

APRIL 2024

LAUGH CRAZE CLUB
BUSINESS PLAN

Austin Jackson

CEO

LaughCraze Club

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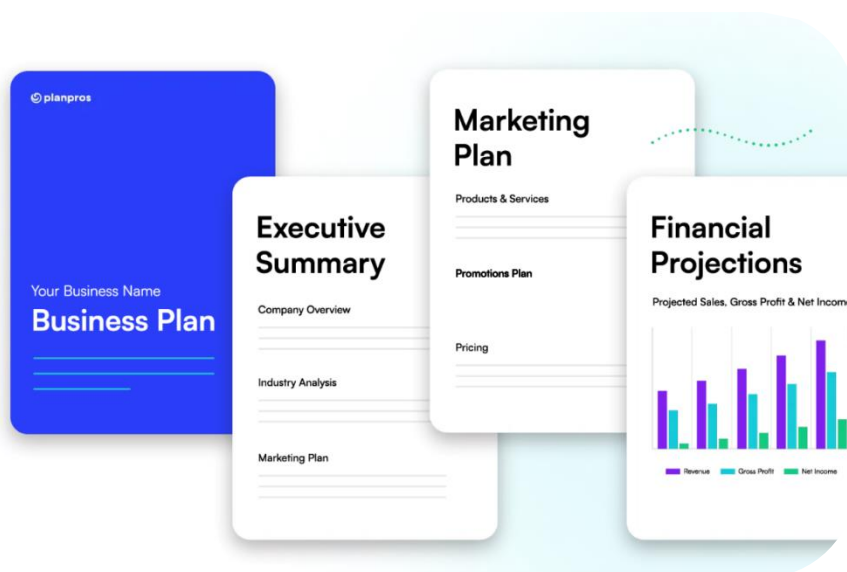
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Comedy Club Business Plan Template

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I. Executive Summary

Company Overview

LaughCraze Club, located in the heart of Oceanside, CA, is poised to become the premier destination for comedy entertainment. Our mission is to offer a unique and memorable experience for our guests by featuring a diverse array of comedic talent, from rising stars to established performers. We are dedicated to creating an inviting atmosphere where laughter and joy are the main attractions. With our state-of-the-art venue designed specifically for comedy shows, we aim to provide both performers and audiences with an unparalleled entertainment experience.

Success Factors

Our success at LaughCraze Club is driven by several key factors. Firstly, our strategic location in Oceanside, CA, positions us in a vibrant community with a strong appreciation for live entertainment. We've assembled a talented management team with extensive experience in entertainment, hospitality, and business operations, ensuring a solid foundation for our operations. Our accomplishments to date include securing a prime location, obtaining all necessary permits and licenses, and developing a comprehensive marketing strategy. These achievements have positioned us well for future growth and success in the competitive comedy club landscape.

Industry Analysis

The comedy club industry has shown resilience and growth, capitalizing on the increasing demand for live entertainment. With a shift towards experiences over material goods among consumers, comedy clubs have emerged as popular venues for social outings and entertainment. The industry benefits from low entry barriers and the rising popularity of stand-up comedy, driven by online platforms and social media. However, clubs must navigate challenges such as changing consumer preferences and the need for continuous talent acquisition. LaughCraze Club, with its focus on diverse programming and high-quality entertainment, is well-positioned to thrive in this dynamic industry.

Customer Analysis

Our target customers are adults aged 21-45 who seek unique and engaging entertainment options. This demographic values experiences that offer a break from the digital world and provide real, personal interactions. They are typically middle to upper-middle income earners looking for quality nightlife and entertainment options. By understanding the preferences and behaviors of this group,

LaughCraze Club aims to offer a tailored experience that exceeds expectations, combining top-tier comedic performances with exceptional service, thereby ensuring a loyal and satisfied customer base.

Competitive Analysis

- Comedy Gold - A well-established club known for hosting big-name comedians.
- Laugh Lounge - Offers a cozy, intimate setting for comedy shows and is popular among locals.
- Giggle Factory - A newer club that focuses on experimental and alternative comedy acts.

