



**BIG B'S  
ENTERTAINMENT**

# **BIG B'S ENTERTAINMENT**

# EXECUTIVE SUMMARY

Big B's Entertainment Center is a high-energy, family-friendly entertainment center in Parker, Colorado that brings mini golf, go-karts, arcade games, duckpin bowling, and great food together under one roof. It serves local families, kids, teens, and adults who want a fun, safe, and affordable place to spend time together. The business solves the problem that many families face: most entertainment spots are either too crowded, too expensive, or only offer one activity, which forces parents to drive around town to keep everyone entertained. Big B's main services include its attractions, birthday party packages, group events, and food options. The business makes money through activity sales, arcade credits, food and drinks, and party bookings, with future plans for memberships or season passes. The biggest goals are to become Parker's go-to spot for family fun, create a clean and welcoming environment, and help families save time and money while enjoying a full day of activities.



# MISSION & VISION STATEMENT

## Mission

To provide a high-energy space where friends and families can connect through awesome games, great food, and a safe, welcoming atmosphere.

## Vision

We strive to create the most welcoming, high-energy place for families and friends to make lasting memories.

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# BIG B'S DESCRIPTION

Big B's Entertainment Center brings mini golf, go-karts, arcade games, duckpin bowling, and great food together in one clean, safe, high-energy location. Families in Parker, Colorado often struggle to find a single place where kids, teens, and adults can all have fun without driving to multiple spots or spending too much money. Big B's solves this problem by offering a full mix of attractions under one roof, giving families a convenient, affordable way to enjoy a full day of activities together. The business operates by providing pay-per-activity options, arcade credits, food and drink sales, and birthday party packages, all supported by a clean environment, organized staff, and a focus on safety and customer experience.

# MARKET ANALYSIS

Big B's Entertainment Center serves families in Parker, Colorado—mainly kids and teens ages 5–18 and parents ages 21–45 who want safe, affordable, and nearby entertainment. These customers struggle to find one place where everyone can have fun without driving to multiple locations or paying high prices. Industry research shows that 70% of parents prefer entertainment centers with multiple activities in one spot, proving strong demand for our all-in-one model.

Our main competitors are Boondocks, Sky Zone, and AMC Twenty Mile. Boondocks offers many activities but is crowded and expensive, Sky Zone only has one activity, and AMC provides passive entertainment with no interaction. Big B's stands out by offering multiple attractions, better food, fair pricing, and a clean, organized environment, making it the most convenient and family-friendly option in Parker.

# PRODUCTS AND SERVICES

Big B's Entertainment Center offers a full mix of attractions designed to give families a complete day of fun in one location. Our main services include mini golf, go-karts, arcade games, duckpin bowling, high-quality food, and birthday party packages. Each attraction is built to be safe, exciting, and enjoyable for kids, teens, and adults, making our center a true all-ages destination.

