

Jumpers Jungle BUSINESS PLAN

Prepared by:

Angelberto Medina, Cesar Espinoza

331 N. Asuza Ave.
West Covina, California 91790
6269918401
alejnikivargas2000@yahoo.com

I. EXECUTIVE SUMMARY

Jumpers Jungle (referred to from hereon in as the "Company") is intended to be established as a S-corporation at 331 N. Asuza Ave., West Covina, California 91790 with the expectation of rapid expansion in the kids entertainment industry.

Business Description

The Company shall be formed as S-corporation under California state laws and headed by Angelberto Medina, Cesar Espinoza .

The Company will employ Family-run Business full-time employees and Family-run Business part-time employees.

Management Team

The Company has assembled an experienced management team:

Marketing manager and supervisor - Alejandra Vargas,

Business Mission

Jumpers Jungle is an indoor jumping facility for children between the ages of 5 and 12. A toddler area is also available with learning blocks and age appropriate toys. Game machines and multiple jumpers for children to enjoy we also have game tables as well as basketball baskets. Our target is for private parties with groups of 15. Our seating area is designed strategically for small groups giving every customer the opportunity to have a most memorable experience with all amenities included. Parents simply book a date and a fun filled experience would follow.

New Service

The Company is prepared to introduce the following service to the market:

kids entertainment: Kids indoor Jumping facility with private parties being the main focus of our business. Hours of operation are 12 to 8:30 pm for weekdays Wednesdays off and Fridays 12 to 8:30pm. Saturdays and Sundays 10 am to 9pm. Weekends being our most traffic for parties. Our business's success and bookings being primarily on weekends.

Private parties being the main focus of our facility with groups of 15 being our focus. Our main target group being school aged children with most of business taking place after school around 4pm and weekends. Hours of operation are designed to accommodate our target groups needs. Weekends being the main focus for private bookings.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the kids entertainment industry presently makes 8.15 dollars in sales.

Hosting private parties for 2 hours with fun and games included. Children invite about 10 friends and they play and eat. Parents rent out facility that includes games and a host that with a fun facility that helps set up clean up and is hassle free. Both parents and children have fun and go home.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Jumpers are targeted for school aged children all being able to attend after school between hours of 4 to 8:30 pm and weekends. Our main business taking place on weekends. Our target groups would be booking mostly on weekends due to school and multiple weekday events.

Business Goals and Objectives

Short Term:

Party bookings scheduled with specific time and allocating enough time for clean up before the next booking. Marketing to different age groups.

Long Term:

Expand to offer more games and consoles for an older group of children and have private parties bookings.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Kids between the ages of 3 to 12 years of age. With appropriate age designated areas.

The estimated number of potential clients within the Company's geographic scope is .

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

Pricing will be determined by the packages chosen. Our ultimate goal is for all bookings to choose or gold package with treat bags and balloon decorating. Colorful table settings with themed characters. Similar facilities begin packages between 700- 800 dollars. With groups of 10 being the average package.

Promotional Strategy

The Company will promote sales using the following methods:

Social media being the main focus for advertisement.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

Monthly expense for salaries and overhead (projected):	\$13,500.00
Revenue and sales for first year of business (projected):	\$300,000.00
Gross profit for first year of business (projected):	\$100,000.00