

“BUSINESS PLAN OF ENTERTAINMENT ZONE”
(FUNS ISLAND)



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SUBMITTED TO THE BAHRIA UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS OF THE AWARD OF MASTER
OF BUSINESS ADMINISTRATION DEGREE.

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date 23/10/2011

Topic of Research: Business plan for Entertainment Zone
(FUNS Island)

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ACKNOWLEDGEMENT

We would like to thank all concerned people who made it possible for us to complete our task. First of all we would like to acknowledge the blessings of Almighty Allah, who guided us in hard times to stay calm and patient while working on the project.

We are highly obliged from the depth of our head and heart on the sympathetic favours of our supervisor Sir Kashif who was always there to help us out through thick and thin.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	01
CHAPTER 1 INTRODUCTION	
1.1 BACKGROUND	03
1.2 PROBLEM STATEMENT	03
1.3 OBJECTIVES OF THE STUDY	04
1.4 RESEARCH METHODOLOGY	05
1.4.1 Type of study	05
1.4.2 Population/sample	05
1.4.3 Instruments and measures	06
1.5 SCOPE AND LIMITATIONS	06
CHAPTER 2 LITERATURE REVIEW	08
CHAPTER 3 INDUSTRY ANALYSIS	
3.1 Entertainment industry worldwide	20
3.2 Entertainment industry in Pakistan	21
CHAPTER 4 ORGANIZATIONAL OVERVIEW	
4.1 INTRODUCTION	22
4.2 LEGAL FORM OF BUSINESS	22
4.3 MISSION STATEMENT	23
4.4 VISION STATEMENT	23
4.5 PUNCH LINE	24
4.6 BUSINESS PHILOSOPHY	24
4.7 PRODUCTS AND SERVICES	25
4.8 KEY SUCCESS FACTORS	26

CHAPTER 5 MARKETING PLAN

5.1		M
	ARKETANALYSIS	
5.1.1	Niche:	27
5.1.2	Barriers to entry	27
5.1.3	Effect of environmental changes	28
5.1.4	Target Customers	29
5.1.5	Competition	29
5.1.6	Competitive analysis	30
5.1.7	Porter`s five forces of competition	32
5.1.8	Business model	34
5.2	SURVEY ANALYSIS	36
5.2.1	Economics	36
5.2.2	Market research	37
5.2.3	Survey conclusion	47
5.3	MARKETING STRATEGY AND IMPLEMENTATION	
5.3.1	Competitive advantage	48
5.3.2	Market Strategy	50
5.3.2.1	Product and services	51
5.3.2.2	Promotion	52
5.3.2.3	Pricing	54
5.3.2.4	Proposed Location	56

CHAPTER 6 MANAGEMENT AND ORGANISATION	57
6.1 Management team	57
6.2 PERSONNEL	59
6.3 HIERARCHY CHART	60
CHAPTER 7 OPERATION PLAN	
7.1 Business hours	61
7.2 Production	61
7.3 Location	61
7.3.1 Entertainment center lay out	62
7.4 Inventory (for café)	63
7.5 Suppliers	64
7.6 Credit policies	64
CHAPTER 8 FINANCIAL PLAN	
8.1 IMPORTANT ASSUMPTIONS	65
8.2 SALES FORECASTING STRATEGY	65
8.3 Feasibility plan	66
8.3.1 Economic feasibility	66
8.3.2 Technical feasibility	74
8.3.3 Legal feasibility	75
CHAPTER 9	
APPENDIX A	78
MARKET RESEARCH INFORMATION QUESTIONNAIRE	78
APPENDIX B	82
COMPETITOR'S PICTURES	82

LOCATION	83
PAMPHELETS	84
MAP OF I-8 MARKAZ	85
REFERENCES	86
LIST OF TABLES	
Table 5.1 competitive analysis	31
Table 5.2 Business model	34
Table 5.3 Respondents detail	37
Table 5.4 views of visits to entertainment centre	38
Table 5.5 entertainment centre visitor's age	39
Table 5.6 entertainment centre choice	40
Table 5.7 satisfaction level with existing EC	41
Table 5.8 Reason of dissatisfaction with existing EC	42
Table 5.9 facilities at existing EC	43
Table 5.10 Ranking the facilities	44
Table 5.11 Affordability of customers	46
Table 5.12 Price details for members and non members	55
Table 6.1 salary, no of employee and the type	59
Table 8.1 Start up Expenses	67
Table 8.2 Opening Day Balance Sheet	67
Table 8.3 Sales Forecast for Coming 4 Years	68
Table 8.4 Monthly Sales Forecast for Year 0	68
Table 8.5 Monthly Sales Forecast for Year 1	69
Table 8.6 Monthly Sales Forecast for Year 2	69

Table 8.7 Monthly Sales Forecast for Year 3	70
Table 8.8 Projected Income Statement for coming 4 yrs	70
Table 8.9 Projected Balance Sheet for Coming 4 yrs	71
Table 8.10 Break Even Point	71
Table 8.11 Projected Cash Flow Statements for 4 yrs	72
Table 8.12 Net Present Value	73
Table 8.13 Internal Rate of Return (IRR)	73
Table 8.14 Return on Investment (ROI)	74

LIST OF FIGURES

Fig 2.1 US music, movie and gaming revenues- 2002-06	16
Fig 2.2 projected US video game revenues	17
Fig 2.3 Global video game market	17
Fig 5.1 Porter`s five forces of competition	32
Fig 5.2 no of respondents	37
Fig 5.3 views of visits to entertainment centre	38
Fig 5.4 entertainment centre visitor`s age	39
Fig 5.5 Entertainment centre choice	40
Fig 5.6 satisfaction with existing EC	41
Fig 5.7 Reason of dissatisfaction with existing EC	42
Fig 5.8 facilities at existing EC	43
Fig 5.9 Ranking the facilities	45
Fig 5.10 Affordability of customers	46
Fig 5.11 common start up strategies	51
Fig 6.1 Hierarchy of FUNS ISLAND	60
Fig 7.1 Entertainment centre layout (ground floor)	62

Fig 7.2 Entertainment centre layout (first floor)

EXECUTIVE SUMMARY

The purpose of this project is to explore the entertainment business opportunities in the region of Islamabad and Rawalpindi. The project is about opening of an entertainment centre with the name of FUNS ISLAND. Proper research has been conducted in order to explore the opportunities and seize the advantage from those opportunities. Project tries to get information about the trends in industry and customer requirements and needs by visiting different places and interacting with owners and customers.

The research is supported by the literature of different authors and scholars around the world, in order to know the current scenario of entertainment industry in Pakistan and worldwide. The major reason behind selecting this industry is that the lifestyle changes created by modern living are also a source of increasing future demand. The uniqueness of this business is that different entertainment facilities are provided under one roof, customized services like training programmes and gaming simulators are also another added feature. The core Competencies includes excellent location, differentiated services and affordable prices.

FUNS ISLAND is located in Islamabad in I-8 Markaz. The form of business selected is partnership. The capital for business is provided by the partners who are liable for the total debts of the firms and who share the profits and losses according to the terms of the partnership agreement. Some percentage is taken as loan from the bank.

Business has been started with the initial investment of Rs. 14.7 million invested by four partners namely Farrukh, Umair, Naveed, Shoaib. The project has a well defined marketing, financial and management plan which have been used as daily business roadmap. All necessary precautions are taken to validate business and financial models, focusing on realistic projections.