

Hush

BUSINESS PLAN



Contents

- Executive Summary.....1**
- Company Summary.....4**
 - Mission..... 4
 - Vision..... 4
 - Core values..... 4
 - Objectives 5
 - Goals 6
 - Keys to Success 7
 - Location..... 8
 - Key Management..... 8
- Product and Services.....9**
- About the Owner!.....11**
- History: We have come a long way!.....13**
 - Hush Artists..... 16
- Market Research.....20**
 - Hospitality Industry..... 20
 - Alcohol Industry 22
 - Nightlife Market..... 25
 - Hip-Hop Culture 26
 - Competitive Analysis..... 29
 - SWOT 34
 - Customer Segmentation 35
 - Target Market 36
- Marketing Plan38**
 - 7 Ps of Marketing 39
 - Modern Marketing Tools: 41
 - Traditional Marketing Tools:..... 44
 - What we used to do..... 44
 - Evaluation 45
 - Sales Strategy:..... 46
- Operational Plan.....47**
 - A week at the club 47

The Process	47
Internal Controls	49
Functions and Divisions.....	50
Value Chain	52
Launch Strategy.....	53
The Venue	56
Organizational Structure	57
Legal Structure	57
Key Management.....	57
Organizational Structure.....	58
Financial Plan.....	59
Summary	59
Financial Summary:.....	60
Revenue:	61
Payroll:	63
Expenses:	64
Inventory:.....	65
Gross Assets:	66
Margins:	66
Profit and Loss:.....	67
Balance Sheet:.....	68
Cashflow:.....	69
Financing:	70

Executive Summary

The founder began in the sector in 1996 and has operated 26 clubs in various locations around the United States. The clubs were immensely successful, and like with any other entertainment industry, these companies suffered as well, but since then, all activities have been unified under one brand name, "Club Hush." Furthermore, Club Hush Management Company, LLC. has purchased all of our operational businesses and will be our single operating company in the future and now it is time to go global.

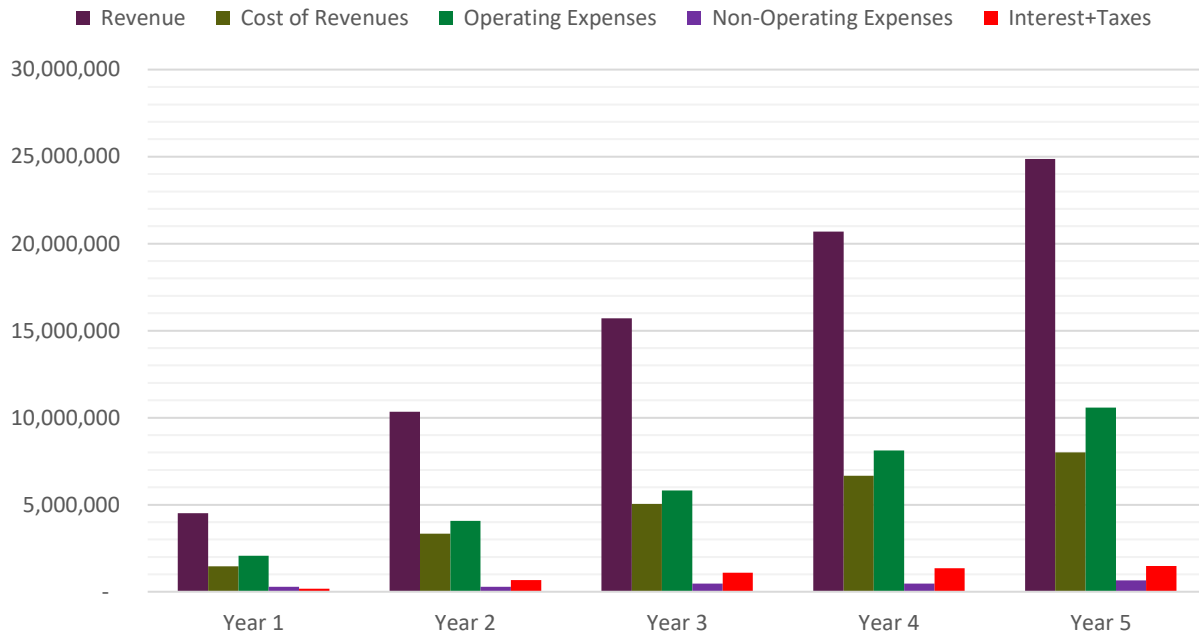
The founder entered the industry in 1996 and has since owned 26 clubs in various places around the United States. The clubs were enormously popular, and these enterprises suffered as well, but since then, all operations have been united under one brand name, "Club Hush." In addition, Club Hush Management Firm, LLC. has acquired all of our operational operations and will be our sole running company in the future.

City	Country
Charlotte	USA
Atlanta	USA
Las Vegas	USA
Los Angeles	USA
Dubai	UAE
Tokyo	Japan

Mr. Marc Hubbard, a professional with over 26 years of business expertise, leads the company. He will oversee the day-to-day operations of the Club hush and will be aided by the industry's greatest talent.

Marc Hubbard is in charge of the organization's finances, operations, and administration, and he works closely with each department to help manage and support the operations that come within their jurisdiction. Each department is given considerable decision-making autonomy within its defined jurisdiction.

Financial Summary



Our goal is to:

- Establish the greatest clubs in all of the world's major cities. 2. Maintain an average weekday occupancy of 40%.
- Maintaining an occupancy rate of 80% or higher on weekends; and 4. Building a large network of artists ready to collaborate with Club Hush.
- 5. Make Club Hush a popular event venue for both partygoers and artists.

We believe following keys will help us succeed in achieving our goals and objectives:

- Having a location where there is a party
- Deliver great service that creates a lasting impact on our key customers.
- Consistent entertainment environment and product quality
- Managing our internal finances and cash flow in order to achieve capital growth.
- Strict cost control at all times, without exception

The marketing strategy of the club hush is based on both modern/digital and traditional methods. The corporation has devised a marketing strategy centered on expanding the brand and attracting new members to the club.

The company plans to raise USD 28 million in total that will be broken down into tranches in line with launch strategy of each club. In first phase the company require the funding of USD 7 million the breakdown of which is as follows:

With the funding the company will establish one club at a time and while it sets foot in the market the planning for the next club will begin. The company's plans generating revenues and making profits as follows:

Company Summary

Club Hush is a management company, LLC is a Delaware based LLC. The company is involved in the lucrative entertainment business specializing in the nightclub business. During covid-19 the nightclub industry took a major hit and many similar businesses faced bankruptcy as well. But as the covid goes away the entertainment industry is expected to revive the market.

The founder first started in the industry in 1996 and has owned 26 clubs located in various states of USA. The clubs have been extremely profitable and due to covid like any other entertainment business, these businesses also took a hit but since then all the operations have been consolidated under one brand name which is "Club Hush." In addition, Club Hush Management Company, LLC. has acquired all of our various operating entities and is our sole operating entity moving forward.

Club Hush is a global nightclub company that plans to open and operate clubs in worlds best metropolises and mega cities. These cities include Dubai, Tokyo, London, and others. The club hush will be headquartered in the United States and focus on the western/American hip hop and also the local hip hop music in the global locations.

The company was established by Mr. Hubbard, the sole owner and founder of the company. Mr. Hubbard opened his first club in 1996 named "Club Dimensions". Over the years he was able to successfully change and transform his first venture into an ambitious Club Hush brand.

Mission

Club Hush has the mission to provide young adults with the best urban nightlife. We have a dream to create the ultimate expression of hip hop culture and provide space that provides an experience that is irreplaceable.

Vision

"Club Hush will become the world's first hip hop nightclub that aims to spread the authentic hip hop culture while making sure that diversity remains its paramount principle."

Core values

Superior
Service

Quality

Safety

Longevity

Experience

Profit

Objectives

The company's expansion strategy encompasses a phased approach, commencing with the establishment of nightclubs in Charlotte and Atlanta, followed by Las Vegas and Dubai. The objectives of the expansion plan are as follows:

1. **Establish Nightclubs in Charlotte and Atlanta:** The company aims to initiate its expansion journey by setting up nightclubs in Charlotte and Atlanta, tapping into vibrant local nightlife scenes and cultivating a loyal clientele base.
2. **Successful Fundraising:** Securing necessary funding to support the acquisition of club buildings, infrastructure development, and operational expenses is paramount to the expansion plan's success.
3. **Acquisition of Club Buildings:** Identifying suitable properties for club venues in key locations such as Las Vegas and Dubai, ensuring strategic positioning within bustling entertainment districts.
4. **Club Setup in Las Vegas:** Once the acquisition process is complete, the company will focus on establishing the infrastructure and operational framework for the Club Hush Las Vegas, adhering to regulatory requirements and industry standards.
5. **Successful Opening of Club Hush Las Vegas:** The grand opening of Club Hush Las Vegas marks a milestone in the company's expansion journey, symbolizing its entry into one of the world's most renowned nightlife destinations.
6. **Profit Generation from Club Hush Las Vegas:** With the successful launch of Club Hush Las Vegas, the company aims to generate substantial profits, leveraging its brand reputation and innovative club experience to attract patrons and drive revenue.
7. **Expansion into Additional U.S. Markets:** Following the triumph of Club Hush Las Vegas, the company will extend its footprint by opening another nightclub in the USA, with Los Angeles identified as the next target city.
8. **Global Expansion:** Building on its success in the domestic market, the company will embark on a global expansion initiative, targeting mega-cities across the world. The expansion plan includes strategic entry into dynamic nightlife hubs such as Dubai, Tokyo, London, San Paulo, Seoul, New York, Barcelona, Paris, Mexico City, and Johannesburg. The selection of global expansion locations will be based on thorough analysis of market statistics and data, ensuring alignment with the company's vision and objectives.

Goals

Club Hush, renowned as a pioneer in the Hip-Hop nightclub industry, is dedicated to crafting spaces that epitomize the coveted party lifestyle. With the widespread influence of Hip-Hop culture transcending borders, Club Hush aspires to establish premier nightlife destinations across the globe. To realize this ambitious vision and maintain its position as an industry leader, Club Hush has delineated the following strategic objectives:

1. **Establish the Best Clubs in Major Global Cities:** Club Hush endeavours to set the gold standard for nightlife entertainment by creating unparalleled club experiences in prominent urban centres worldwide. From New York to Tokyo, London to Dubai, the company aims to leave an indelible mark on the global nightlife scene.
2. **Maintain Weekday Occupancy of 40%:** Ensuring a steady flow of patrons during weekdays is crucial for sustaining operations and cultivating a vibrant club atmosphere. By offering compelling midweek events and promotions, Club Hush seeks to maintain a respectable occupancy rate throughout the week.
3. **Maintain Weekend Occupancy of 80% or More:** Weekends represent the pinnacle of nightlife activity, and Club Hush is committed to maximizing occupancy levels during these prime hours. Through strategic marketing initiatives, exclusive events, and exceptional guest experiences, the company aims to achieve and exceed an occupancy rate of 80% on weekends.
4. **Build an Extensive Network of Collaborating Artists:** Central to Club Hush's allure is its ability to attract top-tier talent from the music industry. By forging strong partnerships with a diverse array of artists, DJs, and performers, the company seeks to curate dynamic events that resonate with audiences worldwide. From emerging talents to established icons, Club Hush aims to highlight the best of Hip-Hop culture on its stages.
5. **Position Club Hush as the Premier Event Destination:** Beyond merely hosting parties, Club Hush aims to cultivate a reputation as the ultimate event destination for party enthusiasts and artists alike. Through innovative event programming, immersive experiences, and impeccable hospitality, the company endeavours to create lasting memories and establish Club Hush as a cultural landmark in every city it operates.
6. **Embrace Diversity and Inclusivity:** Club Hush is committed to creating inclusive and welcoming spaces that celebrate diversity in all its forms. By fostering an environment that embraces people of various backgrounds, cultures, and identities, the company aims to promote unity and inclusivity within the global nightlife community.
7. **Sustainable Operations:** In alignment with its commitment to corporate social responsibility, Club Hush aims to implement sustainable practices across its operations. From eco-friendly venue design to responsible sourcing of materials and services, the company strives to minimize its environmental footprint and contribute positively to the communities it serves.

