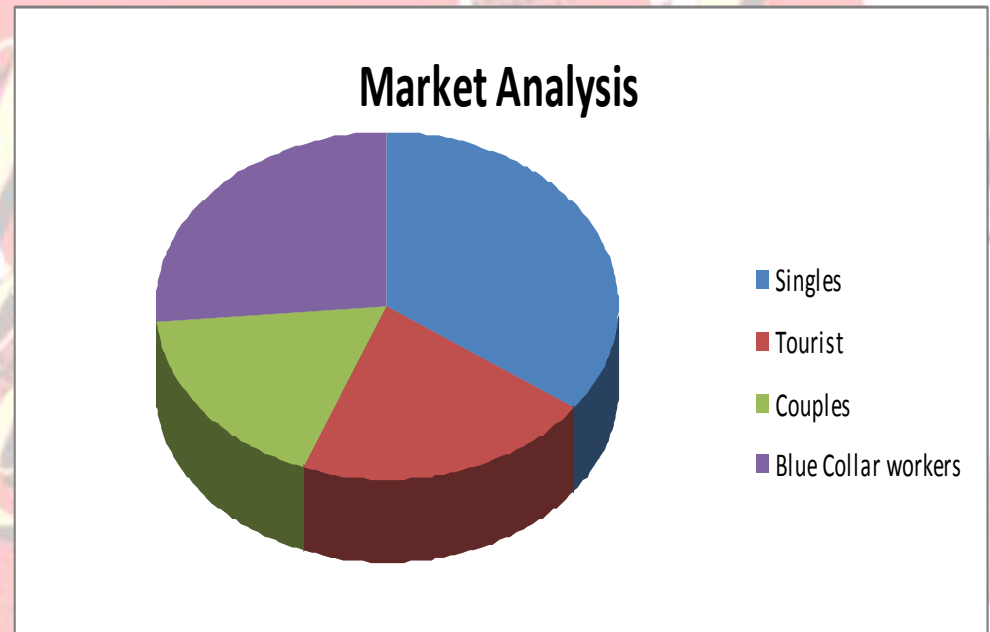
Males by Age			Females by Age		
	Under 20	15%		Under 20:	14%
	20 to 40	15%		20 to 40:	16%
	40 to 60	10%		40 to 60:	12%
	Over 60	6%		Over 60:	10%

# Market Segmentation

- Overview

- Target Segmentation

- Blue Collar
- Couples
- Singles
- Tourists



# Target Market Segment Strategy

- Overview
- Target Market
- Main focus

## Competitive Edge

- Location
- Environment
- Customers

# Marketing Strategy & Programs

- Word-of-mouth
- Media Measures
  - Website
  - Newspaper
  - Billboard
  - Radio
  - Flyers
  - Facebook
  - Twitter
- Themed Nights
- Holidays
- Nightly, weekly, & monthly promotional specials/discounts
- Prize giveaways
- Nightly dance floor & stage contests
- Promotions with local radio stations



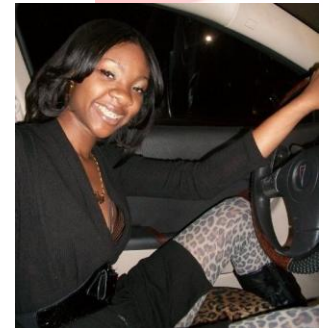
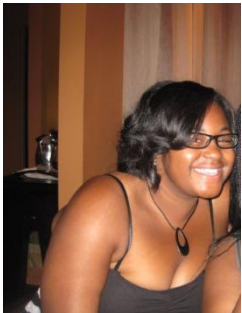
# *Kamasutra Lounge*

GRAND OPENING

DECEMBER 31, 2010

FANTASY NIGHT

DOORS OPEN @ 10







# **Operations Plan**

- Location
- Equipment & Supplies
- Layout
- Challenges & Risks
- Dress Code
- Cover charge
- Specials

