



**Akikakeo Productions  
Business Proposal  
for:**

**Exotic Dance, Fashion Night Club**

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## **1. Executive Summary**

In order to be competitive in the night club entertainment industry, uniqueness is vital. This proposal will explain how to create a versatile, fashionable dance night club which will employ:

1. Dynamic, exciting dance activities for the clients.
2. Various form of creative entertainment, such as exotic burlesque for both genders.
3. Stylish fashion show and arts displays.

Beside dancing entertainment, the dance club will also be a place for client to purchase artistic and fashionable products. All of these elements with careful planning will provide an exciting atmosphere which will arouse the interests of various nightclub participants and make them loyal customers. This business will rely on the concept of evolution, which imply starting small, being effective and growing bigger due to successful return.

## **2. Objectives**

1. To create a unique night club which can facilitates fashion shows, theatrical productions as well as dancing entertainment
2. To create an environment that is dynamic, fun and stylistic for artists, fashion designers to display their products creatively that could result in sale for the client.
3. To create an organization that is artistically profitable.

### **3. Customers Profile**

People of different levels of income who enjoy the urban nightlife scene. Since it is an exotic, fashion dance club then usually the more mature adult of both genders who are interested in more sophisticated entertainment. However, you don't want to loose the urban crowd, or the general public who just want to have fun, to release stress from social pressure in their life.

The infusion of Fashion in the night club could attract the more sophisticated clients who are interested in more stylish entertainment. It could also serve as a place for Fashion Designers and Artists to display their products creatively for future purchase by clients.

The club could also includes elements of Exotic, Eroticism for mature adults of both genders seeking more excitement in the nightclub scene. Since it is a also Fashionable establishments, these elements should be displayed more elegantly.

#### 4. Marketing Analysis & Strategy

Most dance clubs usually attract people who just like to have fun, releasing the stress of life after working hour. They want to visit a festive place where they can be less cognitive of their behavior and enjoy dancing, socialization with others.

**Art and fashion** are creative form of entertainment that can enhance their experiences. Perhaps by seeing some fashion and art products being displayed at the club they might want to purchase it later after their visit.

**Dance music**, depending on the genre, is also vital. The important things is to provide a variety of styles to keep the customer interested and revisit the club more often.

The club will also include **erotic adult entertainment** for both genders to increase the spectrum of clients, since this type of entertainment tend to focus more toward the gentlemen and not the ladies.

## **5. Products & Services Descriptions**

The nightclub could include an online store for exotic urban products such as:

Stylish club fashion for the customer wear for dancing in the night club.

Original arts, such as painting, sculptures, etc..., brought in as decorations that can be purchased later by the client.

Other services of the night club can include:

Exotic and erotic dance entertainment for both genders to enjoy.

## 6. Equipment & Facilities Requirement

The club facilities will comprise of different profit generating components with unique attribute. As the business grow each components can be added to increase the profit generating capabilities of the business. The club components can be:

1. **Dancing facilities** – for dancing entertainment.
2. **Theatrical facilities** – for fashion showcase and other entertainment show, such as exotic burlesque, musical theater, etc.
3. **Art Galleries** – to decorate the club and sell art products.
4. **Food Cafe** – to offer club participants unique cuisine to enjoy .

These components should be dynamic in nature, to allow creative articulation to maintain the interests of client, make them loyal customer.



## 7. Organization

'There should be an **Executive Committee** to oversee the daily operations of the Night club.

**Executive Director** – Oversee everything, schedule tasks and organize committees to solve and create a productive, creative working environment.

**Marketing Director** – Create marketing strategies to promote the club, maintain popularity and advertise the products that is being showcase.

**Chief Finance Officer** – In charge of all financial matters like generating financial reports, finding new investors and dealing with tax, business regulations, etc...

**Art & Fashion Director** – In charge of finding artists and fashion designers that would benefit the popularity of the club. Manage their business transactions, art galleries and fashion showcases.

**Producer** – Manage special events such as fashion shows, artistic and theatrical showcases. This person can also create media such as TV shows, films etc... that could enhance the popularity of the club.

**Resources Manager** – Responsible for request in human resource or regular resource, such as need supplies, etc.

**Facility Manager** – Manage all club facilities and make sure they are creative, fun and safe for all clients to enjoy.

**Security Manager** – In charge of public safety and security personnel for protection of club facilities. The club can also employ other specialists:

### **Other positions:**

**Club Stylist** - In charge of developing creative themes in club decorations, dance events, etc...

**Dance Instructors** – Provide expert instructions in specialized dance such as ballroom, salsa that can be use for recreation or other purposes.

## **8. Financial Projections**