

Orange Moon SupperClub & Lounge Business Plan

1.0 Executive Summary

Orange Moon SupperClub & Lounge is a full-service Jazz and Neo-Soul nightclub and restaurant dedicated to consistently providing world class Urban Jazz, Danceable Jazz along with Neo-Soul (R&B Sophisticated Dance) entertainment. Orange Moon will offer live Jazz two nights a week, plus offer supper club format showcasing the latest technology and highlighting the latest jazz video and neo-soul artist.

The inviting music and appealing atmosphere will provide our guests with an upscale and relaxing environment. Orange Moon will also provide a unique entertainment facility to accommodate high profile business and executive travelers to the Sacramento area. Through the use of state-of-the-art music, video and electronic technology, we will provide our customers precise, crystal clear sights and sounds which makes this the obvious choice for jazz enthusiasts as well as those out just for an evening of music pleasure. Orange Moon will also showcase a simple, yet unique, themed appetizer menu that will satisfy even the most inherent palates.

The timing and market is right for this venture. Sacramento County now boasts a population exceeding 1.2 million residents. Within a radius of 25 miles from downtown Sacramento, there is not a single establishment that is committed to offering [exclusively] live jazz entertainment weekly. Furthermore, Jazz, specifically urban jazz and neo-soul is an extremely well received musical genre that transcends all classes, ages and nationalities. Urban jazz and neo-soul is described as:

- " Upscale
- " Hot
- " Entertaining
- " Relaxing

Target Market

As our marketing analysis shows, our target market includes married couples between the ages 25 and 54, the tourist and business traveler and the local jazz and neo-soul musician and their fans. This represents a total target market population exceeding 700,000.

Marketing Strategy

Our marketing strategy is essential to this business plan and our overall success. Our marketing strategy will focus on our target markets, create awareness of Orange Moon Jazz & SupperClub features and emphasize exceptional customer service. The specific marketing & advertising tools we will use are as follows;

1. Radio
2. Internet
3. Local Hotel Establishments in the Immediate Area

Based on our overall marketing strategy, (see section 5.0) we have a annual marketing budget of \$62,408.02

Financial Consideration

In order to aggressively market our company and services to the above target markets within Sacramento County, we require an investment of \$150,000. This will allow us to implement an