By steadfastly pursuing these goals, Club Hush seeks to not only redefine the nightclub experience but also leave an enduring legacy in the annals of global nightlife history.

Keys to Success

Vibrant Party Atmosphere:	Creating an electrifying environment where the party never stops is fundamental to Club Hush's ethos. By offering an immersive nightlife experience, complete with pulsating music, captivating performances, and an energetic ambiance, Club Hush ensures that patrons keep coming back for more.	Consistent Entertainment Excellence:	Club Hush maintains a steadfast focus on delivering top-tier entertainment and product quality. Whether hosting renowned DJs, live performances, or themed events, the club ensures that every aspect of the guest experience is of the highest caliber. By consistently raising the bar in terms of entertainment offerings, Club Hush remains a coveted destination for nightlife enthusiasts.	Sound Financial Management:	Effective financial management is integral to Club Hush's long-term success. By meticulously managing internal finances and optimizing cash flow, the company sustains upward capital growth while mitigating financial risks. Through prudent financial planning and strategic investments, Club Hush positions itself for sustainable growth and resilience in the face of economic fluctuations.
Exceptional Customer Service:	At the heart of Club Hush's operations lies a commitment to delivering unparalleled customer service. From the moment guests step through the doors, they are greeted with warmth, professionalism, and personalized attention. By exceeding customer expectations and leaving a lasting impression, Club Hush fosters loyalty among its core clientele.	Cost Control and Efficiency:	Club Hush maintains rigorous control over all costs, prioritizing efficiency and fiscal responsibility at every turn. By scrutinizing expenses, negotiating favorable deals, and implementing cost-saving measures, the company maximizes profitability without compromising on quality. With a commitment to prudent resource allocation, Club Hush ensures that every dollar spent contributes to its overall success.	Innovative Marketing Strategies:	Club Hush embraces innovative marketing strategies to engage with its target audience and stay ahead of industry trends. From leveraging social media platforms to hosting promotional events and collaborations, the club maintains a dynamic online presence while fostering meaningful connections with patrons. By staying agile and adaptive in its marketing approach, Club Hush continues to attract new customers.

Location

The headquarters of Club Hush Management LLC are in Charlotte, North Carolina. Our corporate headquarters in Charlotte will continue to manage our different sites. Hush sites are planned for Atlanta, Charlotte, Las Vegas, Los Angeles, Dubai United Arab Emirates, Tokyo, London, San Pablo Brazil, Seoul, New York, Barcelona, Paris, Mexico City, and Johannesburg in South Africa.

With 12 Mega Clubs now operational, we will be well positioned to franchise into several international markets.

Key Management

The company is led by the Mr. Marc Hubbard, A man with an experience of over 26 years in the industry. He will lead day-to-day operations of the Club hush and will be assisted by the top talent in the industry.

Marc Hubbard oversees the organization's financial, operational, and administrative components and collaborates closely with each department to assist, lead and support the operations that fall within their purview. Within its designated domain, each department is granted a broad range of decision-making authority.

Product and Services

Club Hush epitomizes the pinnacle of Urban Nightlife, offering a comprehensive range of premium services and experiences. Our diverse revenue streams encompass:



Admission Sales:

- Traditionally, our primary revenue source, accounting for 60% of our Gross Income.
- Door prices typically range from \$10.00 to \$300.00, adjusted dynamically based on market demand.

Bar Sales:

- Featuring an extensive array of beverages, including beer, wine, and liquor, catering to all tastes and preferences.
- From budget-friendly options to top-shelf selections, our bar ensures a diverse and satisfying drinking experience for patrons.

VIP Sales:

- Representing a significant area of growth, our VIP Revenue model focuses on VIP Bottle and Booth Sales.
- VIP Bottle service offers a curated selection of premium Liquor and Champagne brands, with prices ranging from \$200.00 to \$1800.00 per bottle.

- VIP Booth Sales provide exclusive seating options for discerning clientele, with tables, booths, and entire VIP sections available. Pricing varies from \$300.00 to \$15,000.00, depending on the event and amenities provided.

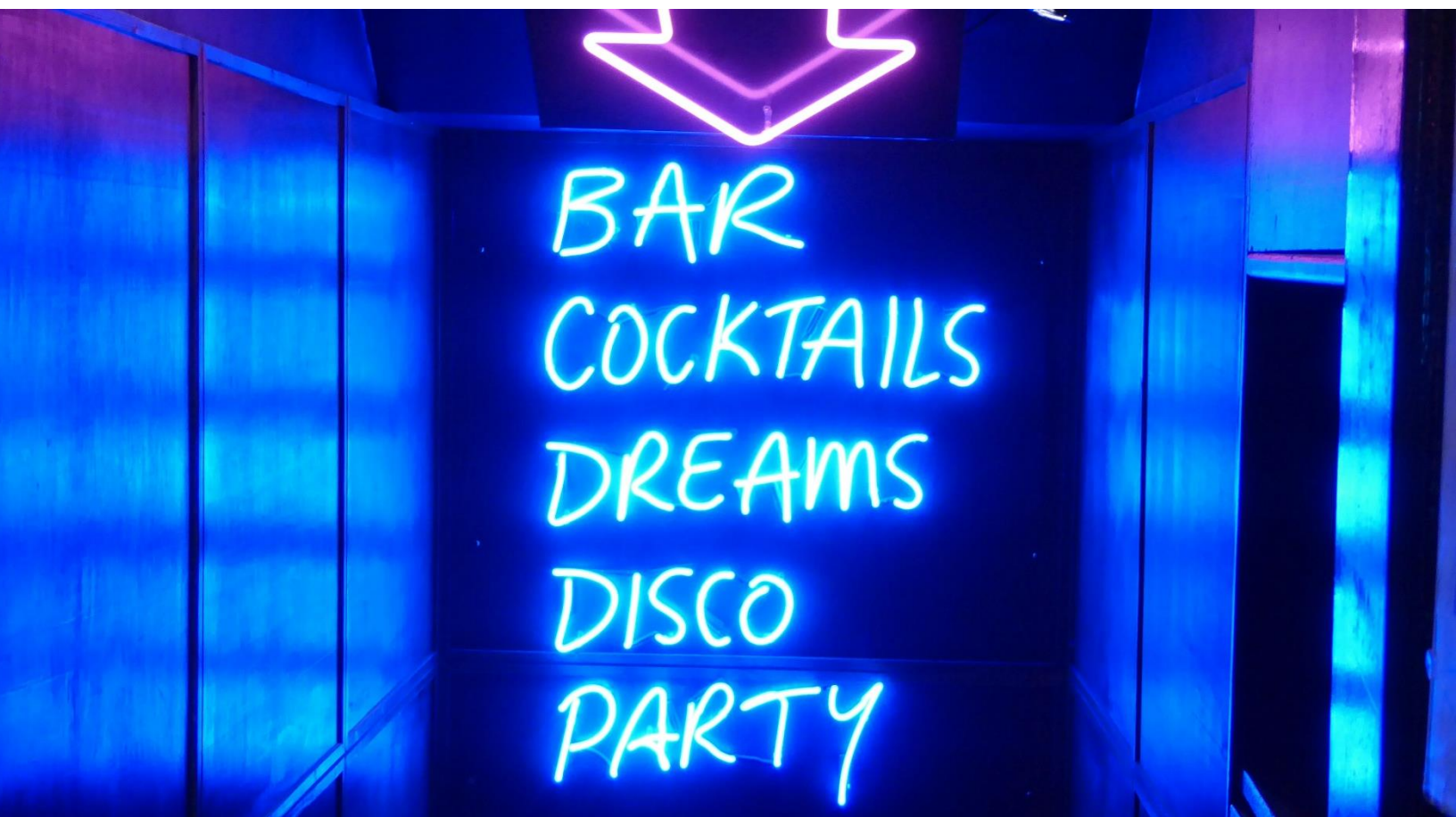
Events Hosting:

- Club Hush offers its facilities for hosting individual events, available for an all-inclusive rental fee.
- Rental fees cover the use of the venue, excluding alcohol sales, and can range from \$5,000.00 to \$50,000.00, contingent upon scheduling and event specifications.

Merchandise Sales:

- In addition to our core offerings, Club Hush also generates revenue through merchandise sales, including branded apparel, accessories, and memorabilia.
- Our merchandise lineup complements the nightclub experience, allowing patrons to take home a piece of the Club Hush lifestyle.

By diversifying our revenue streams and continually innovating our offerings, Club Hush remains at the forefront of the Urban Nightlife scene, delivering unparalleled entertainment and hospitality to our valued guests.



About the Owner!



How Marc got Started?

Initially setting your sights on a career in college football, with aspirations of reaching the NFL, Marc embarked on a path filled with dreams of athletic glory. However, fate had other plans. Despite his talent and dedication on the field, the pursuit of professional football proved elusive. Undeterred, He transitioned into the corporate world, landing a role as a controller for a restaurant. Little did he know this would serve as the catalyst for his entrepreneurial journey. Amidst the challenges of keeping the restaurant afloat, a shocking discovery altered the course of his life. Uncovering a memo outlining plans to dismiss him upon securing funding, he faced the harsh reality of corporate politics. Yet, in the face of adversity, He demonstrated resilience and resourcefulness, paving the way for a remarkable transformation.

The moment of reckoning arrived when the restaurant terminated his employment, abruptly ending one chapter of his life while igniting the flames of entrepreneurship within him. Armed with determination and a loan from his cousin Tracy, he ventured into uncharted territory, transforming setbacks into opportunities. With courage as his compass, he embarked on a bold endeavor, birthing his inaugural sports bar, Dimensions, from the ashes of uncertainty.

As fate would have it, what began as a modest sports bar evolved into a pulsating nightclub, defying expectations and surpassing all odds. In a stroke of serendipity, the transition from sports bar to nightlife hotspot marked the inception of his enduring legacy. Through relentless dedication and unwavering perseverance, he sculpted a haven where music, culture, and community converged, laying the foundation for a revolution in urban nightlife.

In hindsight, the divergence from his initial aspirations as a football player may have seemed incongruous. Yet, he embraced the twists and turns of the journey with unwavering resolve. Rather than succumbing to regret, he discovered fulfillment in unexpected places, embodying the adage that life's greatest treasures often lie beyond the confines of our plans.

His odyssey in the realm of nightlife is punctuated by countless moments of triumph and transcendence. From grassroots marketing campaigns to hosting industry luminaries like Beyoncé and Jay-Z, each chapter of his story serves as a testament to the transformative power of perseverance and vision.

For those yearning to chart their own course in the world of entrepreneurship, his counsel resonates deeply. Embrace the uniqueness of his journey, cultivate resilience in the face of adversity, and remain attuned to the guiding whispers of fate. His narrative exemplifies the fusion of passion, purpose, and providence—a guiding light for dreamers and doers alike.

Club Hush:

As he embarks on the next chapter of his odyssey, expanding Club Hush's footprint across global metropolises, the world eagerly awaits the dawn of a new era in nightlife. From the glimmering lights of Las Vegas to the exotic allure of Dubai, your vision promises to redefine the boundaries of possibility and hospitality on a global scale.

Marc's saga epitomizes the indomitable spirit of human endeavor, a testament to the transformative power of resilience and reinvention.

History: We have come a long way!