Our competitive advantages lie in our strategic location, exceptional talent booking strategy, and our comprehensive marketing approach. These factors enable us to stand out in a crowded market by attracting top comedic talent and offering a unique, memorable experience for our patrons.

Marketing Plan

LaughCraze Club's marketing strategy focuses on leveraging both traditional and digital channels to raise awareness and drive attendance. Our offerings include a diverse lineup of comedic acts, coupled with premium services at competitive pricing. Promotions will be conducted through social media campaigns, partnerships with local businesses, and participation in community events to engage our target audience. A loyalty program and exclusive offers for repeat customers will complement our efforts, ensuring a strong and loyal customer base.

Operations Plan

Our operations plan includes securing a prime venue in Oceanside, CA, obtaining necessary permits, and designing a space that enhances the comedy experience. Key operational processes involve hiring a skilled team, programming a diverse range of talent, and establishing strategic partnerships. Our milestones include a successful launch, reaching operational efficiency, and achieving \$15,000/month in revenue, which will indicate a strong market presence and operational success.

Management Team

The management team at LaughCraze Club brings together seasoned professionals with a passion for comedy and entertainment. Our team comprises experts in event management, hospitality, marketing, and business operations, each contributing a wealth of experience and a shared vision for creating an unparalleled entertainment venue. This collective expertise ensures a solid operational framework, innovative programming, and a customer-first approach, positioning us for long-term success.

Financial Plan

LaughCraze Club is seeking funding to support our growth goals and solidify our presence in the entertainment industry. This funding will be allocated towards completing our venue setup, launching our marketing campaigns, and covering operational costs until we reach our target revenue. Achieving these financial milestones will enable us to continue providing top-quality entertainment, expand our offerings, and secure our position as a leading comedy club in Oceanside, CA.

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$2,733,009	\$2,959,384	\$3,204,511	\$3,469,941	\$3,757,357
Direct Expenses	\$1,039,284	\$1,092,231	\$1,147,875	\$1,206,354	\$1,267,812
Gross Profit	\$1,693,724	\$1,867,153	\$2,056,635	\$2,263,586	\$2,489,544
Gross Profit (%)	62%	63.1%	64.2%	65.2%	66.3%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,596,638	\$1,767,122	\$1,953,569	\$2,157,393	\$2,380,129
Depreciation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$59,500	\$59,500	\$59,500	\$59,500	\$59,500
Income Tax Expense	\$514,198	\$573,867	\$639,124	\$710,462	\$788,420
Net Income	\$954,940	\$1,065,754	\$1,186,945	\$1,319,431	\$1,464,209

II. Company Overview

LaughCraze Club is the newest addition to the Oceanside, CA entertainment scene. As a local comedy club, we're filling a much-needed gap in high-quality comedy entertainment in the area. Our mission is to bring laughter and joy to our community by providing top-notch comedy shows and a variety of entertaining services.

Our offerings are designed to cater to a wide range of comedy lovers and include stand-up comedy shows, open mic nights, and comedy workshops and classes. We also provide food and beverage services to ensure our guests have a delightful experience. Additionally, LaughCraze Club is the perfect venue for private events and corporate functions, offering a unique and entertaining setting for any occasion.

Located in the heart of Oceanside, CA, LaughCraze Club is perfectly positioned to serve our community and visitors to the area. Our strategic location, combined with our exceptional service offerings, makes us the go-to spot for comedy entertainment in Oceanside.

Our ability to succeed is rooted in our strong foundation. The founder of LaughCraze Club brings experience from previously running a successful comedy club, setting us apart from the competition. We pride ourselves on offering better stand-up comedy shows and a broader range of comedy club services, positioning us as leaders in the local entertainment industry.

Since our founding on January 3, 2024, as a Limited Liability Company, we've hit several key milestones that mark our progress. Notably, we've developed our unique company name, designed our memorable logo, and secured an ideal location for our club. These accomplishments are just the beginning of our journey to becoming the premier destination for comedy in Oceanside, CA.

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III. Industry Analysis

The Comedy Club industry in the United States is currently booming, with an estimated market size of over \$3 billion. This includes revenue generated from ticket sales, food and beverage purchases, merchandise sales, and sponsorships. The industry has been experiencing steady growth over the past few years, with an expected annual growth rate of 2.5% in the coming years.

