



Business Plan

Unmanned Sports Centre

May 2014

Executive Summary

[Business Name] is a new 24 hour un-manned sports centre that provides state-of-the-art facilities that accommodate golfers and sports enthusiasts of all levels. The business is a model ideal for business owners, that wish to work minimal hours and for the franchisee industry where decent returns on investment are required.

The centre will consist of a single 'Super Simulator' manufactured by Sports Simulator Ltd (www.sportssimulator.com) and Sports Coach Simulator Ltd (www.sports-coach.com). The system will comprise of a Sports Simulator offering Football, Rugby, American Football, Tennis, Hockey, Gaelic Football, Putting and Soccer Golf as well as a Golf Simulator with 50 indoor Golf courses, Driving Ranges and Short Game Academy.



Sports Simulator

- Football
- Rugby
- American Football
- Tennis
- Hockey
- Gaelic Football
- Putting
- Soccer Golf



Golf Simulator

- 50 Golf Courses for practice & play
- 4 Driving Ranges
- Short Game Academy
- Longest Drive Challenge
- Nearest the Pin
- PGA Professional Training Available

The centre will provide practice and entertainment opportunities for sports enthusiasts and golfers of all abilities. There will be also be a PGA Teaching Professional that can be booked online on scheduled dates to give lessons on a weekly basis.

The Sports Simulators is a viable choice for people looking to practise technique in a wide variety of specific or various sports. As well as the ability to enjoy many sporting challenges over many sports, 24 hours a day, 365 days a year. Access to the centre will be controlled by a pre-pay online booking system linked to the Company website.

Typically, a sports centre's biggest overhead is staff. In the unmanned centre, there are no staff costs, apart from the remote operator, who is able to run several centres at the same time whilst working from home. There are no additional office costs.

With 24 hour access to the facility combined with zero staffing costs, it is anticipated that profit can be achieved quickly.

Business Summary

[Business Name], which will be located in [Location] will be an Unmanned Sports Centre utilising a combined Sports Coach Multi Sports and Golf simulator (Super Simulator) that will be operational 24 hours a day all year round.

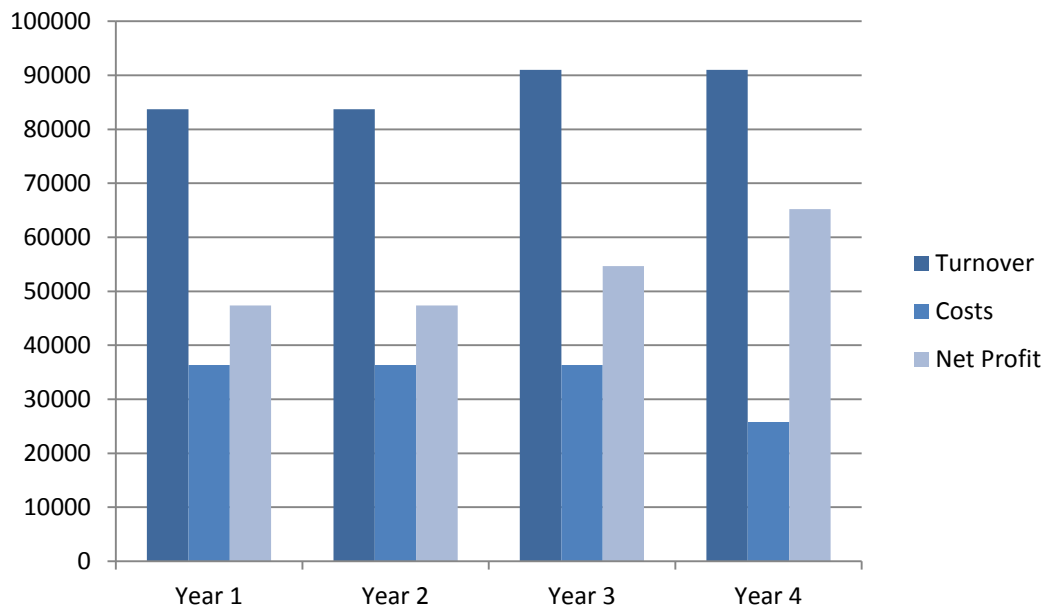
The centre will be advertised offering free online membership, with players being able to book hourly slots via an online booking website and receive a pin code to access the centre during their booked period.