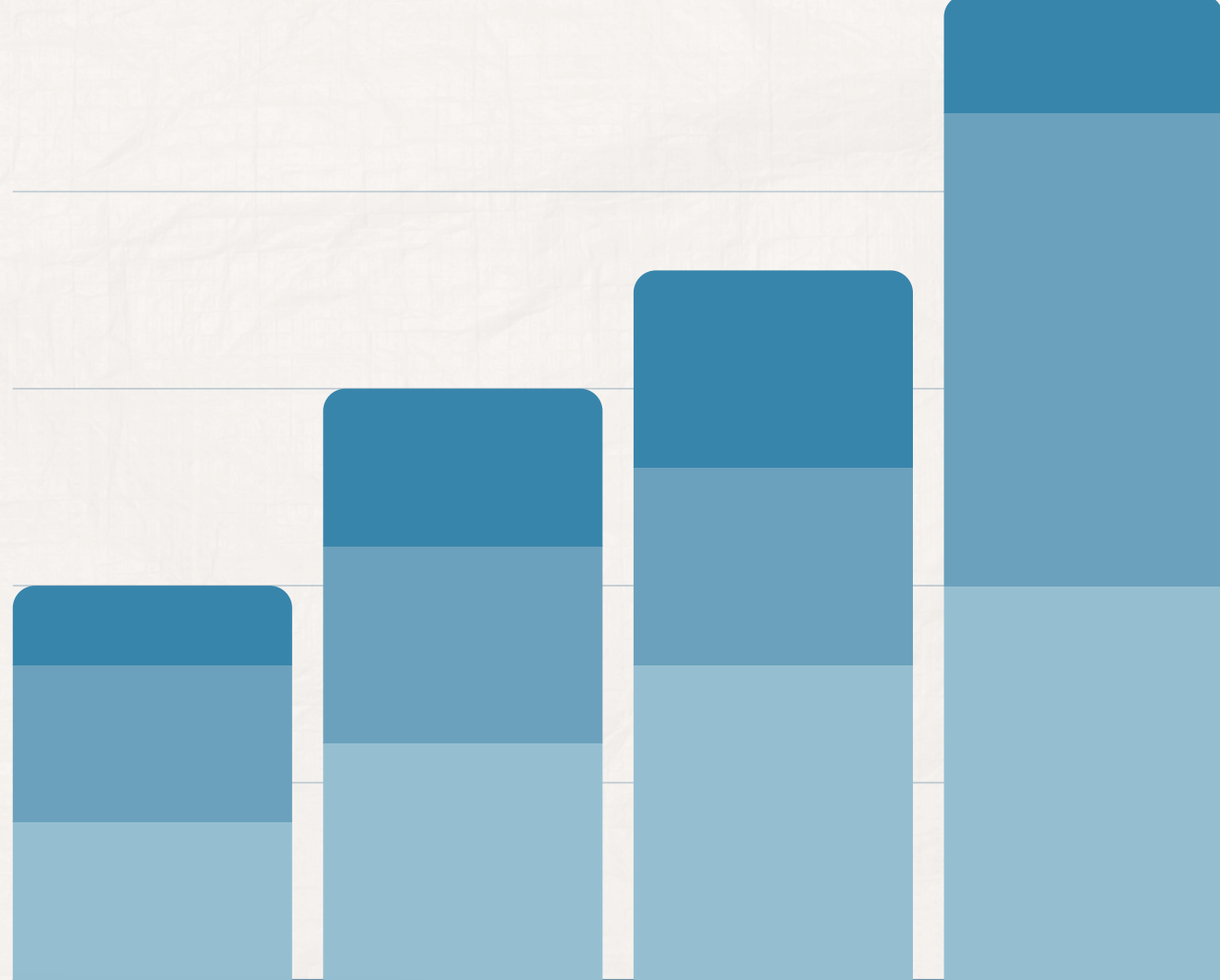
Big B's provides a clear menu of products with simple, family-friendly pricing. Mini golf is around \$10 per person, go-karts are about \$12 per ride, arcade credits start at \$10, and duckpin bowling is about \$15 per lane per hour. Food items range from \$5-\$12, offering affordable meals and snacks that keep families from needing to leave the center. Birthday party packages range from \$150-\$250 depending on group size and activities included.

Our services include several key features that make the experience better than other entertainment options. Big B's offers multiple attractions under one roof, a clean and safe environment, trained staff, high-quality food, and fair pricing. Families can stay for hours without getting bored, and parents appreciate the convenience of having everything in one place.

In the future, Big B's plans to expand with new products and services that keep customers returning. Ideas include season passes or memberships, themed special events, an expanded food menu, outdoor attractions like batting cages or a ropes course, and a mobile app for booking, rewards, and arcade point tracking. These additions will help Big B's continue growing as Parker's top all-in-one entertainment destination.