One of the key trends in the Comedy Club industry is the increasing demand for live entertainment experiences. Consumers are seeking out unique and engaging experiences, with Comedy Clubs becoming a popular choice for a night out. Additionally, there has been a rise in the popularity of stand-up comedy specials on streaming platforms, leading to increased interest in live comedy performances.

These trends bode well for LaughCraze Club, a new Comedy Club serving customers in Oceanside, CA. With the growing demand for live entertainment and the overall positive outlook for the industry, LaughCraze Club is well-positioned to attract a steady stream of customers. By offering a unique and engaging experience for comedy lovers in the area, LaughCraze Club has the potential to carve out a successful niche in the competitive Comedy Club market.

IV. Customer Analysis

Below is a description of our target customers and their core needs.

Target Customers

LaughCraze Club will target local residents who are looking for an entertaining night out close to home. This customer segment includes both young adults seeking lively weekend entertainment and older adults interested in a relaxing evening of humor. We will tailor our performances to appeal to a broad age range, ensuring a diverse audience at each show.

We will also focus on attracting tourists visiting Oceanside, CA. These visitors are often looking for unique local experiences that capture the essence of their vacation destination. By promoting our events in local hotels and tourist information centers, we will become a must-visit spot for those wanting to experience the local culture through comedy.

In addition to locals and tourists, LaughCraze Club will target corporate clients who are looking for team-building activities or to host corporate events. We will offer special packages that include private shows and catering options, making it an ideal venue for companies wishing to provide their employees with a unique entertainment experience. This approach will not only diversify our customer base but also ensure a steady flow of bookings throughout the year.

Customer Needs

LaughCraze Club meets the entertainment needs of its customers by offering high-quality stand-up comedy shows, ensuring visitors can enjoy top-tier performances from both established and emerging comedians. This variety caters to a broad spectrum of comedic tastes, from those who appreciate traditional stand-up to fans of more contemporary and experimental comedy. The club provides a unique venue where laughter and enjoyment are the main focus, allowing customers to unwind and escape from their daily routines.

Additionally, LaughCraze Club fosters a sense of community and creativity through its open mic nights, allowing local talents and aspiring comedians to showcase their skills. This not only enriches the cultural fabric of the area but also offers patrons a diverse range of entertainment options. Customers can expect a dynamic and engaging atmosphere where they can discover new favorites and support local artists.

Beyond entertainment, LaughCraze Club understands the importance of a comfortable and welcoming environment. Patrons can expect a well-designed space that enhances their experience, from the

seating arrangement to the quality of the sound system, ensuring every joke lands perfectly. The club also prioritizes customer service, with a friendly and attentive staff ready to make each visit memorable. This attention to detail ensures that every night spent at LaughCraze Club is enjoyable, making it a go-to destination for those seeking quality entertainment and a vibrant community space.

V. Competitive Analysis

Direct Competitors

LaughCraze Club's competitors include the following companies.

Vicki Barbolak Comedy

Vicki Barbolak Comedy offers stand-up comedy performances headlined by Vicki Barbolak, a notable comedian who gained fame on America's Got Talent. The services include live comedy shows, private event bookings, and comedy workshops. Price points for tickets vary depending on the venue and event, with premium shows and private bookings commanding higher fees.

While specific revenue figures are not publicly available, Vicki Barbolak Comedy is known to attract significant audiences in Southern California, leveraging Vicki's national fame. The primary location for performances is in and around San Diego, CA, but tours extend to various parts of the United States. This company caters to a broad audience, particularly fans of Vicki Barbolak and enthusiasts of stand-up comedy.

Key strengths include Vicki Barbolak's established brand and loyal fanbase. The company's ability to draw crowds is enhanced by her television fame and charismatic stage presence. However, reliance on a single comedian limits the diversity of offerings, potentially alienating audiences seeking variety in comedy styles.

Grand Comedy Club

Grand Comedy Club features a wide range of comedic performances, from stand-up to improv, hosting both local and nationally recognized comedians. This club offers nightly shows with ticket prices typically ranging from \$10 to \$30, making comedy accessible to a broad audience. Additionally, they provide comedy classes and workshops for aspiring comedians.