The projected profit for one un-manned centre is £47,384 in year one, increasing to £65,200 by year 4 following completion of simulator purchase payments.

To maximise profits, we expect to re-invest profits and expand to 6 unmanned centres in nearby locations.

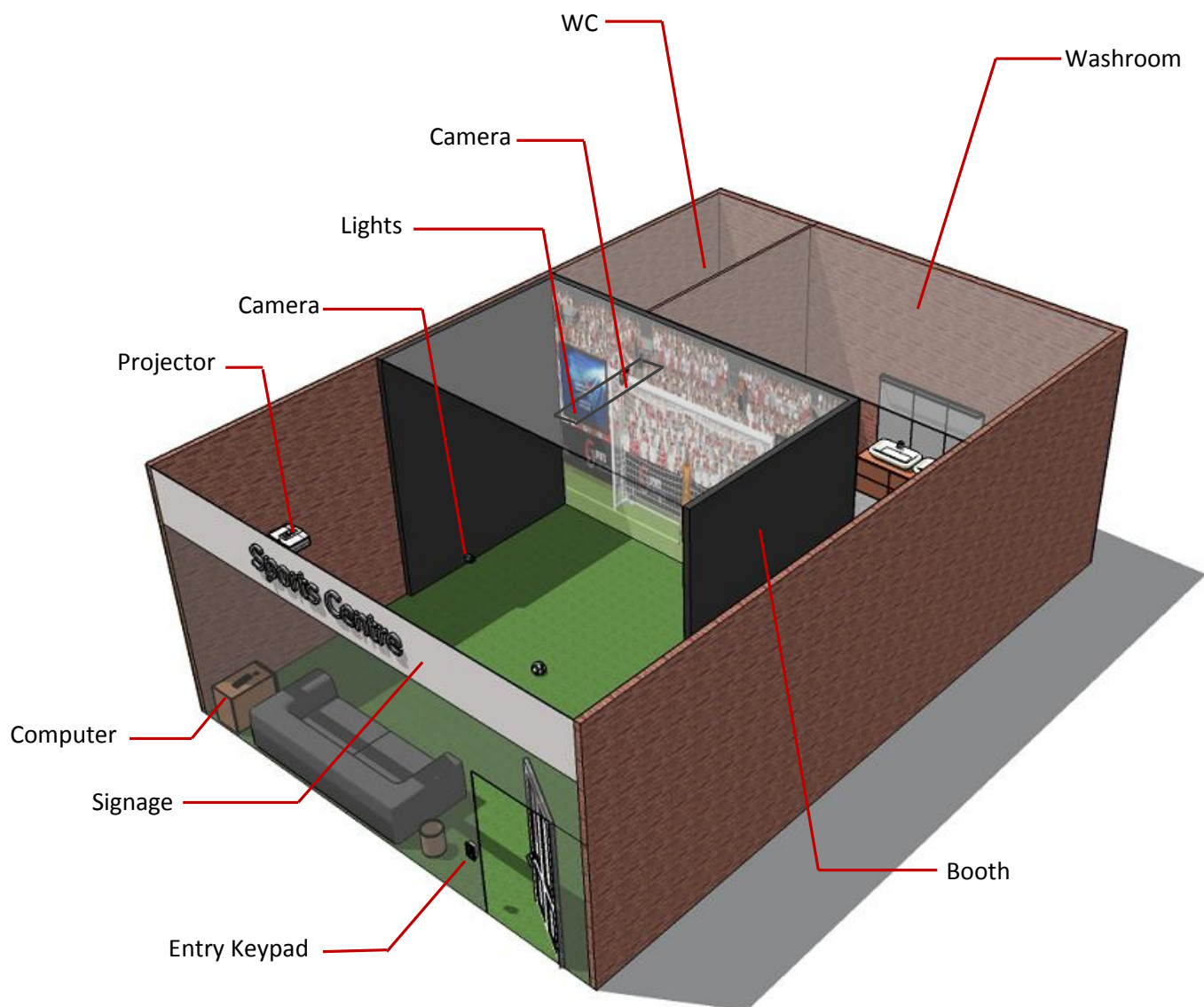
Sports Centre Profit Projections Including Seasonal Variations



Start-up Summary

[Business Name] start-up costs will include:

- Legal and Insurance costs
- Signage and Advertising
- Rented premises (min 5m wide 6m deep 3m high)
- 'Super Simulator' system (Combined Multi Sports and Golf)
- Internet connection
- Computerised access control system (running on super simulator computer)
- Access control mechanism on door
- Online Website with online booking system



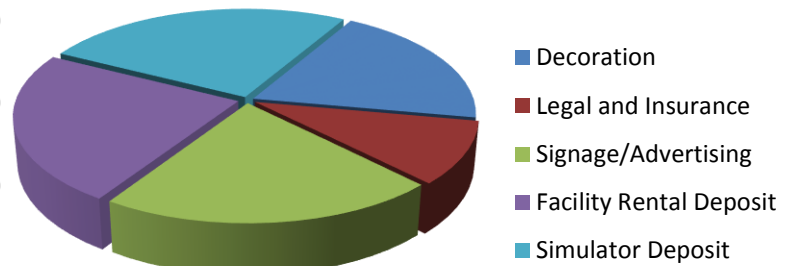
Sports Centre Design Layout

Start-up Expenses

Start-Up Costs are estimated at £9,800. When the Golf Simulator Financing is complete at the end of Year 3, after which the annual profit is significantly increased.

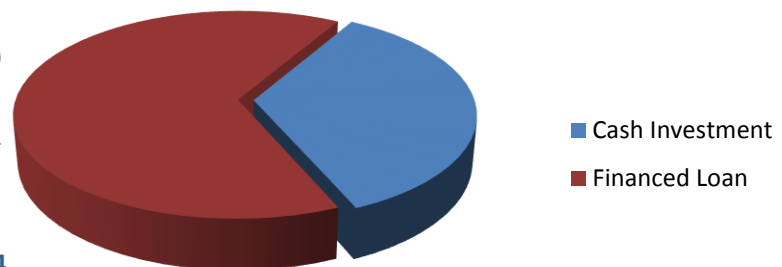
Startup Cost Breakdown (£10,234)

Decorating, Carpet & Sofa	£2,000
Legal & Insurance	£1,000
Signage & Advertising	£2,200
Facility Rental Deposit	£2,400
Simulator Deposit *	£2,634
Total Investment	£10,234



Startup Funding Breakdown (£10,234)

Cash Investment	£3,600
Financed Loan **	£6,634
Total Funding	£10,234



* Golf simulator system comprising 50 golf courses, Access Control hardware, unmanned software, Online booking system, internet connection.

** Covers decorating, carpet and sofa, facility rental deposit, plus 3 out of 36 months financing for simulator (Interest 6.9%).

Market Analysis Summary

In Europe there has been a growth in unmanned centres using Sports Coach Golf Simulators, these are typically shops on the edge of towns, with good parking. There are many vacant shops available on the edge of [location] at very low rents, due to out of town retail park expansion. Opportunities exist to replicate the European model and create a niche market. Expected revenue returns are very good as many leisure facilities are located nearby. Initially, local golf club members, and members of the general public that enjoy sports such as Football and Rugby will become targeted customers.

In addition, as the complete facility can be booked, it is an ideal and cost effective venue for birthday parties and company events.

Competition

There are currently no unmanned sports centres in the UK and Ireland so competition will be zero to start with. There are unmanned centres in Finland and Holland, which are proving to be very popular as well as highly profitable. One unmanned centre in Finland alone is getting an average year round usage of 14 hours per day, so the business plan forecast shown is actually very conservative. Manned indoor sports centres and golf clubs may attract some customers and as such, this market needs to be addressed from a pricing perspective based on our advantageous position due to reduced running costs.

Addressing Competition

Unmanned sports centres do not require a membership fee, and are operational when indoor facilities and Golf clubs have closed. With these factors combined, it is possible to draw custom from both environments. In order to retain custom, hourly game play should not exceed £25.00 per hour, as this rate compares favourably with similar sporting activities and will ensure regular use of the facility. In order to compete, this price can even be set lower as the facility is open 24 hours and operates without staffing overheads. Gameplay usage is likely to be reduced during warmer months, but the practice usage will increase, during the same period, so turnover figures will be constant. As the facility is always open, competition between 10pm and 8am will be zero.