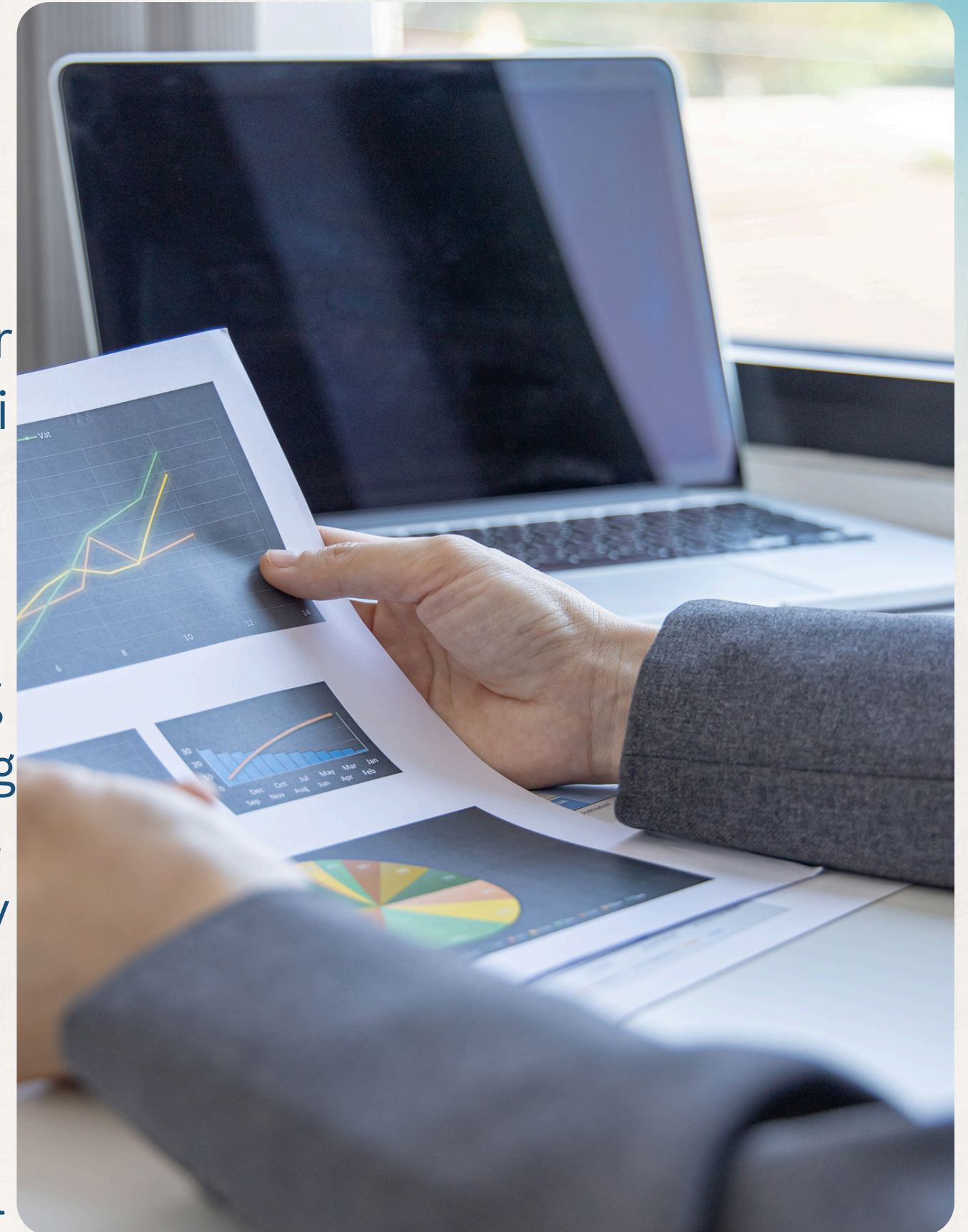
# ORGANIZATION AND MANAGEMENT

Big B's Entertainment Center is owned and founded by Brody Schuster, who oversees the business's direction, budgeting, marketing, and customer experience. The team includes front-desk staff, attraction operators, kitchen workers, party hosts, and cleaning/maintenance staff, each responsible for customer service, safety, food quality, event support, and facility upkeep. Estimated wages range from \$14–\$16 per hour for front-desk staff and attraction operators, \$15–\$17 for kitchen workers, \$14–\$16 plus tips for party hosts, and \$16–\$18 for maintenance staff. As the business grows, Big B's will need to hire additional party hosts, more kitchen staff, extra attraction operators, and eventually a full-time manager to support higher customer volume and expanded services.