Located in Escondido, CA, Grand Comedy Club serves the North County San Diego area, drawing in locals and visitors alike. Despite not disclosing specific revenue figures, the club's consistent schedule of performances and comedy classes suggest a healthy patronage. The primary customer segment includes comedy enthusiasts ranging from young adults to seniors, catering to varied tastes in comedy.

Grand Comedy Club's key strengths lie in its diverse lineup of comedians and frequent show schedule, offering something for everyone. The club's weakness, however, could be its location in Escondido, which may limit its accessibility to residents of more distant parts of San Diego County.

What's So Funny

What's So Funny presents a unique take on the comedy club experience by combining dining with live comedy shows, featuring both emerging and established comedians. The club offers an upscale menu with ticket prices for shows starting at around \$20, blending fine dining with entertainment. This business model attracts customers looking for a complete night out experience.

Operating within the heart of San Diego, CA, What's So Funny targets a more upscale demographic, including both locals and tourists seeking premium entertainment options. The blend of fine dining and comedy positions it uniquely in the market, though specific revenue details are not publicly shared. The club's geography served mainly includes the San Diego metropolitan area, with a focus on affluent neighborhoods.

The combination of high-quality dining and entertainment is a significant strength, offering a differentiated product in the crowded comedy market. However, the higher price point and upscale positioning may limit the club's appeal to a narrower audience segment, potentially excluding more budget-conscious comedy fans.

Competitive Advantages

At LaughCraze Club, we pride ourselves on delivering unparalleled stand-up comedy experiences to our audience. Our commitment to quality entertainment is evident in the caliber of comedians we host. We curate our lineup meticulously, ensuring that every performance is not just a show, but a memorable experience that surpasses what any of our competitors offer. This dedication to excellence in comedy sets us apart, making us the go-to destination for anyone looking to laugh their hearts out. Furthermore, our unique approach to comedy doesn't stop at the stage; it extends to every facet of our service, ensuring that from the moment our customers walk in, they are part of something special.

Beyond just stand-up comedy, we have diversified our offerings to include a range of comedy club services that cater to various tastes and preferences. From improv nights to comedy workshops, our aim is to cultivate a community of comedy lovers and creators alike. This comprehensive approach allows us to not only entertain but also to engage with our audience on a deeper level. By providing more than just laughs, we offer an immersive experience that encourages return visits and word-of-mouth recommendations. Our ability to offer something more, something that goes beyond the traditional comedy club model, gives us a competitive edge in the vibrant Oceanside entertainment scene.

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VI. Marketing Plan

Our marketing plan, included below, details our products/services, pricing and promotions plan.

Products, Services & Pricing

LaughCraze Club offers a vibrant array of entertainment and dining options tailored to provide unique experiences. At the heart of its offerings are Stand-up Comedy Shows, which serve as the club's flagship service. Patrons can expect a lineup of seasoned comedians and emerging talents, ensuring a night filled with laughter and unforgettable moments. The average ticket price for these shows is set at \$25, offering an affordable gateway to top-tier entertainment.

In addition to the professional acts, LaughCraze Club encourages budding comedians and enthusiasts to take the stage during Open Mic Nights. This platform not only fosters local talent but also strengthens the community of comedy lovers. Entry for participants is free, while audience members can enjoy the diverse performances for a nominal fee of \$10, making it an engaging and cost-effective night out.

Complementing the laughter is the club's Food and Beverage Service, which features a carefully curated menu of appetizers, entrees, and specialty cocktails. Guests can indulge in culinary delights and refreshing drinks, with average prices ranging from \$8 for appetizers to \$20 for entrees, and cocktails starting at \$12. This service ensures that guests can enjoy a complete night out, filled with good food, drinks, and entertainment.

For those looking to host Private Events and Corporate Functions, LaughCraze Club offers customizable packages that cater to a variety of needs, from intimate gatherings to large-scale corporate events. With state-of-the-art audiovisual equipment and a versatile space, the club can accommodate events of up to 200 guests. Pricing for these services is tailored to the specific requirements of each event, with packages starting at \$500, ensuring that every occasion is both memorable and unique.

