



The H-A-N-D Company

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(This is) Notes to Clients interested in further reading, please contact us!

The H-A-N-D Company presents the Business Evaluation & Marketing Plan

for

NIGHTCLUB



Scope

Per request by Joe Doe, owner, a business evaluation provided for The NIGHTCLUB located at 123 Broadway Ave, Anywhere, GA. The reason for such an evaluation is due to the declining customer patronage. This proposal will for new ideas and a new marketing plan for potential increase revenue.

Evaluation Analysis

July 25, 2010 Saturday Evening

Arrived at NIGHTCLUB nightclub. Upon examination of the business notice that the club had small lettering on the outside windows stating the name of the business and a small neon OPEN sign in the window. This makes it very difficult for customers to locate the business from the street outside. Entering the nightclub, found the business to be of more than ample size and pleasant. I found a front door security desk to be very large and unmanned. The mustard colored paint on the walls makes the nightclub very bright which can be a deterrent to the nightly function of the business. The artwork above the entrance area is very appealing but should have more lighting to showcase its appeal. The two glass showcase area on either side on the door area nice and well lit but the area not practical for sitting areas but should be used for showcase areas.

The staff is very friendly and personable with the customers. I would have them in correct bar attire for Friday and Saturday nights in order to be identified as bar staff during business hours. New customers may find a problem locating a server. T-shirts with the bars logo would be a good idea.

The bar is well stocked. The prices for drinks are compatible with surrounding nightclubs.

(Evaluation continues....)

Marketing Plans

Below are the suggestions by The H-A-N-D company for a new marketing strategy for NIGHTCLUB nightclub:

- New Logo and Slogans ([Index 1](#)) **(Logos)**
- New Exterior and Interior Signage
- Print marketing advertising cost ([Table 1](#)) **(Cost Table)**
- Stand alone website for better internet marketing with current events page
- Update current Myspace & Facebook pages and use mass email mailers about events (free service)

(Marketing Plan continues....)



Marketing Plans – Special Events & Promotions

Below are the suggestions by The H-A-N-D company for a new Special Events & Promotions for NIGHTCLUB nightclub:

- Shows on Friday and Saturday night – head lined the Special Guest
 - Add random drawings for \$25 dollar beer tabs (well brands and beer)
 - Promotional items (t-shirts, beer huggers) (Table 2) (Index 3) (Cost Table) (Price List & Demos)
- Charity shows
- Live performance of local and well-known talent.
- Tuesday Night Karaoke from 8 pm to 12 pm
- Add Thursday Night Retro, third Thursday in the month County Western (theme nights)

(Marketing Plan continues....)

Business Modification Plans

Below are the suggestion by The H-A-N-D company for new business modifications for NIGHTCLUB nightclub:

- Repaint interior walls (Index 2) (Floor plans & Color Selection)
- New Art work – sponsor local artist work
- Modification to the pool table & gaming area (Index 2) (Floor plans & Color Selection)
- Modify upstairs bar area into video / game day lounge (Index 2) (Floor plans & Color Selection)
- Lights for stair area (safety concerns)
- Railing for dance floor area to provide separation of dancing and sitting area (safety concerns)
- Keep front door manned at time during business hours

(Business Modification Plan continues....)