

Escape the Room

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Executive Summary

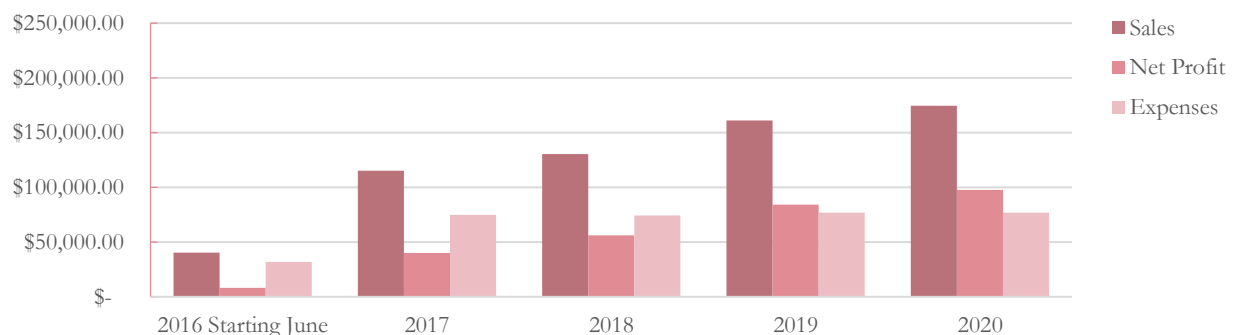
Escape rooms is an entertainment team-based concept created across the world that includes live real-life escape games where members of the team race against time to escape the locked room in less than one hour. Players locked inside the room have to discover a set of clues, solve puzzles and accomplish challenges in order to achieve their ultimate goal.

Highlights

Escape rooms is an opportunity to help intellectually stimulate the minds of all generations helping them to operate beyond their expectations. Members are encouraged to develop leadership skills, rely on each-others, communicate, have a critical lateral thinking thus creating the positive synergy needed to beat the time and escape the room.

The game requires a team of 3 to 6 believing they can do it, and they will simply ... Do it. Escape rooms targets a wide age range from 16 years old to a no upper age limit which is almost the 60% of the Lebanese population. Our company will be targeting School Students, University Students, Scout and Other Social Activities members and finally Corporates for the aim of creating a team-building activity! The forecasted financial report is as per below chart:

Financial Overview



Objectives

Escape the rooms aims to:

- 1) Promote an environment way far from the virtual one we are currently living in,*
- 2) Spread the fun between players*
- 3) Stimulate the minds of all generations*
- 4) Facilitate team building*

Location & Interior

The room can be built in any facility as long as it contains a door and a back access to the room by admins of the game. Each additional room given will be a help to more and more creativity in games' creation.

Rooms will be changed twice or 3 times a year based on participants' turnover and additional facilities availability.

Hours of Operation

Weekdays: from 10 am till 11 pm (Last subscription)

Weekends and Holidays: from 10 am till 11 pm (Last subscription)

Financial Management

During the first implementation year, we will be adopting the hardcopy vouchers system for doing the financial management. At a later stage, an investment in a POS system will be made to have all data put in order adopting an accounting system.

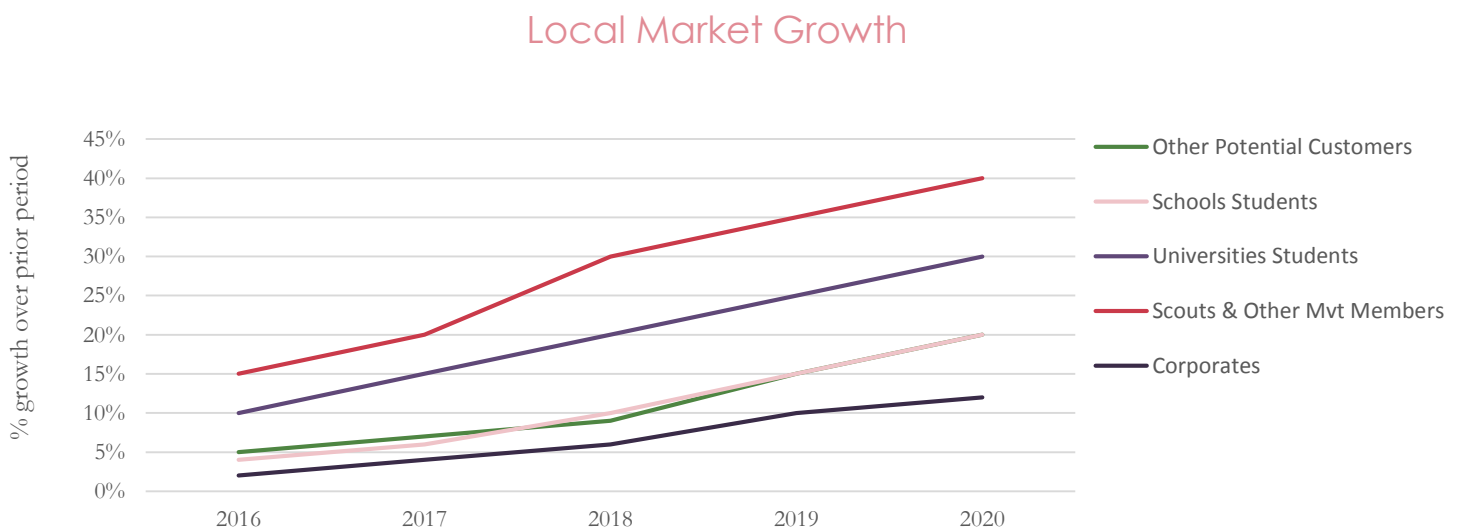
Marketing

Our marketing plan will expend to cover:

- 1) Schools
- 2) Scouts and other movements
- 3) Universities
- 4) Corporates

Market Analysis

Market Growth is expected to be as per below chart:



Competition

This section is to be developed at a later stage

Pricing

➤ **Weekends & Public Holidays Rates (From 10 am till 11 pm)**

- Group of 3: \$30
- Group of 4: \$28
- Group of 5: \$26
- Group of 6: \$22

➤ **Weekdays Rates (From 10 am till 11 pm)**

- Group of 3: \$26
- Group of 4: \$24
- Group of 5: \$22
- Group of 6: \$20

Advertising and Promotion

Marketing strategy includes flyers distribution, presence in exhibits for game demonstration, promotions on online websites for visibility, banners and panels inside and outside malls.