

Business Plan Presentation

Funfinity Kids Play & Event Centre

A safe, fun and innovative indoor play experience
for children aged 2 to 12

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Entrepreneurship

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Introduction

- My name is Roxana Dediu, the founder of Funfinity Kids Play & Events.
- Indoor children's entertainment centre (London).
- Aim: asses feasibility and profitability.
- Target: children's aged 2-12 and their families.

Vision

To become a leading indoor children's play and event centre in London, recognised for quality, safety and customer experince.

Mission

To provide safe, engaging and high-quality play experiences that support children's development while offering convenience and value for families.



Business Idea Overview

- Indoor play centre for children (2–12) in London
- Safe, supervised, and engaging environment
- Services: play sessions, parties, group bookings
- Revenue: entry fees, events, catering
- Meets demand for indoor, year-round activities

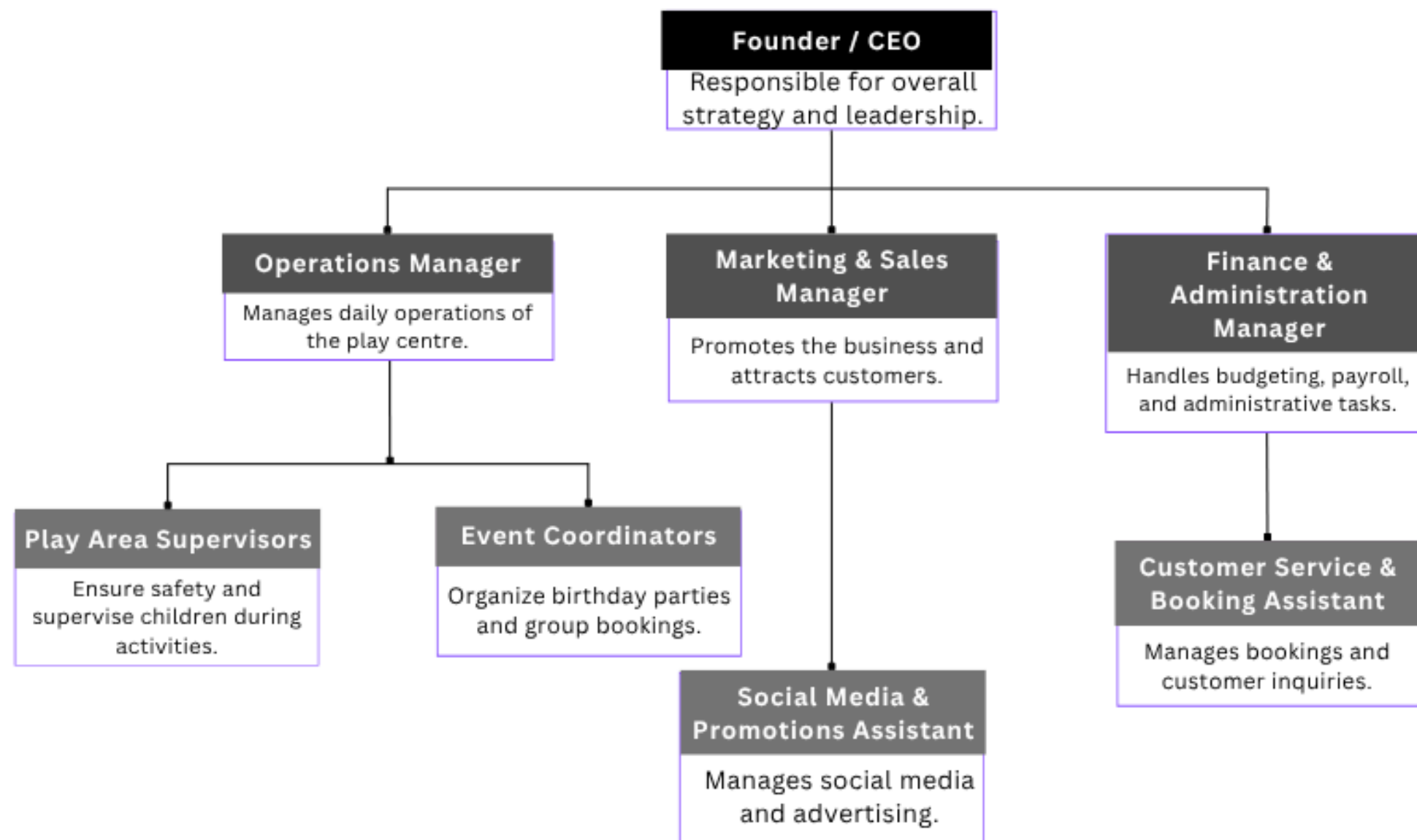
Legal Structure & Organisation

- Private Limited Company (Ltd)
- Limited liability protects personal assets
- Suitable for growth and investment

Management:

- CEO – strategy & decisions
- Operations – daily activities
- Marketing – promotion & sales
- Finance – budgeting & control
- Staff – customer service & supervision

The management structure is illustrated in the next slide.