Last but not least, LaughCraze Club provides Comedy Workshops and Classes for individuals aspiring to hone their comedic skills or simply looking to try something new. Led by experienced comedians, these sessions offer insights into the art of stand-up comedy, improvisation, and comedic writing. With classes priced at \$150 for a series of four workshops, participants can expect a supportive and enriching learning environment.

Overall, LaughCraze Club prides itself on being a one-stop destination for comedy, dining, and special events, offering a range of services that cater to the diverse preferences of its patrons.

Promotions Plan

At LaughCraze Club, we understand the importance of connecting with our audience and attracting new customers through effective promotional methods. We recognize that in today's digital age, a strong online presence is essential. Therefore, we will focus heavily on online marketing strategies to reach potential customers. This includes leveraging social media platforms such as Instagram, Facebook, and Twitter to engage with our audience. We will create compelling content that highlights our unique comedy shows, special events, and the talented comedians who perform at our club. Through targeted ads, we will reach individuals in Oceanside, CA, and the surrounding areas who are most likely to be interested in our offerings.

Beyond online marketing, we will also employ traditional promotional tactics to ensure a broad reach. This involves partnering with local businesses and engaging in cross-promotion activities. We will distribute flyers and posters in strategic locations around Oceanside, and participate in local events to raise awareness about LaughCraze Club. Additionally, we will offer special promotions and discounts to first-time visitors to encourage people to experience the laughter and fun our club provides.

Email marketing will be another crucial component of our promotional strategy. By building a mailing list, we will keep our subscribers informed about upcoming shows, special events, and exclusive offers. This direct line of communication will help us to build a loyal customer base and encourage repeat visits.

We will also explore opportunities for publicity through local media outlets. Engaging with local newspapers, radio stations, and television networks will allow us to reach a wider audience and attract attention to our club. Hosting press nights and inviting media personnel to our shows will help generate buzz and positive word-of-mouth.

Finally, we understand the power of word-of-mouth and customer referrals. We will implement a referral program that rewards customers for bringing friends to our club. By creating an exceptional experience for our guests, we expect to foster a community of comedy lovers who are eager to share their experiences with others.

In conclusion, LaughCraze Club will employ a multifaceted promotional strategy that includes a strong online presence, traditional marketing tactics, email marketing, local media engagement, and customer referral programs. By executing these methods effectively, we expect to attract a wide audience to our club and establish LaughCraze Club as a premier destination for comedy in Oceanside, CA.

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

To ensure the success of LaughCraze Club, there are several key day-to-day operational processes that we will perform.

- **Booking and scheduling of comedians:** We will manage a calendar of events, ensuring a diverse lineup of comedy acts to cater to a wide audience and keeping the schedule filled with engaging performers.
- **Marketing and promotions:** We will execute targeted marketing campaigns across social media platforms, email newsletters, and local advertising to promote upcoming shows and special events.
- **Customer service:** We will provide exceptional customer service, including handling reservations, responding to inquiries promptly, and managing feedback to ensure a positive experience for all guests.
- **Operations management:** We will oversee the day-to-day operations, including opening and closing procedures, ensuring the venue is clean and well-maintained, and managing any necessary repairs or updates.
- **Staff management:** We will manage staff scheduling, training, and performance to ensure that all team members are knowledgeable, professional, and contribute to a positive customer experience.
- **Inventory management:** We will manage the inventory of beverages, food items (if applicable), and comedy club merchandise to ensure stock levels meet customer demand without excessive surplus.
- **Financial management:** We will conduct daily financial tasks, including processing transactions, managing cash flow, and preparing and reviewing financial reports to ensure profitability.
- **Compliance and legal:** We will ensure compliance with all local, state, and federal regulations, including liquor licensing (if applicable), health and safety standards, and employment laws.
- **Quality control:** We will monitor the quality of performances and customer satisfaction, implementing improvements as necessary to maintain high standards.
- **Community engagement:** We will actively participate in the local community through hosting open mic nights, comedy workshops, and collaborating with local businesses to foster a positive relationship and build a loyal customer base.