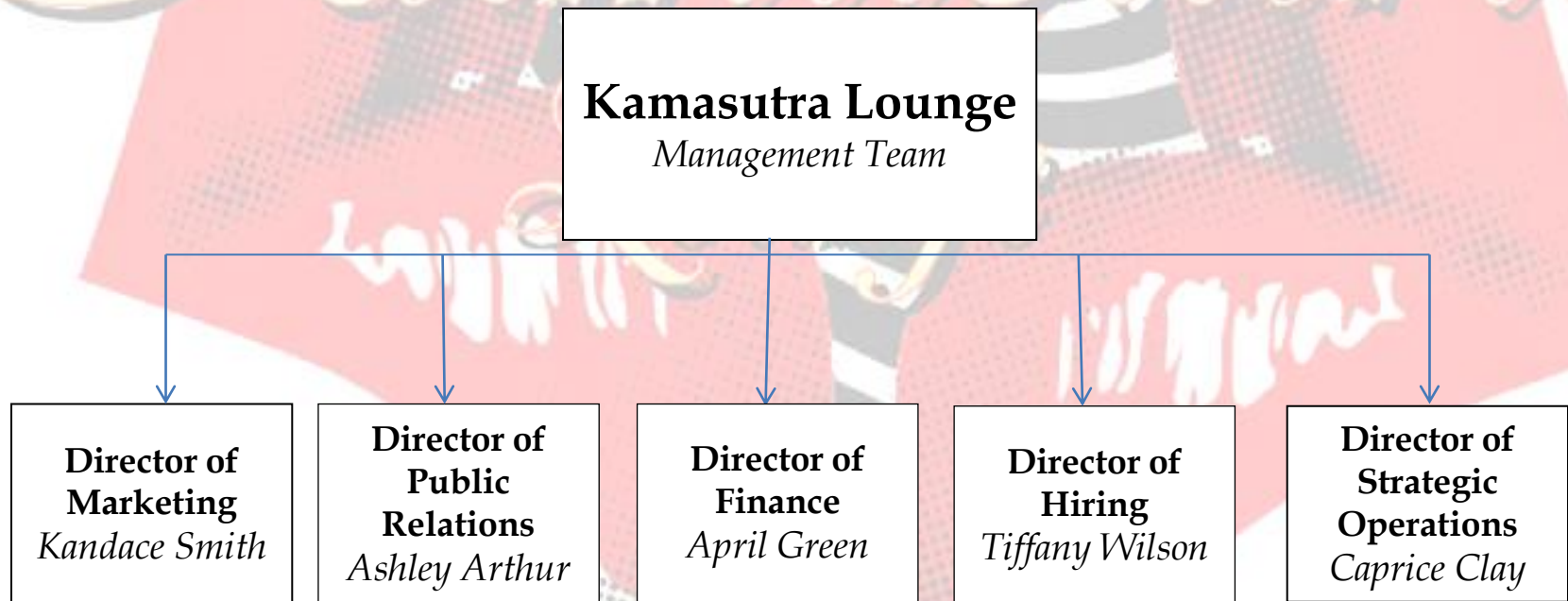




# Management Plan

# Management Plan

- Job Description
- Hiring
- Job Advertising
- Organizational Chart





# **Financial Forecasts**

- 
- Personal Financing
  - Financial Needs
  - Total Capital Expenditures
  - Revenue
  - Cash Flow Statement



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*Lounge*

# Legal Plan

- 
- The background of the slide features a stylized logo for 'Kamasutra Lounge'. It consists of a red apple with a black stem and leaf, positioned in front of a target with concentric black and white rings. The word 'Kamasutra' is written in a large, elegant, gold-colored cursive font across the center, with 'Lounge' written in a smaller, similar font below it. The entire logo is set against a red, textured background that resembles a halftone dot pattern.
- Partnership
  - Registration
  - Licenses
  - Taxes
  - Employee Laws
  - Small Business Administration







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# Endorsers