The company has a long history of 26 years with 21 different night clubs in various states. The clubs we have owned are as follows:



The complete list is as follows:

Club Dimensions	Club Fusion
The Underground	Club Fusion
Club Twist	Club Hush - Dalton GA
Club Onyx	Club Hush - Spartanburg SC
Club Vegas	Club Hush - Charlotte Central Ave
Ice 2K	Club Hush - Charlotte Independence Blvd
Club Rain,	Club Hush - Charlotte Sugar Creek Rd
Club 221	Club Matrix - Charlotte NC
Club Visions	Club Matrix- Spartanburg SC
Club Carnival	Club Matrix - Winston-Salem NC
Club Deep	

1996

((Hush))

The company opened its first site, Dimensions, in 1996. When Dimensions initially debuted as a sports bar, it failed, and it changed into Club Dimensions, our first nightclub. Due to internal organic demand in the collegiate sector, we concentrated on this area. The foundation of the firm was the collegiate market. There would be anticipation as the collegiate market would arrive in huge numbers early. In numbers, the whole market would then adhere. We were able to succeed and grow thanks to this methodology. We kept expanding into bigger and bigger facilities, putting our attention on providing a genuine, top-notch Hip Hop entertainment offering.

After 7 years in business, Hip Hop music entered the mainstream in 2003, and our company grew significantly. During this growth phase, we once had four nightclubs open concurrently.

2003

((Hush))

2006

((Hush))

In order to further sell our product, we launched the first Club Hush in Dalton, Georgia, in 2006. In order to create the Club Hush brand, we wanted to create a unified theme and idea that included all of the knowledge and skills we had gathered over the years from the many clubs we had operated. Later, we launched HushTv, a reality-based television programme.

Our business strategy was modified in 2008. Through a real estate holding company that the Clubs had been renting up until this time, we started to buy the real estate. In order to raise the real estate's value and optimize cash flow, we would then lease the property back to the operating corporation at a premium rate. The establishment of our operational company, Club Hush Management Company, LLC, and our real estate holding company, American Ventures Group, LLC, was made easier as a result.

2003

((Hush))

HushTv

Hush TV is the premium lifestyle tv that showcases the hip hop culture and primary attracts the African American and urban demographic of the American region. Club hush's influence is so significant that President Barack Obama asked for the company's assistance during the 2008 presidential election. We served as his campaign headquarters in Spartanburg, South Carolina, and promoted him on our television programme Hush TV.

In 2016, the company was again helping the esteemed politicians with their campaigns. Company was able to successfully lend its help to the president Donald Trump's presidential campaign as well.

The company encourages participation in politics, but it does not proclaim any political part, opinion, or attitudes.

HushTv is a live broadcasted tv show from the clubs to local and international cable.



Figure 1: Marc Hubbard with President Trump in 2016

Hush Artists

The club has worked with various A-list celebrities. The celebrities loved the club and helped is organize the best shows in USA. The club Hush understands and knows the art of throwing a party. Some successful parties are as follows:



HUSH have had opportunities to host great Hip-Hop artists such as Kodak Black at various occasions.



HUSH have had hosted time specific events in the past. The poster is for HUSH Halloween party



HUSH have had hosted time specific events in the past. The poster is for HUSH Christmas party

((Hush))

((Hush))

Hush has hosted various artists as well.

Hush have had hosted A list artists such as Kim Kardashian, Kanye West, 50 Cent, Migos and others.



Club Hush has a vast history of throwing successful parties and events and having famous politicians, artists, and civil activists at its clubs.

THE INCREDIBLE ALL NEW

Royal Pair presents

FRIDAY JULY 3RD, 2009

RICK ROSS

PERFORMING LIVE @ CLUB HUSH

TEXT clubhush TO 69302

620 W. BLACKSTOCK RD. SPARTANBURG, SC 20301
864-574-7772

Rick Ross

SATURDAY MARCH 1ST 2014

MIGOS

PERFORMING LIVE

The Official Collegiate Tournament

GRAND FINALE PARTY

CLUB HUSH

3500 EAST INDEPENDENCE BLVD. CHARLOTTE, NC

MIGOS at CLUB HUSH

EPIC SATURDAY PRESENTS...

GRAMMY AWARD WINNING R&B ARTIST

Miguel

SATURDAY
NOVEMBER 2, 2013

LADIES FREE TIL 11PM

@Club Hush

3500 East Independence Charlotte, NC 28205

For Advance tickets and VIP Information contact ACE (843) 822-8760

Miguel

TOURNAMENT WKND

SATURDAY FEBRUARY 27TH

HOSTED BY 50 CENT YO GOTTI KEVIN GATES

PERFORMING LIVE

GOTTI'S ONLY FULL LIVE SHOW

EFFEN VODKA

CLUB HUSH

9PM-UNTIL

421 E. SUGAR CREEK RD. | CHARLOTTE

4 TIGER AUTO OPT. | KEEEP

FOR TICKETS + VIP TABLES WWW.CHARLOTTETOURNAMENTWEEKEND.COM | FOR TABLES (407)770-8177

50 Cent at CLUB HUSH

TOPNOTCH ENTERTAINMENT / CELEBRITY INC. / THE DREAM TEAM THE SEARFIED GQONS PRESENT

THURSDAY
MAR. 1ST
2012

MAYBACH MUSIC VERY OWN

Meek Mill

welcome to my

House party

The Grand Opening Of

CLUB HUSH

5699 CENTRAL AVE. CHARLOTTE, NC 28212 (EASTLAND MALL PARKING LOT)

Meek Mill

LIVE TAPING FOR THE HIT SHOW EMPIRE!

18 TO PARTY 21 TO DRINK

FEB. 28

HOSTED BY HAKIM FROM EMPIRE

Empire

TOURNAMENT FINALE

EVERYONE FREE TIL MIDNIGHT

CLUB HUSH

421 E SUGAR CREEK RD. | CHARLOTTE, NC 28213

WWW.CLUBHUSH.NET @PIQASSOCUSTOMS

FRIDAY FEBRUARY 28TH 2K14

Yo Gotti

THE OFFICIAL CITY SHUTDOWN TOURNAMENT KICKOFF PARTY

DOORS OPEN @ 10

FIRST 100 LADIES FREE WITH HEELS BEFORE 1030

FOR ADVANCED TICKETS GO TO EZTIXX OR GOTTIHUSH.EVENTBRITE.COM

MUSIC BY DJ CHAMP

CLUB HUSH

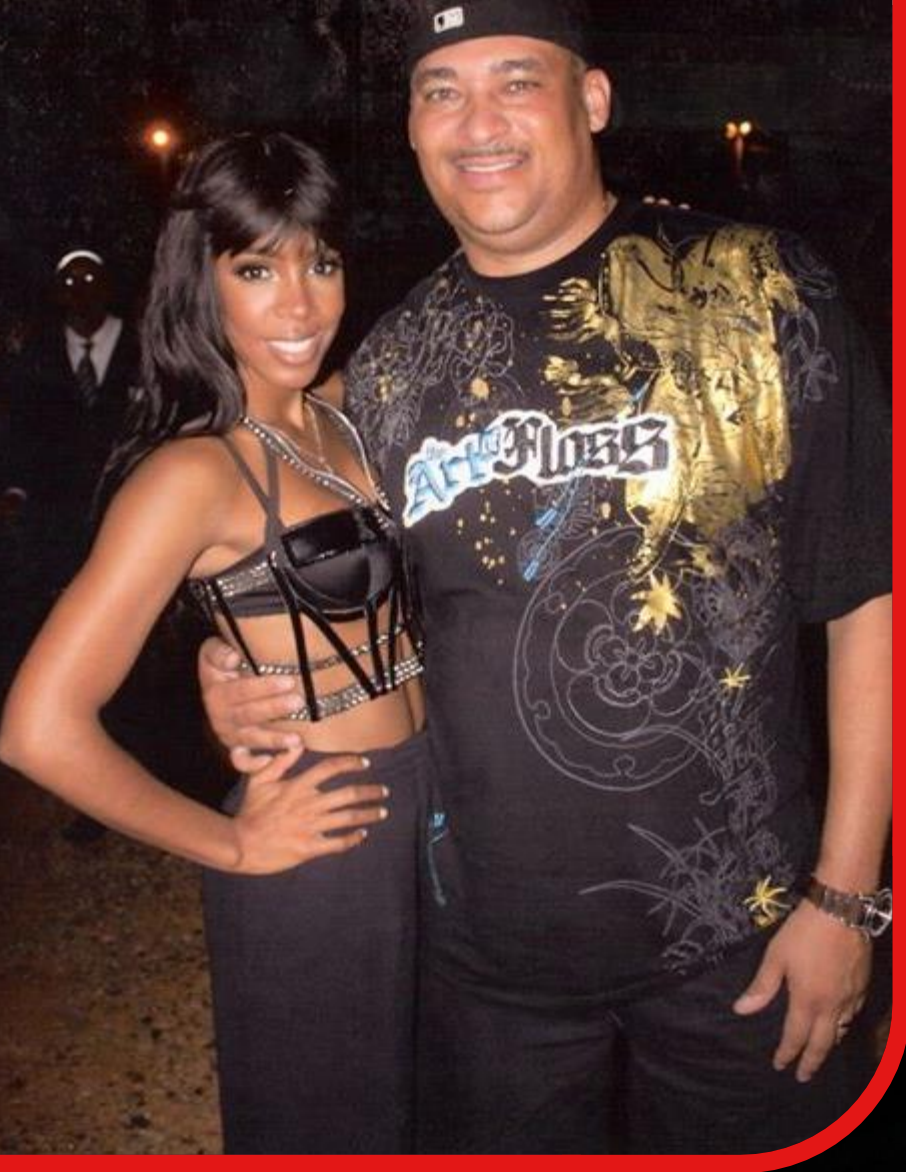
3500 EAST INDEPENDENCE BLVD CHARLOTTE, NC

Yo Gotti at CLUB HUSH

Hush

Empire

Hush



(((Hush)))



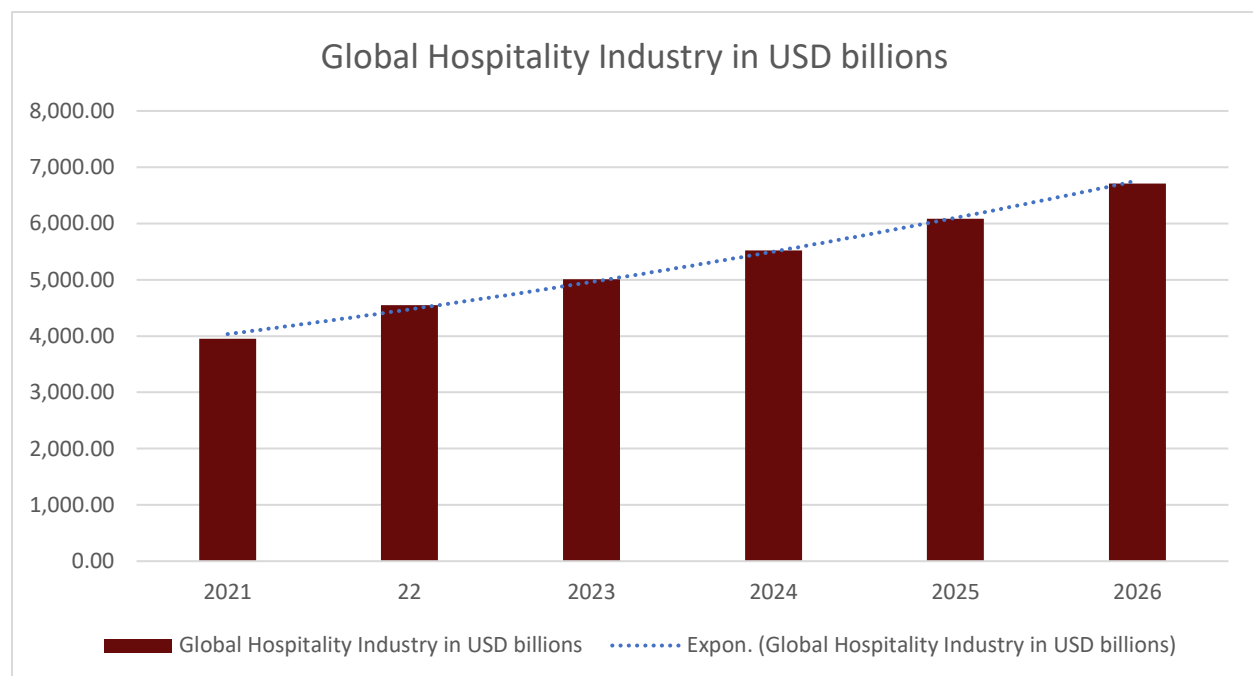
(((Hush)))

Market Research

Hospitality Industry

The hospitality sector encompasses all enterprises that deal with customer pleasure and are geared at fulfilling leisurely requirements rather than fundamental ones, in contrast to other business segments that are made up of only a small number of distinct companies.