Milestones

LaughCraze Club expects to complete the following milestones in the coming months in order to ensure its success:

- **Securing a Prime Location:** Identify and secure a lease for a venue in a high-traffic area in Oceanside, CA, conducive to nightlife and entertainment.
- **Obtaining Licenses and Permits:** Acquire all necessary permits and licenses for operating a comedy club, including liquor licenses, entertainment permits, and health and safety certifications.
- **Building and Designing the Venue:** Complete the interior design and construction of the venue, ensuring it has a layout conducive to both performances and audience comfort, including stage, lighting, and sound system installations.
- **Hiring and Training Staff:** Recruit and train a team of professionals, including bartenders, waitstaff, security personnel, and a booking manager to ensure smooth operations and quality customer service.
- **Launch Our Comedy Club:** Officially open LaughCraze Club to the public with a grand opening event featuring well-known and local comedians to generate buzz and attract initial patrons.
- **Developing a Marketing Strategy:** Implement a comprehensive marketing strategy utilizing social media, local press, and collaborations with local businesses to increase visibility and attract customers.
- **Programming and Booking Talent:** Curate a diverse lineup of comedians, ranging from established acts to emerging talent, to ensure a variety of entertainment options for patrons.
- **Establishing Partnerships:** Forge partnerships with local businesses, hotels, and tourism operators to promote the club and offer joint promotions, increasing foot traffic and customer base.
- **Monitoring and Adjusting Operations:** Continuously assess operational efficiency, customer feedback, and financial performance to make necessary adjustments in staffing, programming, and marketing efforts.
- **Get to \$15,000/Month in Revenue:** Achieve a steady monthly revenue of \$15,000, indicating initial stages of financial stability and success in attracting a loyal customer base.

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

LaughCraze Club management team, which includes the following members, has the experience and expertise to successfully execute on our business plan:

Austin Jackson, CEO

Austin Jackson stands at the helm of LaughCraze Club with a proven record of entrepreneurial success, particularly in the comedy club arena. His expertise stems from previously managing a well-regarded comedy club, where he honed his skills in operations, talent management, and event coordination. This background has equipped him with the unique insight and ability to oversee the strategic direction and day-to-day operations of LaughCraze Club. Austin's leadership is characterized by a passion for comedy, a keen eye for talent, and an unwavering commitment to providing top-notch entertainment. His vision for LaughCraze Club is to create a vibrant, engaging, and hilariously unforgettable experience for every guest, setting the club apart as a premier destination for comedy lovers.

Under Austin's guidance, LaughCraze Club is poised to achieve lasting success by leveraging his experience in creating compelling comedy line-ups, fostering a welcoming and inclusive atmosphere, and navigating the complexities of the entertainment industry. His track record of building strong relationships with comedians and audiences alike ensures that the club will not only attract top comedic talent but also maintain a loyal and growing fan base.

IX. Financial Plan

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$2,733,009	\$2,959,384	\$3,204,511	\$3,469,941	\$3,757,357
Direct Expenses	\$1,039,284	\$1,092,231	\$1,147,875	\$1,206,354	\$1,267,812
Gross Profit	\$1,693,724	\$1,867,153	\$2,056,635	\$2,263,586	\$2,489,544
Gross Profit (%)	62%	63.1%	64.2%	65.2%	66.3%
Other Expenses	\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA	\$1,596,638	\$1,767,122	\$1,953,569	\$2,157,393	\$2,380,129
Depreciation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$59,500	\$59,500	\$59,500	\$59,500	\$59,500
Income Tax Expense	\$514,198	\$573,867	\$639,124	\$710,462	\$788,420
Net Income	\$954,940	\$1,065,754	\$1,186,945	\$1,319,431	\$1,464,209