Management Structure

External Analysis (PESTEL)

Political: UK safety regulations
→ Compliance & staff training

Economic: Rising living costs
→ Flexible pricing & packages

Social: Demand for indoor play
→ Focus on safety & development

Technological: Digital growth
→ Online booking & social media

Environmental: Clean, safe spaces
→ High hygiene standards

Legal: Safeguarding & H&S laws
→ Strict policies & procedures

Marketing Strategy



- Target Market:
Parents with children aged 2–12 in London
- Customer Segments:
 - Working parents
 - Families seeking safe indoor activities
 - Birthday party customers
- Unique Selling Points:
 - Safe, supervised environment
 - Structured play and learning
 - All-in-one party packages
- Marketing Approach:
 - Social media (Instagram, Facebook, TikTok)
 - Partnerships with schools & nurseries
 - Promotions (discounts, loyalty offers)
 - Online booking system

Financial Plan & Fundings

Allocation of Funds

- *Startup Costs :* £34,500
- *Fixed Costs :* £7,150/month
- *Variable Costs :* £2,300 - £5,150/month

Break-even Analysis

Break-even reached in April (Month 4). From Month 4 onwards, the business become generates profit and become s financially sustainable.

Total Founding Required

£41,700

Total funding required to start and sustain the business until break-even

Monthly Financial Forecast

- *Losses in the first 3 months due to setup and growth.*
- *Revenue increases steadily from Month 4 onward.*
- *Strong profit during peak month (Jun-Aug & Dec)*

Indoor Play Equipment (soft play, slides, safety mats)	£12,000
Toys, Party Equipment & Decorations	£5,000
Furniture (seating, reception, storage)	£4,000
Safety Equipment & Hygiene Setup	£2,000
Venue Renovation & Interior Design	£8,000
Initial Marketing & Website Setup	£2,000
Licences, Insurance & Legal Fees	£1,500
Total Startup Cost:	£34,500

Startup Costs

Rent (London commercial space)	£2,000
Business Rates	£400
Utilities (electricity, gas, water, WiFi)	£300
Staff Salaries (2 full-time staff)	£3,600
Insurance (public liability, business cover)	£200
Accountant & Admin Costs	£150
Marketing (ads, social media promotions)	£300
Cleaning & Maintenance	£200
Total Fixed Costs:	£7,150 per moth

Fixed Costs

Variable Costs

Variable Costs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Electricity	£400	£450	£500	£600	£650	£700	£750	£750	£650	£600	£500	£450
Party Supplies	£500	£600	£700	£800	£900	£1,000	£1,100	£1,100	£900	£800	£700	£600
Food & Catering	£600	£700	£800	£900	£1,000	£1,200	£1,300	£1,300	£1,100	£900	£800	£700
Hourly Staff	£400	£500	£600	£700	£800	£900	£1,000	£1,000	£800	£700	£600	£500
Cleaning Supplies	£200	£250	£300	£350	£400	£450	£500	£500	£400	£350	£300	£250
Activities Materials	£200	£250	£300	£350	£400	£450	£500	£500	£400	£350	£300	£250
Total Variable Costs:	£2,300	£2,750	£3,200	£3,700	£4,150	£4,700	£5,150	£5,150	£4,250	£3,700	£3,200	£2,750

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Fixed Costs	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150	£7,150
Variable Costs	£2,300	£2,750	£3,200	£3,700	£4,150	£4,700	£5,150	£5,150	£4,250	£3,700	£3,200	£2,750
Total Cost	£9,450	£9,900	£10,350	£10,850	£11,300	£11,850	£12,300	£12,300	£11,400	£10,850	£10,350	£9,900
Revenue	£5,500	£7,000	£8,500	£10,500	£12,000	£13,500	£15,000	£15,000	£13,000	£12,000	£11,000	£12,500
Profit/Loss	-£3,950	-£2,900	-£1,850	-£350	+£700	+£1,650	+£2,700	+£2,700	+£1,600	+£1,150	+£650	+£2,600

Investment Capital Costs

Investment capital needed = £43,500
(£34,500 + £9,000)

Conclusion

1

The business requires £41,700 to start and reach break-even

2

Initial losses occur in the first 3 months due to setup costs

3

The business becomes profitable from Month 4

4

Strong revenue growth during peak months

5

Overall, the business is financially viable and sustainable

Thank You .



Funfinity Kids Play & Events
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Thank you for your time and consideration