The size of the global hospitality industry is anticipated to increase by \$4,548.42 billion in 2022, at a compound yearly growth rate (CAGR) of 15.1%, from \$3,952.87 billion in 2021. The company's restructuring their operations and recovering from the COVID-19 impact, which had earlier resulted in restrictive containment measures involving social estrangement, remote work, and the closure of commercial activities that resulted in operational challenges, are primarily to blame for the growth in the hospitality market. With a CAGR of 10.2 percent, the hospitality industry is anticipated to reach \$6,715.27 billion in 2026.



The hospitality sector is recovering from the implications of the covid, but the forecasts are showing a significant growth in the coming years, but the companies have to adapt to new trends.

Key hospitality and tourism statistics are as follows:

1. In only ten years, the number of foreign arrivals rose from 900 million to more than 1.3 billion.
2. The hospitality sector is cited by the World Travel and Tourism Council (W TTC) as a key generator of global value creation.
3. One out of every ten job openings are in the travel and hospitality sector.
4. The travel and tourism sector has had overall growth of 15.1%.

Although the industry is a mature and flourishes in all types of economic structures, despite of that the industry faces following challenges:

1. Future game-changers include threats brought on by climate change, problems with safety and security, and huge migratory flows.
2. The concentration of size and influence among the major companies has increased as a result of corporate consolidation.
3. new rivalry between tech and digital entrepreneur
4. Providing the necessary trained workforce to drive this expansion is still another problem for owners since, according to the International Labor Organization, the hospitality and restaurant sector is producing employment at the highest pace of any sector in the economy.

The pandemic provided stakeholders in the hospitality sector with an opportunity to pause, regroup, and prepare for any new challenges brought on by the crisis. Following are the top trends in the industry:

- persistent disruption brought on by digital players and online travel agencies (OTAs).
- Customization, AI, and big data in the hotel sector.
- In the hotel industry, there is a digital shift.
- Travel trends for millennials and Generation Z include value, economy, and customization.
- Past the typical hotel chain
- Aiming towards sustainable leisure

USA Hospitality Sector

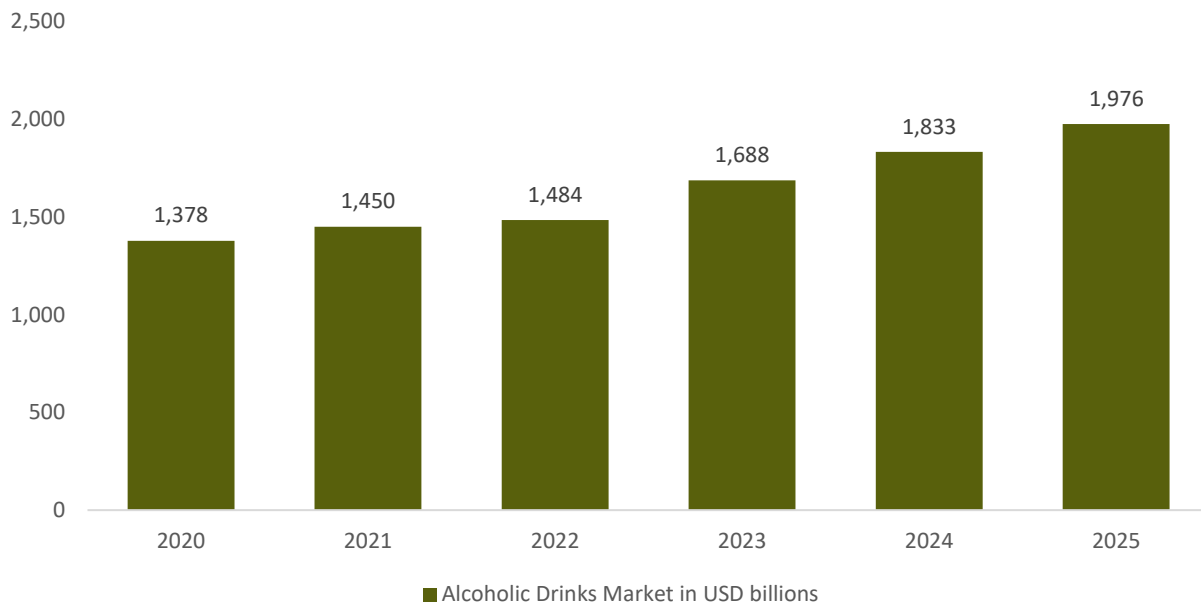
The USA hospitality industry is one of the largest sectors in the world's biggest economy. The market size, measured by revenue, of the hospitality industry is \$258.1bn in 2022. The market size of the industry is expected to increase 50.9% in 2022. The growth is higher due to the closure of the industry during the covid. The industry was at the brink of collapse and many businesses had to shut down.

With an increase in domestic business travel as well as an increase in foreign tourists visiting the United States for vacations, the hospitality sector has been expanding. From USD 116 billion in 2009 to USD 185 billion in 2017, the overall value of bookings grew. In 2017, the sum of all outbound travel expenses reached an all-time high of USD 251 billion. In 2017, there was USD 185 billion in gross hotel reservations, up from USD 116 billion in 2009. The Department of Commerce set a goal of 95.5 million foreign visitor arrivals per year by 2023, which is double the amount it saw in 2000, as a result of all these rising figures taken together.

Alcohol Industry

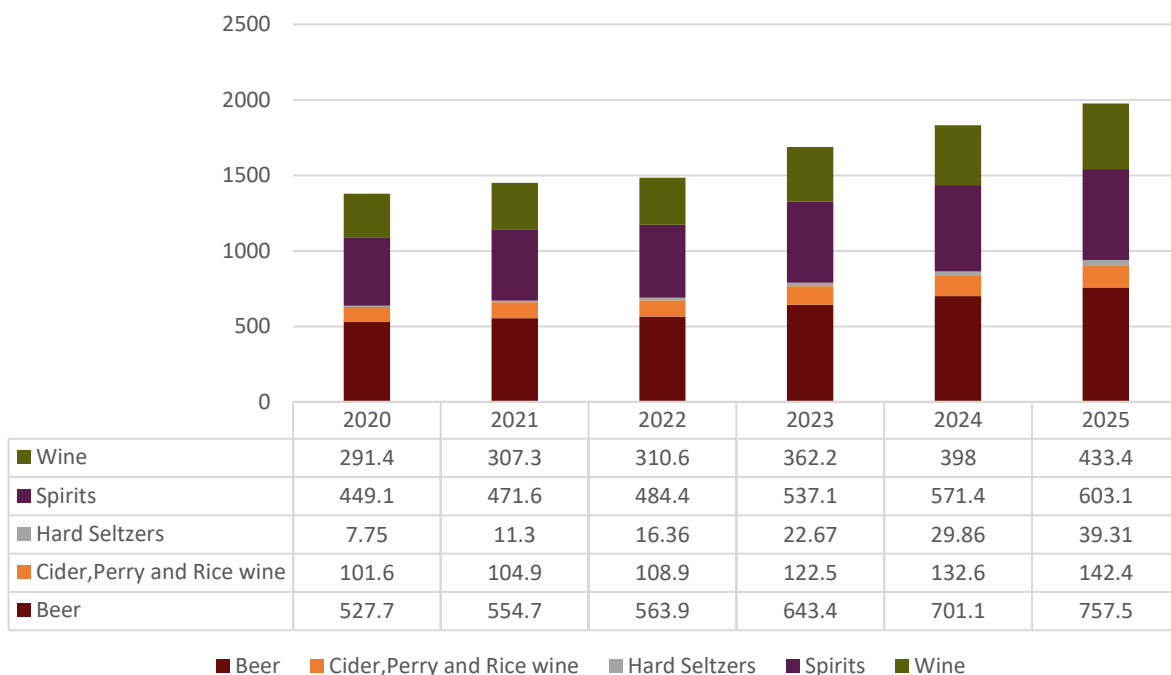
Bar sales are the main revenue stream for any night club business. We believe that it is important that we understand the industry and keep in view the global trends and tastes.

In 2022, the market for alcoholic beverages will generate US\$1,484.00 billion in revenue. The market is anticipated to expand by 10.01 percent yearly (CAGR 2022-2025).



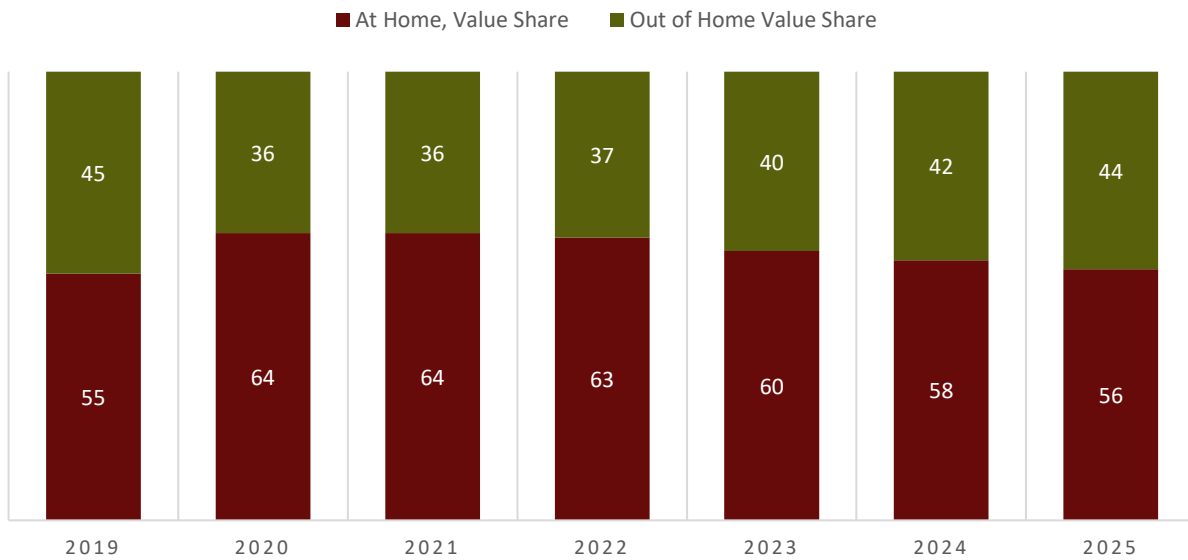
With a market volume of US\$563.90 billion in 2022, Beer is the market's largest sector.