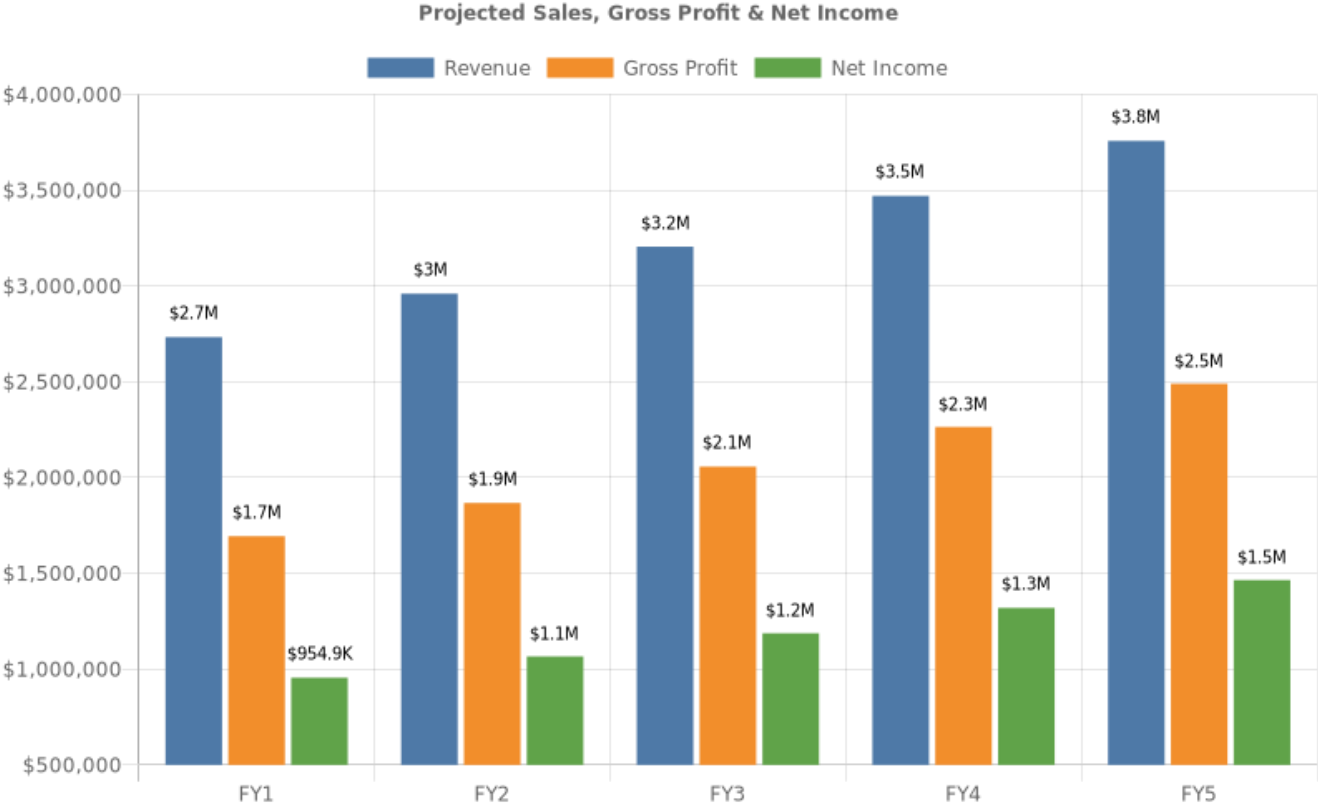
Funding Requirements/Use of Funds

To accomplish our growth goals, LaughCraze Club needs \$595,000 in funding. Key uses of this funding will be as follows:

Capital Investments	
Location Buildout	\$250,000
Furniture	\$50,000
Equipment	\$20,000
Machines	\$10,000
Computers and A/V	\$10,000

Non Capital Investments	
Working Capital	\$100,000
Initial Rent/Lease	\$30,000
Staff Salaries (First 3 Months)	\$90,000
Initial Marketing and Advertising	\$20,000
Supplies	\$5,000
Insurance	\$10,000

