



ÖSTERREICHISCHES BUNDESHEER  
Theresianische Militärakademie

# Unibar

Sebastian ASSINGER, Philipp BARTOSCH, Maximilian DIEBER



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# Content

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- Executive Summary
  - Company Summary
  - Products
  - Market Analysis
  - Strategy and Implementation Summary
  - Management Summary
  - Important Assumptions



# Executive Summary

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- Karaoke
  - 21-35-year-olds
  - Monday to Saturday



# Executive Summary

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- Goals

- Exceed customer`s expectations and make everybody feel welcomed
- Increase number of clients by 20% per year
- Surviving off its own cash flow



# Company Summary

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- Comfortable environment
  - Drinking and sharing music
  - “Music Connects”



# Company Summary

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- Start-up Summary
    - Build-out and design – 140,000€
    - Bar supplies – 20,000€
    - Opening inventory – 15,000€
    - Working capital – 15,000€
    - Marketing – 5,000€





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# Products

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- Microbrew beers
  - Coffee
  - Cocktails and long drinks



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# Market Analysis Summary

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- **Market Segmentation**  
Students / Singles / Non Singles
  - **Target Market Segment Strategy**  
Social Media / Partnership / Coupon
  - **Industry Analysis**  
Bar / Pub / Cafe
  - **Competition**



# Strategy and Implementation Summary

- **Competitive Edge**  
Theme / Niche / Flavour
- **Sales Strategy**  
Drinks / Partys
- **Milestones**  
Business Plan  
Location & vendor relationships  
First month of profitability

# Owners

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- **Sebastian** fills the warehouse. He is responsible for the acquisition and purchase of products in long term.
- **Philipp** empties the warehouse. He will be in charge of developing the drink menus, training of staff
- **Maxi** fills the bar with customers. He will also work directly with social media companies and marketing companies



# Work team

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- **3 part-time bartenders** to serve drinks, help clean, and provide excellent customer service.  
M/W 20-35
- **2 bar backs** to assist the bartenders with cleaning and service.  
M/W 20-35
- **1 liquor attorney** to ensure all compliance regulations are being met.  
M/W 20-35



# Personnel plan

<b>Owner</b>	<b>€36,000</b>	<b>€2,571</b>
<b>Bartender</b>	€14,400	€1,028
<b>Bar Back</b>	€11,200	€800
<b>Dishwasher</b>	€11,200	€800
<b>Total Payroll</b>	€144,900 per year	€5,200