Revenue by Segment in billion dollars

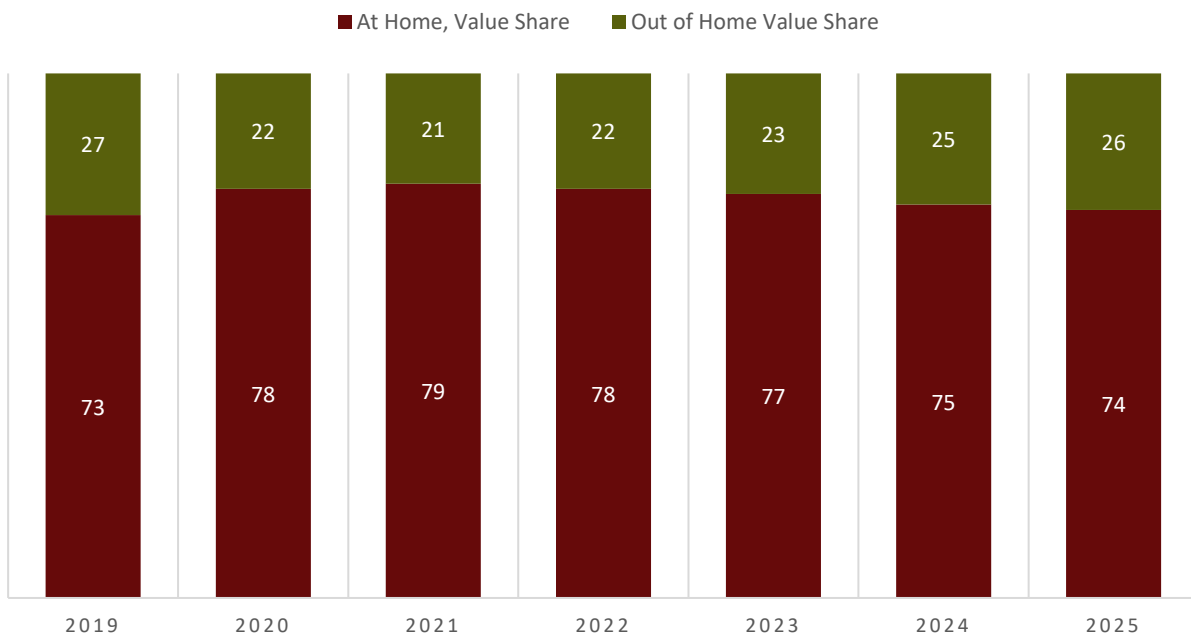


While demand in emerging nations is still increasing, the market for alcoholic beverages has seen a secular fall in volume sales in established markets. Value increase is primarily fueled by premiumization and out-of-home advertising sector expansion. More than two out of every five US dollars spent on alcoholic beverages are spent outside the house (in bars, restaurants, etc.), demonstrating the significance of the on-trade sales channel for the sector.

OUT OF HOME REVENUE SHARE IN %



OUT OF HOME VOLUME SHARE IN %



United states in the second biggest market in the industry with China leading the charts.

Top 5 (2022) in billion USD		
1	China	319.80
2	USA	261.10
3	Japan	110.80
4	UK	57.74
5	India	47.50

USA MARKET

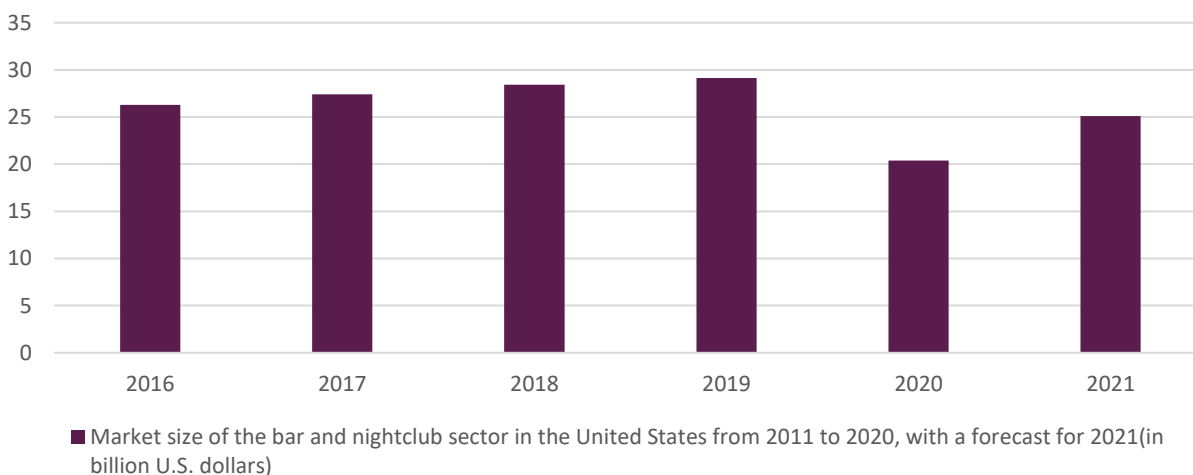
1. In 2022, the market for alcoholic beverages will generate US\$261.10 billion in revenue. The market is anticipated to expand by 10.51 percent yearly (CAGR 2022-2025).
2. With a market volume of US\$111.50 billion in 2022, Beer is the market's largest sector.
3. In the market for alcoholic beverages, out-of-home consumption will account for 48% of spending and 24% of volume consumption by 2025. (e.g., in bars and restaurants).

Nightlife Market

USA

In the United States, the market for bars and clubs was worth 20.04 billion dollars in 2020, down from 29.15 billion dollars the year before. According to projections, the sector's market size will reach \$25.09 billion in 2021.

Market size of the bar and nightclub sector in the United States from 2011 to 2020, with a forecast for 2021(in billion U.S. dollars)



The market for pubs, bars, and nightclubs is expanding as a result of the rise in the number of these establishments. The market is anticipated to be driven by the rising trend of urban youth socializing in bars and pubs.

The population of metropolitan regions is growing, and there is a sizable increase in the white-collar population, which has led to an increase in the number of bars and pubs. Premium bars and pubs have emerged as a result of varied interests and preferences for various kinds of premium beverages. Restaurant and hotel chains are encouraged to open rooftop bars and pubs in emerging nations due to the expansion of infrastructure, such as new airports and expressways.

Types of Bars

In the United States, there are many distinct kinds of taverns and nightclubs. One example is a sports bar, which offers alcoholic beverages, snacks, and live sports on television. There are numerous well-known sports bar franchises in the United States, but Buffalo Wild Wings was the clear winner in terms of revenue in 2019 with more than three billion dollars in sales. Wine bars, which focus on selling wine rather than beer or liquor, are another popular sort of bar. The number of wine bars in the US has not changed much over the past ten years, and the industry has remained steady in recent years. The karaoke bar industry, on the other hand, has been in decline. Customers can sing along to instrumental renditions of popular music in either little private rooms or on a public stage at karaoke establishments that also serve drinks. Over the past ten years, fewer karaoke establishments have opened in the United States.

Hip-Hop Culture

Hip-Hop culture and music are one of the most dominant music cultures globally and American Hip-hop is the market leader. R&B and hip-hop artist tracks made up more than 30% of all on-demand audio and video streaming in the United States in 2020. New statistics from market watcher MRC Data, gathered with Billboard, support that. R&B/hip-hop actually accounted for a third of all plays in the case of on-demand video streams, with 33.9 percent.

SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (Selected top genres)

	GENRE	TOTAL VOLUME*	TOTAL ALBUM SALES	PHYSICAL ALBUM SALES	DIGITAL ALBUM SALES	DIGITAL SONG SALES	TOTAL ON-DEMAND STREAMS	ON-DEMAND AUDIO STREAMS	ON-DEMAND VIDEO STREAMS
1	R&B/ HIP-HOP	28.2%	13.6%	12.3%	16.2%	20.0%	31.1%	30.7%	33.9%
2	ROCK	19.5%	39.5%	44.0%	30.8%	21.4%	15.6%	16.3%	11.4%
3	POP	12.9%	10.3%	10.0%	10.9%	17.8%	13.1%	13.1%	13.5%
4	COUNTRY	7.9%	8.8%	9.3%	7.8%	11.9%	7.1%	7.5%	4.6%
5	LATIN	4.7%	0.8%	0.6%	1.3%	2.7%	6.0%	5.3%	10.5%
6	DANCE/ ELECTRONIC	3.2%	1.6%	1.3%	2.1%	3.9%	3.3%	3.4%	2.9%
7	CHRISTIAN/ GOSPEL	1.9%	2.4%	2.2%	2.9%	3.5%	1.8%	1.7%	1.8%
8	WORLD MUSIC	1.8%	3.5%	4.3%	1.9%	2.1%	1.6%	1.5%	2.5%
9	CHILDREN	1.3%	1.6%	1.6%	1.6%	0.8%	1.2%	1.2%	1.3%
10	JAZZ	1.1%	2.9%	3.2%	2.3%	1.1%	0.7%	0.8%	0.3%
11	CLASSICAL	1.0%	2.1%	1.9%	2.5%	0.7%	0.8%	0.8%	0.4%

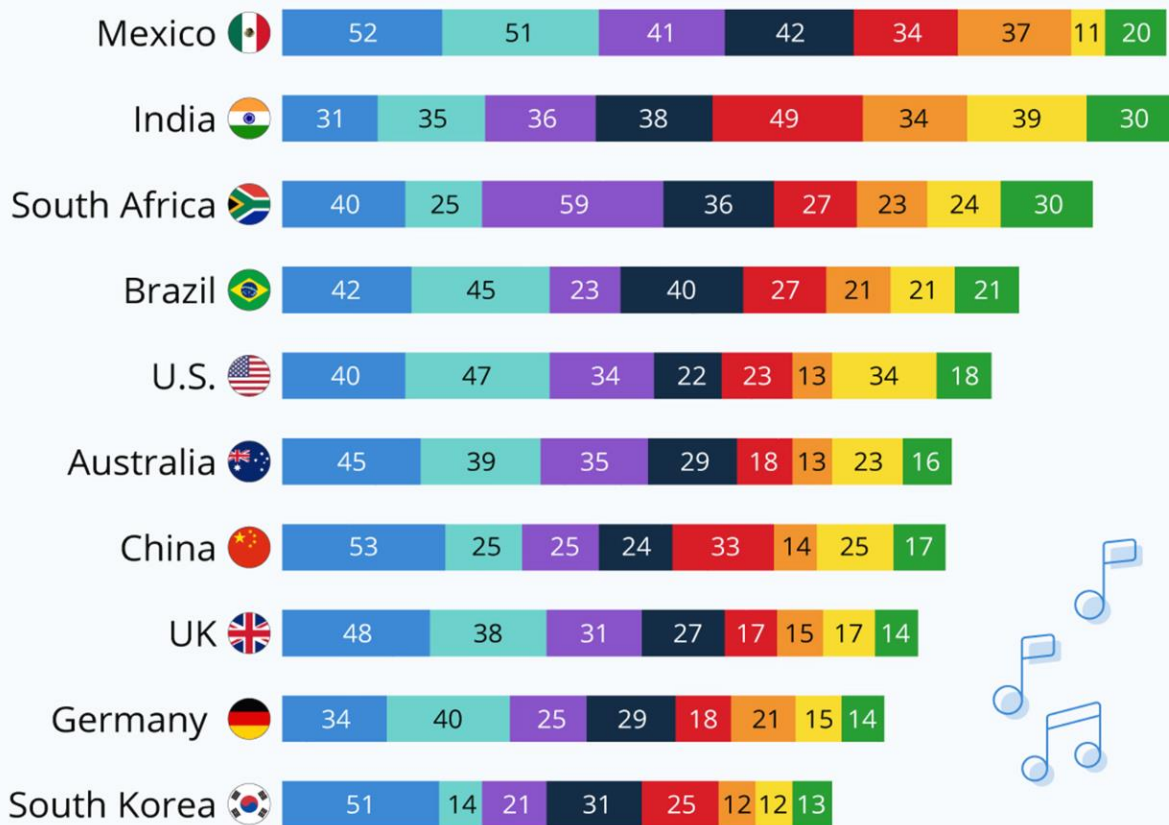
*Total volume = Albums + TEA + on-demand audio/video SEA

In a study done by the statista.com, Hip Hop genre is most popular in South Africa and in USA its third most popular genre after POP and rock music.

Pop, Rock or Rap? Musical Tastes Around the World

Share of respondents from selected countries who listen to the following musical genres in digital formats (in percent)

- Pop/Contemporary ■ Rock/Alternative/Indie ■ Hip-Hop/R&B
- Dance/Electronic Music ■ Classical Music ■ World Music
- Country ■ Jazz/Blues



21,683 listeners of digital music, 18-64 y/o, surveyed between July 2020 and June 2021. Multiple answers possible.
Source: Statista Global Consumer Survey



According to Spotify world's most used music streaming platform, in 2021 out of top five most streamed music artists two were the hip hop artists. On Spotify, Hip Hop is the most listened genre on the platform with 38% of the total streams coming from the genre. Pop accounts for 27% of streams, along with hip-hop, while Latin accounts for 18%, R&B accounts for 9%, rock contributes for 4%, and electronic accounts for the other 4%.

