

BUSINESS PLAN 'Children's laser paintball club «LASERMOVE»'

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Abstracts

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Project idea

Laser paintball club «LASERMOVE» is oriented to children of preschool and school age, predominantly boys.

Positioning: Club of organizing battles and tournaments in laser paintball, principally oriented to children, including the pre-school and primary school age (since 4-5 years).

Occupations: entertainment (laser paintball).

Types of activity:

85.32 «Provision of social services without accommodation»;

92.3 «Other performing and entertaining activities»;

71.40 «Rental of household goods and personal items».

The key parameters of the project:

The average number of customers (battles) in the month: ***.

The average monthly turnover: *** rubles.

Rent (characteristics of the premises and the cost per month):

technical areas – 500 m2,

piecework rent (by number of man-hours) – *** rubles per month.

Advantages:

a wide selection of scenarios;

high realness and dynamism of laser games;

total safety;

high quality gaming equipment;

experienced instructors;

originality and accessibility of such type of active rest.

Market

Development of laser tag in Russia is gaining momentum. Today in Russia more than 500 clubs have already been opened, and their number is constantly growing. During the last 3 years the popularity of laser tag has grown 10 times and still increasing.

Advantages of laser tag in comparison with paintball and airsoft:

Safe and healthy pastime both outdoors and in the closed area.

Active development of the school and preschool population.

Organization of weekends and holidays.

Competition in St. Petersburg:

«Lasertag 007» – the organizer of laser tag games.

«KiberFoks» – the organizer of laser tag games.

Excerpts from the research

According to the assessment, there are almost 37 mln. of potential consumers of products of the entertainment industry in Russia. Although not much money in Russia are spent for leisure, but growth of household spending for entertainment events is comparable to the Russians costs for some commodities.

According to the Institute of Comprehensive Social Research, RAS, ***% of Russians use the services of the modern entertainment industry. Among them ***% prefer the home entertainment; ***% devote free time to various kinds of hobbies or meetings with friends. And ***% consider that their opportunities are insufficient for recreation.

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