

DELAIRE'S LLC

823 W. College Ave., Appleton, WI 54914

2025 BUSINESS PLAN

EXECUTIVE SUMMARY:

Delaire's is a unique establishment that combines the offerings of a traditional bar, along with a fun group activity to bring in new customers; that being board games! Located in the heart of Appleton, our business aims to provide a welcoming environment where customers can enjoy a drink while playing their favorite games with friends. Board games are a great way to get people off their phones and to interact with each other once again.

BUSINESS DESCRIPTION:

Delaire's will offer a diverse menu of drinks, like other bars that you would typically find in the Appleton area, except ours includes board games as our focus for several reasons. Market research has shown that when people are focused on an activity, they will sit longer, in turn consuming more drinks. Board Games are a very inexpensive way to add a familiar attraction that no other bars have in the area.

Board Games are great for all ages! Whether you are in your early 20s looking to play a fun game of Card Against Humanity, or perhaps you are older and a bit more nostalgic, and you would like to play a game of Monopoly. Whatever you are looking for, Delaire's is sure to have it. It's time to get off your phone and have a fun night out at Delaire's.

TARGET MARKET:

Our target market includes a diverse range of individuals, including beer enthusiasts, professionals seeking a relaxed workspace, students looking for a study spot, and individuals seeking a casual yet sophisticated atmosphere to socialize with friends or colleagues. Socialization is at the core of all board games, as they bring groups of people together for a common goal, that being having fun.

COMPETITIVE ADVANTAGE:

This business model has already been proven in West Bend, Wisconsin. The main competitive advantage of this establishment over other bars, is that Delaire's offers a destination to play board games. You can grab a beer at any other bar in town, and they will all be the same. But where can you get a great craft beer to enjoy with friends over some fun games to keep the night exciting? Delaire's is that answer.

Additionally, we will prioritize customer service, aiming to create a welcoming and inclusive environment where patrons feel valued and comfortable. If there are games that we do not have, and if our patrons want to play them, we will go out and buy it. Our knowledgeable staff will be trained to provide personalized recommendations and cultivate a sense of community among customers.

MARKETING STRATEGY:

Delaire's will utilize a multi-faceted marketing approach to attract customers and build brand awareness. This strategy will include:

1. Social media marketing: Engaging with customers through platforms such as Instagram, Facebook, and X/Twitter to showcase our offerings, promote special events, and interact with our online community.
2. Local partnerships: Collaborating with nearby businesses, such as bookstores or art galleries, to cross-promote our establishment and attract a diverse clientele.
3. Event hosting: Hosting regular events, such as live music performances, trivia nights, or cribbage matches, to create buzz and attract new customers.
4. Loyalty programs: Implementing a loyalty program to reward repeat customers and encourage customer retention.

FINANCIAL PLAN:

Delaire's anticipates initial startup costs for equipment, furnishings, and renovations. We project steady growth in revenue over the first few years of operation, driven by increasing customer traffic and sales volume.

Revenue streams will primarily come from the sale of non-alcoholic beverages, alcoholic drinks, and light food offerings. We will carefully monitor expenses, including inventory, staffing, and marketing, to ensure profitability and sustainable growth.

In the event additional financing is required, Delaire's has the option to secure a line of credit of up to \$200,000 from one of our current businesses, providing flexibility to manage cash flow and unexpected expenses.

CONCLUSION:

Delaire's offers a unique concept that combines the allure of a traditional bar, along with an entertainment aspect that no others in the area will have, being board games. With a focus on quality, innovation, and exceptional customer service, we are confident that our business will become a beloved destination for board game enthusiasts and cocktail aficionados alike, operating from 10:00 AM to 10:00 PM to accommodate our diverse customer base.