The most music review website have ratings of the genres as follows:

1. Pop
2. Hip Hop
3. Electronic Dance Music
4. Rock
5. R&B
6. Latin
7. K-Pop
8. Country
9. Classical
10. Metal

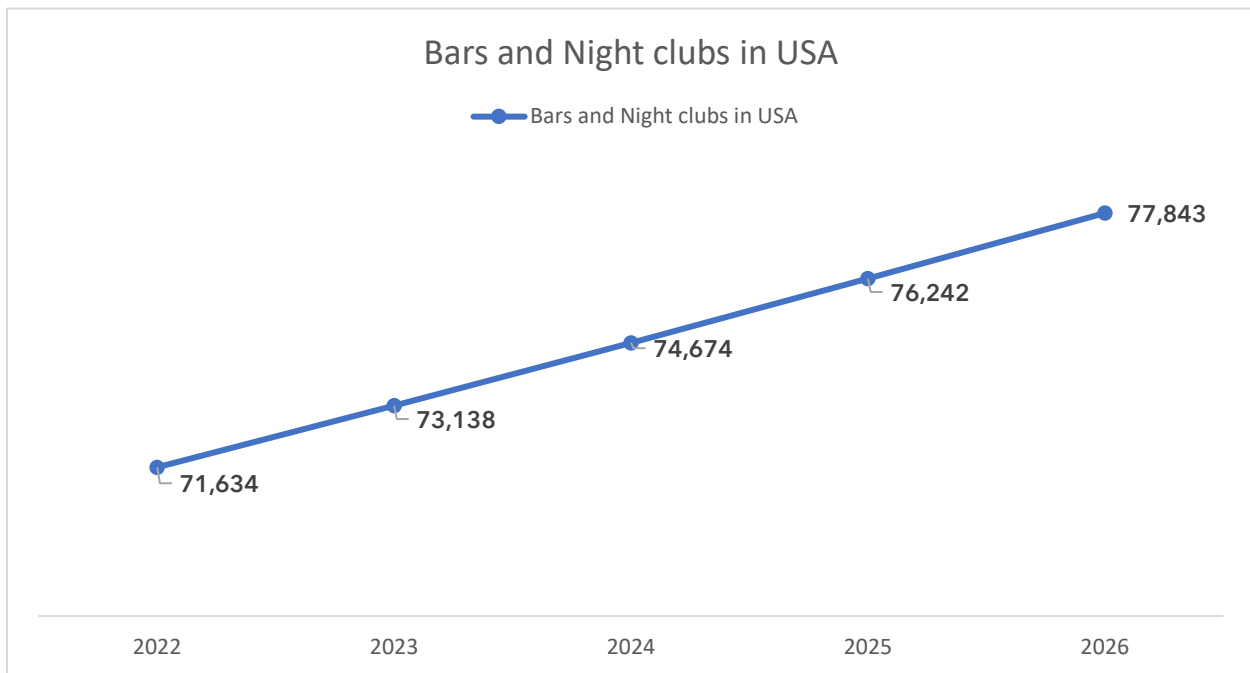
All these stats point to only one thing "People love Hip-Hop".

Competitive Analysis

Due to the nature of the business, our main competitors are all the bars, nightclubs, and any nightlife recreation facility other than strip clubs and similar establishments. To simplify the process of assessing the competitive market we have divided the competition into two main sectors:

1. Bars
2. Nightclubs

There are 71,634 bars and nightclubs in the United States which as an increase of 2.1% from 2021. Over the course of the five years between 2017 and 2022, the number of firms in the US's Bars & Nightclubs industry increased by an average of 2.1 percent annually and that is expected to remain same till 2026.



The bar industry a concentrated industry in the USA but as the world grows and population demographics shift towards the Gen-Z, we believe speciality bars are going to be the future. At Club Hush bars is an accessory to the nightlife that it is going to offer to the patrons.

We believe bars to be a indirect competitors to Club Hush because bars while they compete for the consumer dollars, they are small in comparison to a Nightclub as far as square footage and are thus unable to secure and present national entertainment acts.

Club main competition comes from the nightclubs. Club Hush does not offer adult entertainment, such as Strip clubs, and because we target a certain clientele, our offer stands out. The majority of our revenue in the urban hip hop market comes from door admissions, which, depending on the event, may bring in up to \$500 per person. The "white" and other types of clubs concentrate on making all of their money from bar sales and low door charges.

Since the markets are diverse, we have been able to precisely define our target market and methods in order to achieve long-term success. We continue to remain the market leader in our particular area as a result of the expense and other entry hurdles.

Direct Competitors:

The competitive analysis is focused on the two cities, Atlanta and Charlotte.

Atlanta		
Name	Club X	Club Y
Location	Buckhead	Mid-Town
Size (Sq/ft)	10,000	5,000
Revenue	\$10 million	\$5+ million
Employees	N/A	N/A
Founded	2010	2018
Category	Upscale	Dance

Atlanta		
Name	Velvet Room	The basement
Location	Inman Park	Edgewood
Size (Sq/ft)	Intimate	Medium
Revenue	N/A	\$2+ million
Employees	N/A	N/A
Founded	2005	2012
Category	Hip Hop/Live	Alternative/Indie

Charlotte		
Name	The Royal Peacock	Prohibition
Location	South End	Uptown
Size (Sq/ft)	15,000	8,000
Revenue	\$5 million	\$3 million
Employees	N/A	N/A
Founded	2017	2012
Category	Upscale	Speakeasy

Porter 5-Forces

Threat of New Entrants

Threat of new entrants is assessed to be low as it is expensive to get into the industry and the experience is the paramount of a successful club. It is believed that 8 out of 10 new clubs fail.

Threat of Substitutes

Threat from substitutes is assessed to be high as the club will be located in the major tourist and business cities around the world which already have plenty of leisure establishments

Rivalry among existing players

The industry is mildly competitive as the club operates and cater to a specific niche which is Hip Hop which makes our club visible among the Hip Hop followers.

Bargaining power of suppliers

The supplier's power is assessed to be low as the industry have a huge number of suppliers which are willing to work with large clubs on long-term basis.

Bargaining powers of customers

The threat from the customers is assessed to be mild as the customers looking for a great night and huge clubs of over 30,000 sq/ft fall into most sought-after clubs with a never-ending line outside.

SWOT

- Prime locations
- 26 years of industry experience
- Vast network
- Proven market engagement skills
- A list appearance
- Hip-Hop focused
- Strong brand reputation

S

- Business requires finances to fund ambitious plans
- Lack of operational team
- Clubs due to alcohol consumption are prone to fight breakouts
-

W

- Growing Hip-Hop culture
- Growing industry wide revenues
- Emergence of new markets such as Dubai
- Lack of niche focused clubs

O

- Another pandemic
- Inflation
- Supply chain disruptions
- Emergence of new global competitor
- Security concerns (Travis Scott Event)

T

Customer Segmentation

Music

Club hush will offer Hip-Hop music and culture at its establishments. The company will focus on the American Hip-Hop but local Hip-Hop will also be promoted in international locations.

Vibe

The vibe of the club is going to “Work Hard, Party Hard.” The club’s vibe will be focused on males and female from 21 to 45 years or whoever likes the music. The club also aspires to become a networking host spot where people can meet and network.

Gender and Age

The clubs will specifically target Generation Z and Millennials. 18-35 is the group that the club will target.

Income

After careful analysis of the market, we have concluded that upper middle class and rich class will be the primary target base primarily due to progressive practices and higher propensity to spend on leisure.

Geographic	Demographic	Psychography	Behavioral
<ul style="list-style-type: none">•USA•UAE•Japan•Brazil•South Africa•Spain•France•UK•South Korea•Spain	<ul style="list-style-type: none">•Upper middle income class•Rich clas•Educated demographic•Independent singles•Childless couples•Businesss Tourists•Tourists	<ul style="list-style-type: none">•Work hard party hard•Hip Hop followers•Celebrity worshippers•Lifestyle consious•everyday is saint patrics day	<ul style="list-style-type: none">•Party animals•Tourists•Culture followers•New experience seekers•Carefree lifestyles

Target Market

The company based on the customer segmentation the expected target market size is as follows:

Las Vegas

18-35	200,000+
Tourists per year	32 million

Los Angeles

18-35	1 M+
Tourists per year	29 million

Dubai UAE

18-35	300,000+
Tourists per year	19.1 million

Tokyo Japan

18-35	1.8+
Tourists per year	14.24 million

London England

18-35	2 m+
Tourists per year	30 million

Sao Paulo Brazil

18-35	1m+
Tourists per year	6 million

Seoul Korea

18-35	3 m+
Tourists per year	9.11 million

New York

18-35	4 m+
Tourists per year	66.6 million

Barcelona Spain

18-35	450,000+
Tourists per year	27 million

Paris France

18-35	800,000+
Tourists per year	30 million

Mexico City Mexico

18-35	3 m+
Tourists per year	23 million

Johannesburg South Africa

18-35	2 m+
Tourists per year	3.6 million

Marketing Plan

To attract clients, Club Hush has created a thorough and effective marketing and sales strategy. In order to achieve long-term success, Club Hush has a thorough awareness of the market's consumers. The core principle to the success of the entire corporate endeavor is being able to draw the masses to the Club for our specific events. In the words of Mr. Hubbard. "If you don't put assess in seats then nothing else works". The product is centered around hip hop music and the culture sells itself. We combine the sounds, lights, atmosphere, celebrity, drinks, live entertainment, and social interaction into a must have product.

The club hush marketing strategy is dependent on both the modern/digital and traditional channels. The company has developed a marketing plan that is based around furthering the brand and also getting people into the club.

7 Ps of Marketing

Product

Club Hush isn't just a nightclub; it's a premier nightlife experience. We offer a unique blend of music, culture, and community. Our core product is the creation of a space where people can come together, enjoy high-quality music experiences, and connect with others who share their passion for nightlife. This core experience is further enhanced by supportive services like high-quality food and beverage service, VIP experiences with bottle service options, and the ability to host private events. Our focus is on creating a stylish and sophisticated atmosphere that remains welcoming and inclusive,

Price

Club Hush recognizes its target clientele. We cater to a discerning audience who appreciates a premium nightlife experience and is willing to pay for it. However, we understand that flexibility is key. We offer tiered pricing options to suit different budgets, with variations based on general admission versus VIP experiences and the level of service included. Additionally, strategic promotions and discounts will be used to attract new customers and generate interest during slower periods.

Place

Location is crucial for Club Hush. We strategically select high-traffic areas within vibrant cities, ensuring easy access for our target audience. Catering to the local demographic is important, so understanding the neighborhood and its residents is a priority. Accessibility is another key factor. We want our club to be easily reached, whether guests choose public transportation or ride-sharing services. Finally, the ambiance design plays a significant role. We create intimate and visually appealing spaces that reflect the Club Hush brand identity, making it a destination people are excited to visit.

Promotion

Reaching the right audience is essential for Club Hush. We leverage the power of social media platforms and influencer marketing to target our ideal clientele. Building strong relationships with relevant influencers allows us to tap into their established audience and generate excitement for Club Hush. Public relations are another key strategy. Cultivating positive media coverage allows us to build brand awareness and establish Club Hush as a leader in the nightlife industry. Beyond traditional methods, experiential marketing plays a significant role. Hosting exclusive events and partnering with local businesses and artists creates a buzz and encourages word-of-mouth promotion, drawing in new customers eager to experience the Club Hush difference.

People

Reaching the right audience is essential for Club Hush. We leverage the power of social media platforms and influencer marketing to target our ideal clientele. Building strong relationships with relevant influencers allows us to tap into their established audience and generate excitement for Club Hush. Public relations are another key strategy. Cultivating positive media coverage allows us to build brand awareness and establish Club Hush as a leader in the nightlife industry. Beyond traditional methods, experiential marketing plays a significant role. Hosting exclusive events and partnering with local businesses and artists creates a buzz and encourages word-of-mouth promotion, drawing in new customers eager to experience the Club Hush difference.

