**I. Executive Summary**

Lucky Streak Lounge (“Business), to be established as an Illinois LLC at 29 West Broadway, Trenton, Illinois, is positioned to become a leading player in the Gaming Lounge industry. With a unique blend of gaming, premium spirits, wine, and beer, Lucky Streak Lounge aims to create an upscale, relaxing atmosphere for adults.

We are self-funding our venture with an initial investment of $10,000, demonstrating our strong commitment to the success of this business. This capital will be allocated towards marketing, staffing, and equipment to ensure a smooth and impactful launch.

**Market Opportunity:**

The gaming lounge industry in Illinois is robust, with annual sales of $81 million. Our target market within Trenton has significant potential, with projected local revenue of $359,000 annually.

**Unique Selling Proposition:**

Lucky Streak Lounge will differentiate itself through a premium gaming experience, high-quality beverage offerings, and exceptional customer service in an upscale environment.

**II. Business Description and Objectives**

**Mission:**

To create an upscale lounge that offers gaming, premium spirits, wine, and beer products in a relaxing adult atmosphere.

**Vision:**

To become the leading gaming lounge in Trenton, Illinois, known for its quality service and unique ambiance.

Objectives:

* Achieve break-even within four months of launch.
* Establish a loyal customer base with at least 10,000 customer visits annually.
* Expand to a new location within the county within one year.

**III. Management Team**

**Doug Gegelman**, **Owner:**

Doug brings years of experience in the education sector as an Instructor at Ranken Technical College. His deep understanding of technical operations and business management, combined with his wife's extensive experience in the casino business in Madison County, positions him well to lead Lucky Streak Lounge.

**Griffin Gegelman**, **Co-Owner & Configuration Technician:**

Griffin, with a background in technical configuration and customer service, will oversee the setup and maintenance of gaming equipment and ensure seamless operations.

**Kristal Gegelman, Co-Owner & Nurse:**

Kristal, a registered nurse with extensive experience in healthcare, will manage health and safety protocols within the lounge. Her expertise in health and wellness will ensure that Lucky Streak Lounge adheres to all relevant health regulations, and she will develop and implement procedures to maintain a clean and safe environment for both staff and customers. Kristal’s background in patient care and emergency response will be invaluable in maintaining high standards of hygiene and addressing any medical issues that may arise.

**IV. Market Analysis**

**Industry Overview:**

The Gaming Lounge industry in Illinois currently generates $81 million in annual sales. Annual revenue for the regional market where the business is located is estimated at $359,000.

Target Market:

* Adults 21 and up.
* Estimated 9,000 potential customers within the defined trading area, spending approximately $200 each.

Competitive Landscape:

* Three other gaming facilities in Trenton.
* Lucky Streak Lounge will compete by offering a more upscale and personalized experience.

**Seasonal Factors:**

While seasonal fluctuations are expected, particularly with summer traffic to Carlyle Lake, targeted promotions and events will help maintain customer traffic year-round.

**V. Marketing Plan**

**Strategies:**

* **Strategic Marketing:** Partnering with local businesses to promote our lounge.
* **Media Marketing:** Utilizing social media platforms, local radio, and print media to reach a broader audience.
* **Rewards Program:** Implementing a loyalty program to encourage repeat visits and customer retention.

**Tactics:**

* **Direct Mail Campaign:** Sending personalized brochures and invitations to local businesses and residents.
* **Public Relations:** Issuing press releases to local newspapers, industry publications, and online platforms.
* **Digital Marketing:** Running targeted social media ads, maintaining an engaging online presence, and optimizing our website for local search engine queries.
* **In-store Promotions:** Hosting weekly/monthly events, giveaways, and themed parties.

**VI. Operational Plan**

**Operating Hours:**

* Open seven days a week from 10 AM to 10 PM Sunday – Thursday and from 10 AM – 1 AM Friday and Saturday.

**Supplier Relationships:**

* Partnering with local and regional suppliers for a diverse selection of sodas, spirits, wines, and beers.

**Inventory Management:**

* Using advanced POS systems to track inventory and sales, ensuring optimal stock levels.

**Customer Service:**

* Training staff to provide exceptional service, focusing on creating a welcoming and enjoyable environment.

**VII. Financial Plan**

**Funding and Investment:**

Lucky Streak Lounge will be funded with $10,000 of our own capital. This self-funding demonstrates our strong commitment to the success of the business and ensures we maintain full control over operations and strategic decisions.

**Financial Projections:**

* Monthly expenses: $4,000 for salaries and regular business expenses.
* First year revenue:$500,000, with a gross profit margin of 24%, resulting in a gross profit of $120,000.
* Average customers spend: $50, with a target of 10,000 customers annually.

**Budget Allocation:**

* **Marketing ($1,500):** Online and local advertising to build brand awareness.
* **Staffing ($3,000):** Hiring and training employees.
* **Equipment ($2,000):** Purchasing and setting up gaming equipment and bar fixtures.
* **Miscellaneous Expenses ($3,500):** Legal fees, initial inventory, licenses, permits, and other start-up costs.

**VIII. Risk Analysis**

**Market Competition:**

* To mitigate competition, Lucky Streak Lounge will offer unique gaming experiences, premium product offerings, and exceptional customer service.

**Regulatory Compliance:**

* Ensuring all necessary licenses and permits are obtained and maintained. Regular audits and compliance checks will be part of our ongoing operational procedures.

**Seasonal Fluctuations:**

* Addressing seasonal fluctuations with targeted promotions and events during off-peak times.

**Economic Downturns:**

* Offering a range of price points and promotions to attract customers during economic downturns.

**Operational Risks:**

* Establishing strong relationships with multiple suppliers and maintaining backup equipment to ensure continuity.