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Level Up Gaming Lounge Business Plan Presentation

- Module: LCLM4006 Enterprise & Entrepreneurship
- Program: Entrepreneurial & Business Planning Process
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Overview of the Business Idea

Level Up Gaming Lounge is a social entertainment venue combining gaming and café experiences.

Located in Birmingham, it targets students and young adults aged 16–30.

The lounge offers PCs, consoles, and VR setups for both casual and competitive gaming.

The goal is to create a community-driven space promoting social interaction through gaming.

Business Concept & Unique Selling Point (USP)

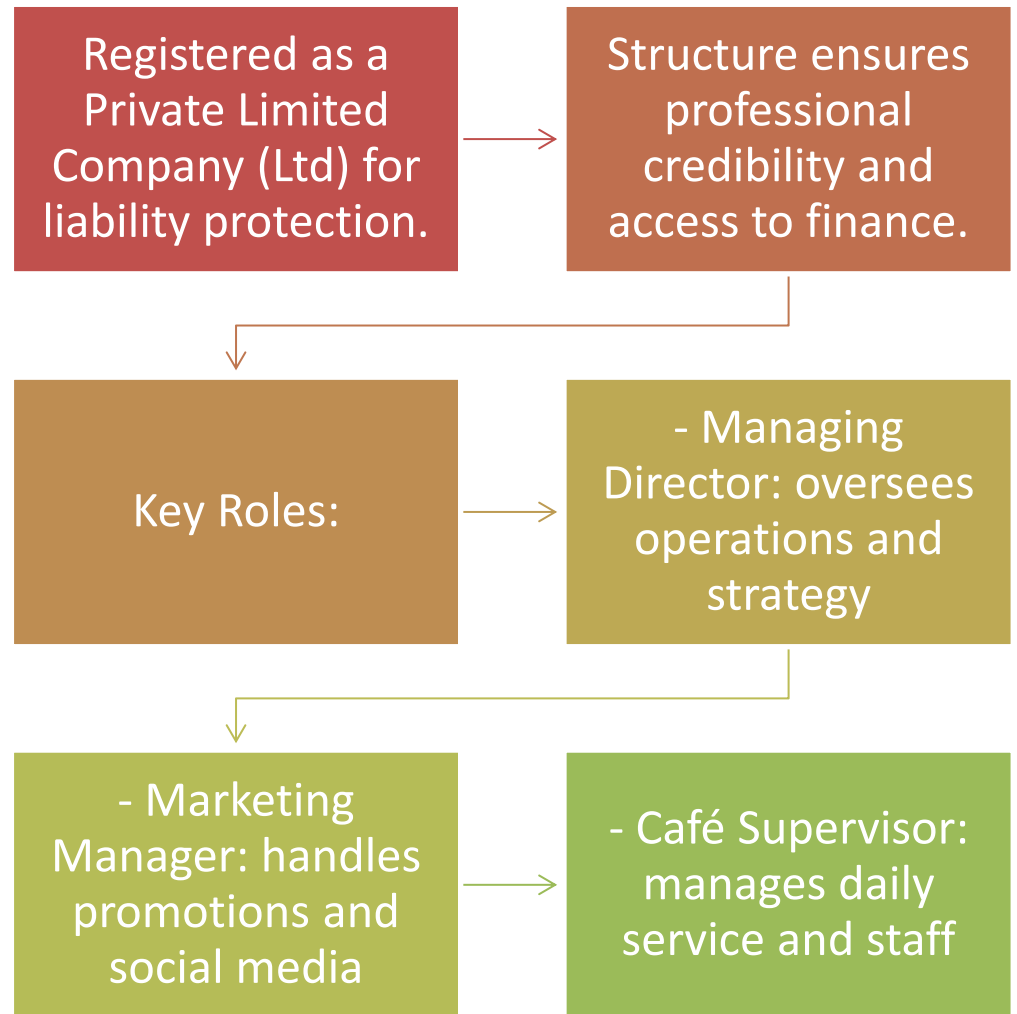
Aims to merge digital entertainment with real-life social interaction.

Offers regular tournaments, themed nights, and group gaming sessions.

Provides a comfortable café area with snacks and drinks.

USP: Encourages in-person gaming communities rather than online isolation.

Legal Format & Management Structure



PESTEL Analysis (Part 1)

Political: Support from UK entrepreneurship initiatives and local business policies.

Economic: Gaming industry worth £7.8 billion; rising costs of energy and rent noted.

Social: Gaming seen as a mainstream leisure activity fostering community engagement.

PESTEL Analysis (Part 2)

Technological: Investment in modern gaming tech and reliable internet connectivity.

Environmental: Focus on energy efficiency and sustainable sourcing in the café.

Legal: Compliance with UK employment, safety, and data protection regulations.

Marketing Strategy



Digital-first approach using Instagram, TikTok, and Twitch.



Website for bookings, memberships, and event updates.

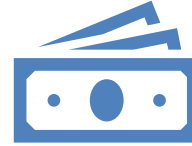


Student discounts and opening tournaments to attract early customers.



Membership rewards for loyal gamers and regular visitors.

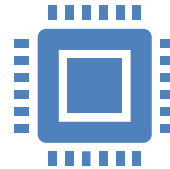
Funding and Startup Expenses



Estimated startup cost:
£40,000.



Funding sources: personal
savings, Start Up Loan, and
possible angel investors.



Major expenses: equipment
(£25k), premises setup
(£10k), and marketing (£5k).



Goal: Reach break-even
within the first 12 months
through consistent sales.

Conclusion & References



Level Up Gaming Lounge combines innovation, community, and entertainment.



Strong market potential and strategic planning make it a viable venture.



References:



UKIE (2024), Department for Business and Trade (2024), Kotler & Keller (2016).