Processes

A smooth and efficient experience is paramount at Club Hush. We streamline our operations to ensure a seamless journey for our guests, from booking reservations online to entering the club, ordering drinks, and exiting safely. Safety is a top priority, and we maintain a secure environment through thorough security checks and established protocols. Technology integration further enhances the customer experience. We utilize online reservation systems, cashless payment options, and loyalty programs to create a convenient and enjoyable experience for all.

Physical Evidence

A smooth and efficient experience is paramount at Club Hush. We streamline our operations to ensure a seamless journey for our guests, from booking reservations online to entering the club, ordering drinks, and exiting safely. Safety is a top priority, and we maintain a secure environment through thorough security checks and established protocols. Technology integration further enhances the customer experience. We utilize online reservation systems, cashless payment options, and loyalty programs to create a convenient and enjoyable experience for all.

Modern Marketing Tools:

Digital Marketing Strategy

Our digital channel marketing strategy is a roadmap that details how the company can accomplish its marketing objectives across online platforms such as search and social media. Most action strategies will outline which online platforms and digital marketing strategies you intend to employ, as well as how much money we want to spend on these channels and tactics.

Owned:

Owned channels will be directly under the influence of company these channels will include:

- A website
- Instagram
- Tiktok
- Facebook
- Twitter
- YouTube
- Other platforms



Paid:

Paid media is marketing what you pay for. Holistically, it is used to promote content to drive earned media, as well as direct traffic to owned media properties.

- Ads on Social media platforms (Instagram, Facebook, etc.)
- Influencers
- Brand Ambassadors
- Ads on search engines
- Other paid mediums.



Earned:

Earned media consists of all the content and conversation around our brand and products that have been created by somebody else and published somewhere other than our own channels.

- Word of mouth from existing customers
- Buzz marketing through events.

Influencer and Celebrity Marketing

Influencer Marketing

AT Club Hush we understand the importance of influencers in this day and age. Our focus will be on endorsing popular influences to help brand reach its target audiences. A major portion of Club Hush marketing budget will help the influencers with competitive prices and help them pay homage to their identity as well. We will target influencers who are not shy to show their identity and want to pay homage to their roots.

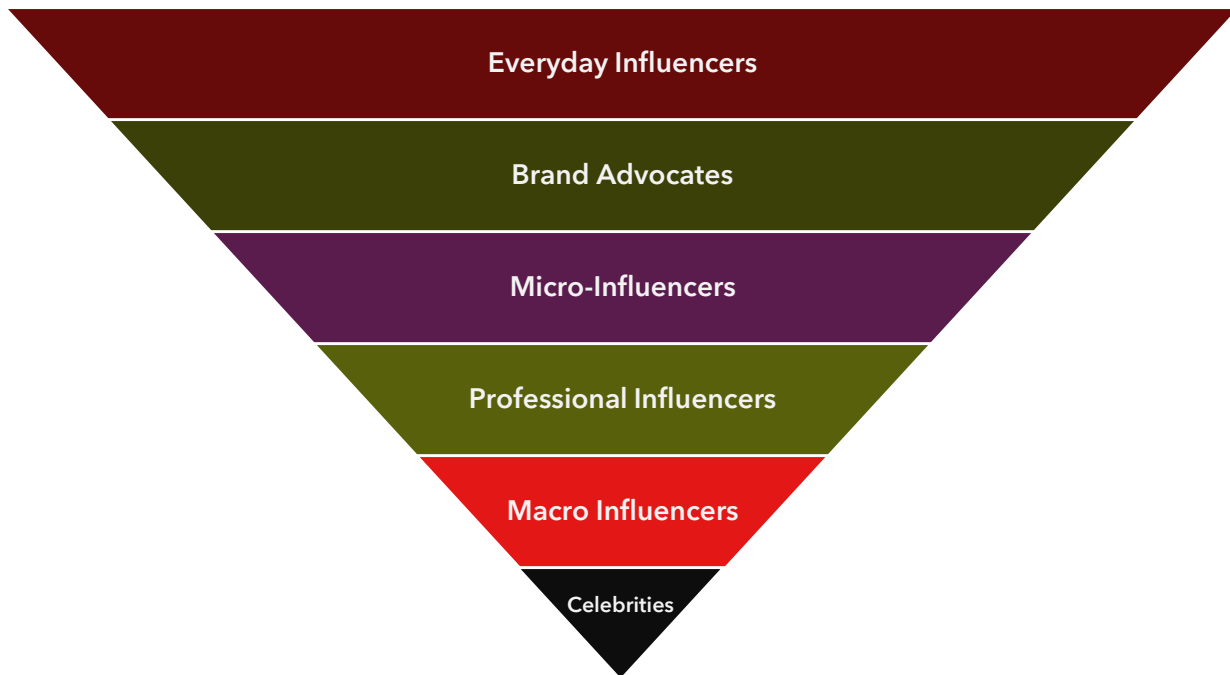
Celebrity Endorsement

Club Hush believes in concept of celebrity worship culture and plan to use that efficiently to reach its marketing objectives. Club Hush will learn from successful campaigns by other successful companies and help gain and retain its customers.

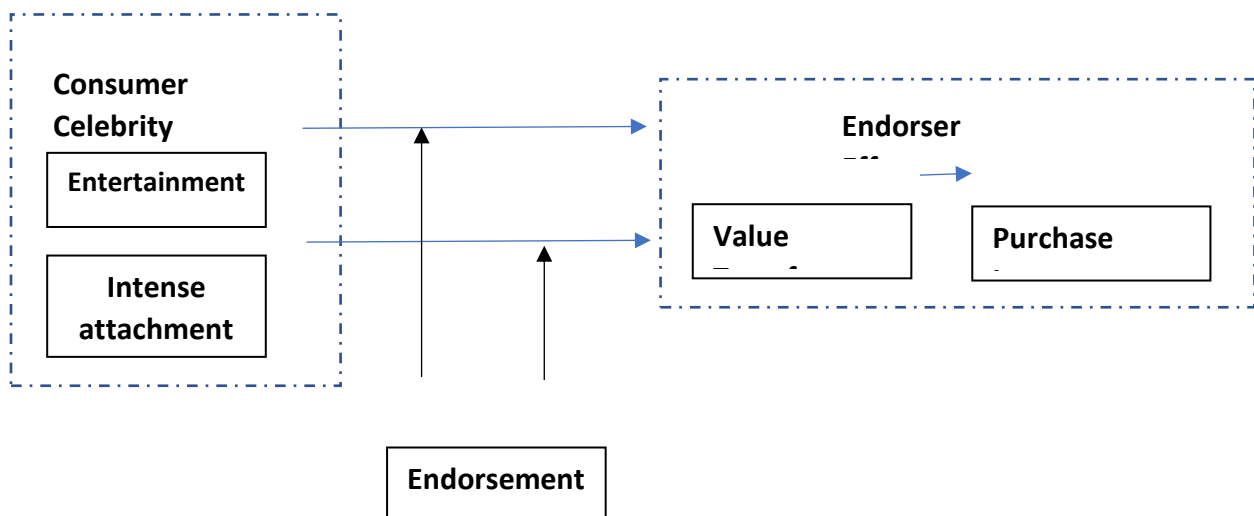
Channels:



Celebrity and Influencer Marketing:



1. Always on Social Outreach by interacting with influencers on social media.
2. Initiating formal Agreements with Influencers to promote club.
3. Publishing influencers generated content on web, social media, and other handles.
4. Inviting influencers to extravagant and Exclusive Club Hush parties.
5. Sending gifts to influencers.
6. Paying influencers.



Traditional Marketing Tools:

Local Radio:

Local radio has proved to be one of the best tools for Club Hush in the past and it is expected to remain the same. Club Hush will aggressively promote events on the radio and invite the radio hosts to the events to add value for running the campaigns.

Handouts and Flyers:

Club will start posting flyers on the street poles and distributing the flyer on busy corners all across the cities to maximize the reach to the tourists present in any city.

College sororities and fraternities:

Club will reach out to the coolest frat houses and sororities to market the event on campus and use their cool factor to gain the attendance on its events.

Newspaper:

Club will collaborate with show business writers to write about the club in their newspapers and spread word of mouth by showcasing the successful hosting of events and parties.

What we used to do

The founder over the years has formulated a strategy that has worked every time and plans to use it to the benefit of the club.

In the early days of our business, we would develop our promotion on Sunday and generate 11x17 yellow posters on Sunday nights. We would have a gorilla marketing team to go to every major street in the city equipped with yellow posters and staple guns. We would then walk up and down each major street in the city stapling 2 posters on every other telephone pole on the route. This would go on for 2 to 3 nights. On Wednesday, the local radio stations would start broadcasting our radio commercials in heavy rotation advertising the event. We would start a massive flier campaign on Wednesday night. This created an overwhelming impression on the consumers. They would begin to see the advertisement on Monday through Wednesday while driving and hearing through word of mouth about the upcoming event. Next on Wednesday through Friday they would begin to hear the promotion in heavy rotation on the radio. Next, they would begin to hear more word of mouth and fliers on their vehicles by Friday. At this point, the event has become must see entertainment for the consumer because of the constant barrage of subliminal pressure to be a part of the upcoming event. The event has become larger than life for the consumer and if there has to be a choice between paying rent, their car payment or coming to Club Hush, there is no question that going to Club Hush takes priority over those other needs.

Evaluation

Paid:

We will be using internal analytics tools provided by social networks that work best with their networks. Facebook, LinkedIn, Twitter, and Pinterest all have analytics built into their platforms. Although Instagram has yet to provide its own analytics platform, there are a plethora of third-party options. A dedicated social analytics app, on the other hand, will monitor these posts and much more.

For other paid advertisement analytics, we will be using applications like SEMrush or Spyfu. Moreover, in Google analytics, we will be tracking paid campaigns which drive traffic to websites and eventually more people buying and trying our products.

Owned:

We will be keeping track of our posts on different media platforms. Regularly examine all the channels to get a feeling of what is working and what is not. Metrics we will be examining include retweets, mentions, followers, comments and audience and owner impressions.

Earned:

To measure earned media, we will be actively looking for mentions about Ecounsel in different places such as news sites, forums, blogs, and social media. To measure all the mentions across different platforms, we will be using Brand watch Analytics to monitor. The advantage of earned media is that the consumer's voice is a key source of knowledge, ensuring that additional observations can be gleaned by delving deeper into the results.

Other Tools:

Sales:

Bar sales are a clear metric to judge the efficacy of any marketing strategy. We will be closely looking at our sales. The influx in order of in any specific item that has been promoted through any channel will portray the success of the marketing campaign.

Hype-Analysis:

Our club being talked by any celebrity or popular person will indicate our opportunity to enter the sought-after hype market.