Revenue Streams

The proposal is to install The Super Simulator, enabling members to practice and play whatever the weather conditions, light conditions or time of year. Opening is 24 hours a day, 7 days per week.

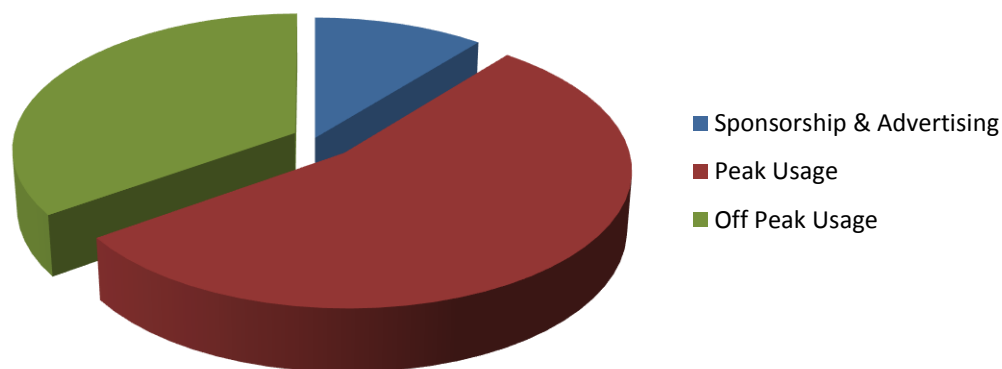
- General Practice and training in Multi Sports and Golf.
- Playing Rounds of Golf and Tournaments on the 50 Golf Courses.
- Sponsorship Adverts displayed during gameplay on Multi Sports and Golf.
- Regular weekly sports training and entertainment for Sports fans.
- Birthday Parties and company events – due to the wide range of Sports offered.
- Club Fitters renting the centre, for Custom Club Fitting Sessions.
- Teaching Professionals renting the centre, for giving Upmarket Golf Lessons.
- Peak and Off Peak hourly pricing.

The facility will offer FREE Membership to give access to the centre and the ability to use the golf simulator and book hourly slots using a credit card or pay pal.

Members Rate = £25 per hour; Members Special = £200 for 10 Pre-Paid Hours, so costing £20 per hour.

Extra revenue is generated through sponsorship advertising on stadium banners, on the field and on video screens on the sports simulator and Company Logos on the Loading Holes beside the Tees and behind the Green on each hole and on course on the Golf simulator.

Estimated Revenue Breakdown Year 1



Sponsorship	9,100.00
Peak Usage	45,500.00
Off Peak Usage	29,120.00

Forecasts

Income Year 1

Facility	Fee (£)	Unit Period	Daily Usage	Weekly Usage	Annual Turnover
Sponsorship	25.00	Per Week	1	7	9,100.00
Peak Usage	25.00	Per Hour	5	28	45,500.00
Off Peak Usage	20.00	Per Hour	4	28	29,120.00
Total					83,720.00

Income Year 2

Facility	Fee (£)	Unit Period	Daily Usage	Weekly Usage	Annual Turnover
Sponsorship	25.00	Per Week	1	7	9,100.00
Peak Usage	25.00	Per Hour	5	35	45,500.00
Off Peak Usage	20.00	Per Hour	4	28	29,120.00
Total					83,720.00

Income Year 3

Facility	Fee (£)	Unit Period	Daily Usage	Weekly Usage	Annual Turnover
Sponsorship	25.00	Per Week	1	7	9,100.00
Peak Usage	25.00	Per Hour	5	35	45,500.00
Off Peak Usage	20.00	Per Hour	5	35	36,400.00
Total					91,000.00