Financial Projections



LaughCraze Club Business Plan

5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$2,733,009	\$2,959,384	\$3,204,511	\$3,469,941	\$3,757,357
Total Revenues		\$2,733,009	\$2,959,384	\$3,204,511	\$3,469,941	\$3,757,357
Direct Costs						
	Direct Costs	\$1,039,284	\$1,092,231	\$1,147,875	\$1,206,354	\$1,267,812
Total Direct Costs		\$1,039,284	\$1,092,231	\$1,147,875	\$1,206,354	\$1,267,812
GROSS PROFIT		\$1,693,724	\$1,867,153	\$2,056,635	\$2,263,586	\$2,489,544
GROSS PROFIT %		62%	63.1%	64.2%	65.2%	66.3%
Other Expenses						
	Salaries	\$72,814	\$75,023	\$77,299	\$79,644	\$82,060
	Marketing Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Rent/Utility Expenses	\$6,067	\$6,251	\$6,441	\$6,637	\$6,838
	Other Expenses	\$12,135	\$12,503	\$12,883	\$13,274	\$13,676
Total Other Expenses		\$97,085	\$100,030	\$103,065	\$106,192	\$109,414
EBITDA		\$1,596,638	\$1,767,122	\$1,953,569	\$2,157,393	\$2,380,129
	Depreciation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$1,528,638	\$1,699,122	\$1,885,569	\$2,089,393	\$2,312,129
	Interest Expense	\$59,500	\$59,500	\$59,500	\$59,500	\$59,500
PRETAX INCOME		\$1,469,138	\$1,639,622	\$1,826,069	\$2,029,893	\$2,252,629
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$1,469,138	\$1,639,622	\$1,826,069	\$2,029,893	\$2,252,629
	Income Tax Expense	\$514,198	\$573,867	\$639,124	\$710,462	\$788,420
NET INCOME		\$954,940	\$1,065,754	\$1,186,945	\$1,319,431	\$1,464,209
	Net Profit Margin (%)	34.9%	36%	37%	38%	39%

LaughCraze Club Business Plan

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$1,139,757	\$2,258,823	\$3,497,707	\$4,874,288	\$5,792,936
	Other Current Assets	\$234,591	\$254,022	\$275,063	\$289,161	\$313,113
	Total Current Assets	\$1,374,349	\$2,512,846	\$3,772,771	\$5,163,449	\$6,106,049
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$340,000	\$340,000	\$340,000	\$340,000	\$340,000
	Accum Depreciation	\$68,000	\$136,000	\$204,000	\$272,000	\$340,000
	Net fixed assets	\$272,000	\$204,000	\$136,000	\$68,000	\$0
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
TOTAL ASSETS		\$1,646,349	\$2,716,846	\$3,908,771	\$5,231,449	\$6,106,049
LIABILITIES & EQUITY						
	Current Liabilities	\$96,408	\$101,151	\$106,131	\$109,378	\$114,768
	Debt outstanding	\$595,000	\$595,000	\$595,000	\$595,000	\$0
	Total Liabilities	\$691,408	\$696,151	\$701,131	\$704,378	\$114,768
	Share Capital	\$0	\$0	\$0	\$0	\$0
	Retained earnings	\$954,940	\$2,020,694	\$3,207,639	\$4,527,070	\$5,991,280
	Total Equity	\$954,940	\$2,020,694	\$3,207,639	\$4,527,070	\$5,991,280
TOTAL LIABILITIES & EQUITY		\$1,646,349	\$2,716,846	\$3,908,771	\$5,231,449	\$6,106,049

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$954,940	\$1,065,754	\$1,186,945	\$1,319,431	\$1,464,209
	Change in Working Capital	(\$138,182)	(\$14,688)	(\$16,061)	(\$10,850)	(\$18,561)
	Plus Depreciation	\$68,000	\$68,000	\$68,000	\$68,000	\$68,000
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$884,757	\$1,119,066	\$1,238,883	\$1,376,580	\$1,513,648
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$340,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$340,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$0	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$595,000	\$0	\$0	\$0	(\$595,000)
	Net Cash Flow from Financing	\$595,000	\$0	\$0	\$0	(\$595,000)
	Net Cash Flow	\$1,139,757	\$1,119,066	\$1,238,883	\$1,376,580	\$918,648
	Cash at Beginning of Period	\$0	\$1,139,757	\$2,258,823	\$3,497,707	\$4,874,288
		\$1,139,757	\$2,258,823	\$3,497,707	\$4,874,288	\$5,792,936

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