# MARKETING & SALES STRATEGY

Big B's Entertainment Center uses fun, family-friendly branding that shows we are a clean, safe, and exciting place for all ages. Our marketing follows the four P's: our product is mini golf, go-karts, arcade games, bowling, and food; our price is affordable for families; our place is a convenient location in Parker; and our promotion includes Instagram posts, email deals, and a simple website for booking parties. Our marketing activities focus on posting fun videos, sharing updates, running small ads, and giving out birthday party promotions. The sales process is easy—customers walk in, choose their activities, buy arcade credits, or book parties online. To keep customers coming back, we use email reminders, loyalty rewards, and special events. Our marketing budget is small, around \$300–\$500 per month, mainly for social media ads, flyers, and email tools.



# FINANCIALS

Big B's Entertainment Center makes money through several revenue streams, including mini golf, go-karts, arcade credits, duckpin bowling, food, and birthday party packages, all priced affordably to attract families. Startup costs are about \$170,000 for equipment, setup, and supplies, and the business has fixed monthly expenses of around \$25,500 for rent, utilities, insurance, and salaries, plus variable expenses of about \$14,885 for food, arcade prizes, maintenance, and hourly wages. With pricing like \$10 mini golf, \$12 go-karts, \$10 arcade credits, and \$150–\$250 party packages, the business is designed to earn steady profit as more families visit. The sales forecast shows revenue growing from about \$475,000 in Year 1 to over \$628,000 by Year 3, and the break-even point is around \$40,000 in monthly sales, meaning once the business passes that number, it begins making profit.

	A	B	C	D	E	F
4	Safety	\$8,000.00				
5	Mini golf setup	\$6,000.00				
6	Go karts	\$25,000.00				
7	Arcade	\$20,000.00				
8	Duckpin Bowling	\$12,000.00				
9	Kitchen setup	\$17,000.00				
10	Technology and operations	\$8,000.00				
11	Marketing and branding	\$6,000.00				
12	Total Startup Costs	\$139,000.00				
13	Fixed Expenses (per month)					
14	Rent	\$8,000.00				
15	Utilities	\$1,200.00				
16	Insurance	\$600.00				
17	Salaries for Core staff	\$12,000.00				
18	Internet & Wifi	\$150.00				
19	Software and subscriptions	\$250.00				
20	Marketing and branding	\$800.00				
21	Cleaning	\$500.00				
22	Total fixed (monthly)	\$23,500.00				
23	Variable Expenses (per month)					
24	Food and drink supplies	\$1,750.00				
25	Arcade prize restocking	\$1,125.00				
26	Go kart supplies	\$1,375.00				
27	Mini golf supplies	\$50.00				
28	Duckpin Bowling supplies	\$60.00				
29	Credit card processing fees	\$1,280.00				
30	Total Variable (monthly)	\$5,640.00				
31	YEARLY OPERATING EXPENSES					
32	Year 1 (Startup + 12 months)	\$488,680.00				
33	Year 2 (12 months only)	\$349,680.00				
34	Year 3 (12 months only)	\$349,680.00				
35	Selling Price per Unit	\$50.00				
36	Cost per Unit (materials only)	\$30.00				
37	Profit per Unit	\$20.00				



# APPENDICIES

The appendices for Big B's Entertainment Center include all supporting materials that back up the business plan, such as the full marketing plan, the complete product and service section, and all market research and competitor research used to understand the local entertainment industry. The appendices also contain detailed financial tables showing startup costs, fixed and variable expenses, revenue projections, and the break-even point. Additional materials include milestones for the first three years, simple charts that show sales growth, and any surveys, photos, or images that support the business idea. These documents provide extra proof, data, and visuals that help explain how Big B's Entertainment Center will operate and succeed.



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**THANK YOU  
VERY MUCH**