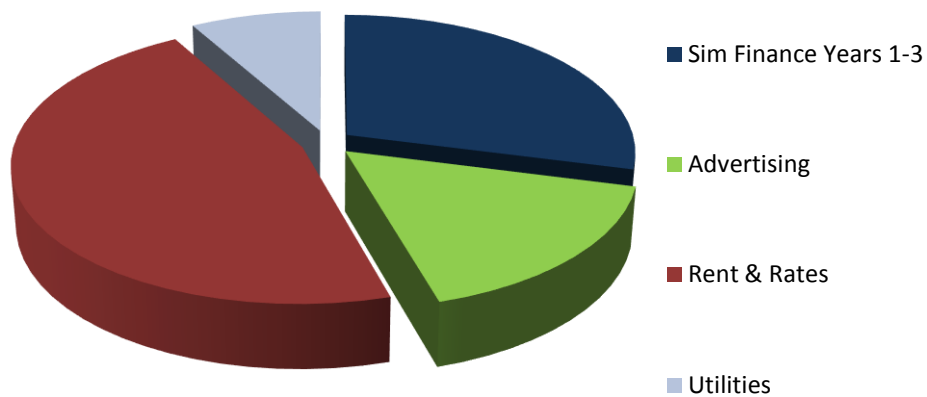
Income Year 4

Facility	Fee (£)	Unit Period	Daily Usage	Weekly Usage	Annual Turnover
Sponsorship	25.00	Per Week	1	7	9,100.00
Peak Usage	25.00	Per Hour	5	35	45,500.00
Off Peak Usage	20.00	Per Hour	5	35	36,400.00
Total					91,000.00

Annual Costs

Expense	Monthly (£)	Annual Cost (£)
Simulator Finance Year 1 - 3	878.00	10,536.00
Advertising Indoor Sports Centre	500.00	6,000.00
Rent and Rates of Facility	1,400.00	16,800.00
Electricity, Water, Gas & Sundry	250.00	3,000.00
Total		36,336.00

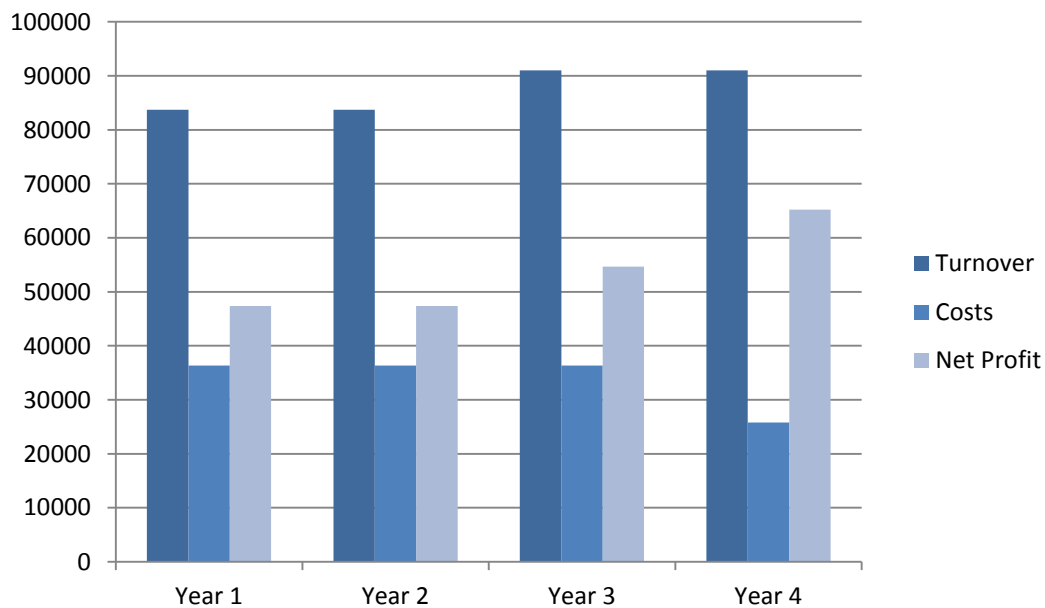
Costs



Profitability

	Annual Turnover (£)	Annual Costs (£)	Annual Profit (£)
Year 1	83,720.00	36,336.00	47,384.00
Year 2	83,720.00	36,336.00	47,384.00
Year 3	91,000.00	36,336.00	54,664.00
Year 4+	91,000.00	25,800.00	65,200.00

Simulator Profit Projections Including Seasonal Variations



Figures shown include seasonal variations with expected average usage over a full year.

Start-Up Costs are fairly small, at around £10,234, to cover the deposit for the Super Simulator Lease, the deposit on the Rent of the Shop, Small Cosmetic Changes, Signage and Local Advertising.

When the Simulator Leasing is complete at the end of Year 3, the annual profit is significantly increased.

The Key to generating significant profits is to open additional centres in nearby towns, so that the local advertising is maximised and the membership will recommend the centres to others in nearby towns.