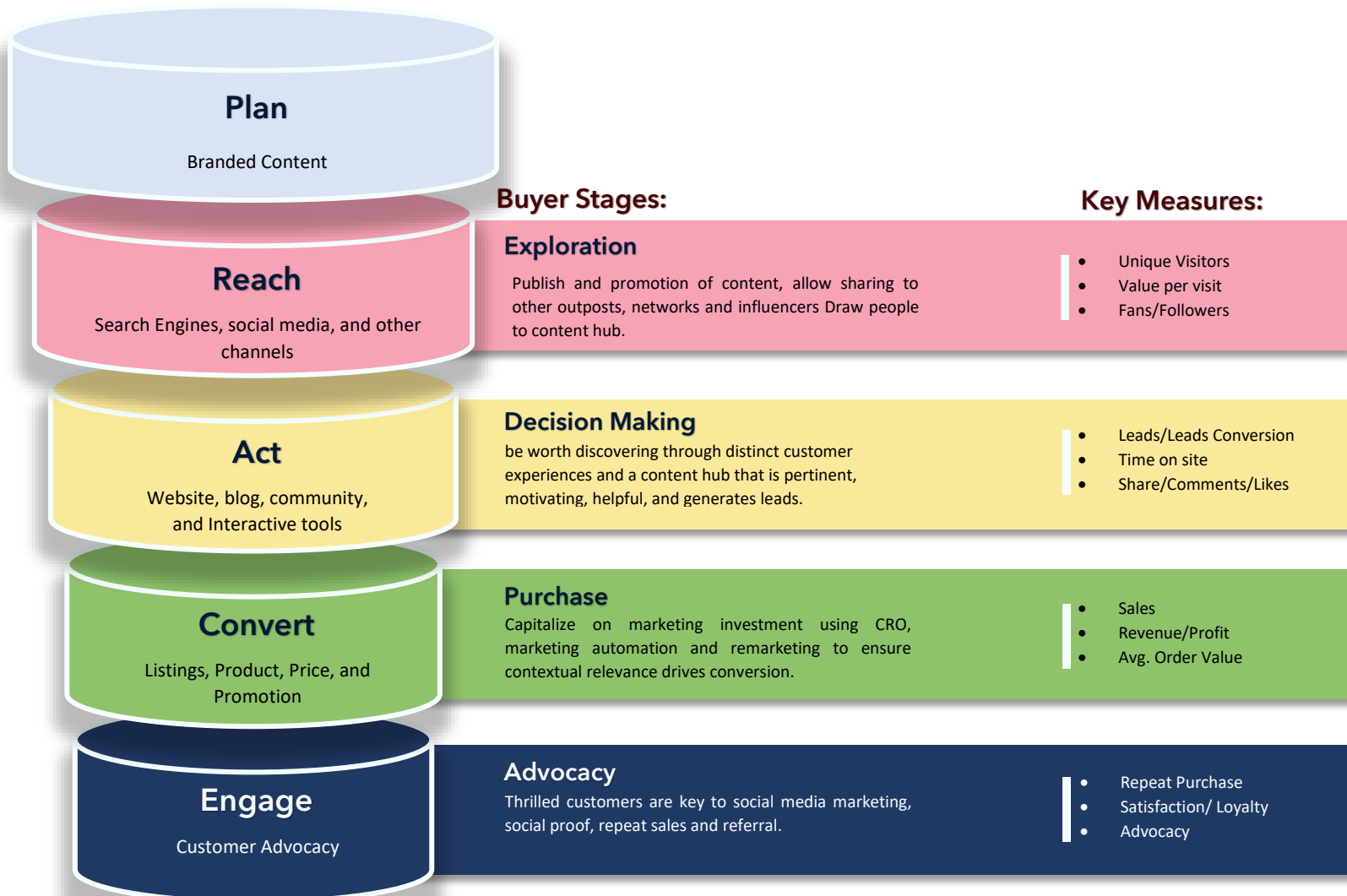
Bar Door:

The club will keep a log of entrances through the bar door. That will allow the company to collect data and analyze the efficacy of any campaign being run for the event or the night.

Table reservations:

More reservations mean the marketing of the club is working and quite effectively.

Sales Strategy:



Operational Plan

The business model for Club Hush in its purest essence is a combination of our weekly events that when combined generate the income necessary to achieve the ultimate in urban nightlife. The operation of Club Hush is an organized and detailed production process that requires extensive organization and behind-the-scenes planning to produce the finished product that our consumers have become accustomed to. Every event at Club Hush is a unique production with a variety of different nuisances necessary to achieve success. We will detail the basic operation and the process involved in achieving the finished product.

A week at the club

During a week, the club will have different types of the nights and expect different numbers of people coming in through the bar doors.

Event:

The club will host globally acclaimed artists to play in the special events. The club will see maximum occupancy during the events and expect total occupancy of more than 100%.

These events will be played by a group or a single A-list artist.

Weekend:

At weekends the clubs will make sure that a famous DJ plays along with local artists. That will allow the local artists to showcase their talent and gain some notoriety. The clubs will see an occupancy of 80%+ during the weekends.

Weekday:

During the weekdays, the club hires DJs to play the nights. The club expects lower turnout during the weekdays, but it will make sure that the normal occupancy remains at 40%.

The Process

Our process for producing the finished product consists of both corporate and operational functions. On the corporate level, the event is scheduled, planned, organized, financed, and conceptualized. The operational function is simply the individual clubs doing what is necessary to implement the corporate directive.

The individual events that are hosted at Club Hush are planned on the corporate level by the promotions department. Some events are planned well in advance, some events are planned on a weekly basis. Some events involve promotion of National Artists while some events promote theme parties and other various events.

Here is an example of the process involved in planning one of our successful past events starring the Grammy Award nominated, MTV Music Award nominated, Billboard Music Award nominated, iHeart Radio Music Award nominated, Teen Choice Music Award nominated, MTV Europe Award nominated, BET Music award winning Mega Group Migos:

“Once the promotion department decides to feature a particular Artist at Club Hush, multiple processes are put into motion. Let us say for example the promotions department decides that The Migos should perform at Club Hush. The promotion department will reach out to Gary Adams with Big Life Entertainment. Big Life Entertainment is the exclusive booking agent for Club Hush. Big Life Entertainment will identify an available date and price to promote the event. At that point, the promotions department

will make sure that the date will fit into the schedule of the individual club and create the promotion. Once these considerations are met, the promotion department will recommend the promotion to Marc Hubbard for final approval. Mr. Hubbard will negotiate the price and rider requirements. He will either approve or deny the promotion. If approved the accounting department wire a 50% deposit in addition to rider requirements such as travel and hotel expenses to Big Life Entertainment to secure the promotion.”



Next, the promotion department will obtain promotional material from the Artist and produce fliers, radio and TV commercials and social media content for the promotion. The advertising department will prepare an Advertising schedule for Radio, TV, and street promotion. The accounting department will then execute payment to begin the promotion. At this point, the promotion is intense incorporating our proven Marketing strategy that is implemented at the club level.

The flyers were distributed on the street corners, in the colleges and the ads were continuously running on radio. The radio helped the event much notoriety as well.

On the week of the event the activity shifts to organizing the production of the event. The individual club will plan for staffing, order alcohol, finalize production, verify transportation, confirm advance ticket and VIP sales, obtain change and schedule maintenance, Staffing consist of management, door personnel, inside security, outside security, maintenance, bar staff, production and VIP staff, On the night of the event, the sound, the lights, the DJ, the Artist performance, the drinks and the sold-out crowd work together to deliver the ultimate in urban nightlife to our consumer and create memories for a lifetime.



Internal Controls

Procurement

Reducing risk exposure and financial losses are some of the primary reasons why we have implemented internal purchasing controls. They drive accountability and leave no room for:

- Spend leakages
- Rogue or unauthorized expenditure
- Unauthorized invoices
- Errors, such as duplicate payments and data inaccuracies
- Incorrect cost allocations
- Fraudulent expenses and purchasing activities

These controls are:

1. Accurate documentation of the process
2. A single source of truth
3. An automated procure-to-pay process
4. Simple, easy-to-follow policies
5. Segregation of duties
6. Approval authority
7. 3-Way matching

Sales

The sales will have following controls in place:

1. Authorization of transactions and Segregation of duties
2. Adequate records and documents
3. Security of assets and documents
4. Independent checks and reconciliation

Hiring process

Human resources (HR) and payroll departments play a significant role and there are several key internal controls and compliance requirements that contribute to successful hiring practices and procedures.

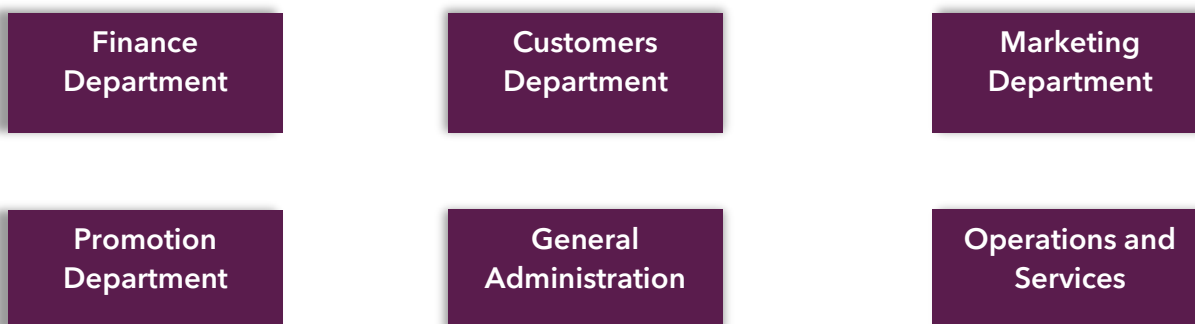
1. Pre-Employment Background Checks
2. Background Check Policy and Industry Practices
3. Identifying the Hiring Needs.
4. Preparing the Job Description.
5. Talent Search.
6. Screening and Shortlisting.
7. Interviewing.
8. Evaluation and Offer of Employment.
9. Introduction and Induction of the New Employee.

Functions and Divisions

The divisions in the company are divided based on the specific task offloading. Each department in the company will have specific roles and functions that they will be performing while ensuring the productive working environment is maintained. The company will adopt a functional organizational structure that will allow the efficient flow of information across the various levels.

The company will have following task centric divisions:

1. Board of governors
2. Corporate leadership
3. Finance
4. Customer
5. Marketing
6. Operations
7. The departments will be as follows:



Functions

- **Customer care**

Customer care and experience is the paramount for the Club Hush. The company will outsource customer care to a call center that will cater to our customer 24/7. To address any grievances the company will hire in-house customer care professionals and managers.

- **Service Provider Relationships**

Service providers are the backbone for the company. The company will hire specialist relationships managers to keep our service provider and artists satisfied.

- **Promotion**

Club Hush has and will further develop a promotion system that will allow the service providers to market their services to the Acquire users. The promotion will be cost per click model so the service providers will only need to pay when someone clicks on the advertisement.

- **Data Security**

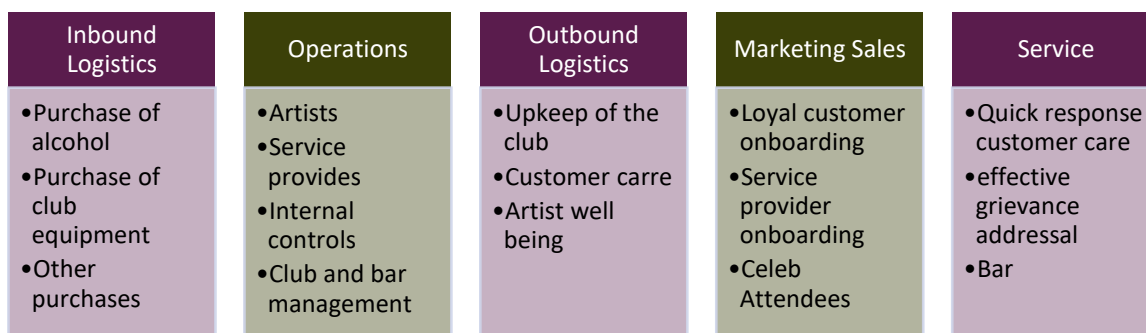
To fulfil the firm's data protection requirements - and to comply with the law - the company will design the SOP for how personal data must be gathered, managed, and kept. Customers, suppliers, business

contacts, workers, and anyone with whom the corporation has a connection or may need to communicate are examples.

- **Hiring Strategy**

- Establishing and leveraging Acquire brand
- Improving job postings with compelling job descriptions
- Prioritizing diversity, equity, and inclusion practices
- Treating candidates as customers
- Conducting great interviews
- Utilizing niche job boards
- Expanding your reach on social media
- Creating recruitment videos
- Contacting qualified applicants from the past
- Reaching out to past employees
- Targeting passive candidates
- Recruiting at colleges and universities
- Hosting or attending industry-related meetups
- Implementing an employee referral program
- Improving the hiring process with data and metrics

Value Chain



Club Infrastructure

- Supply chain set up
- Network building
- Club building
- Bar set up
- Inventory management

Human resources Management

- Strong Management Team
- Connected employee Infrastructure
- Learning relationship environment

Development

- Constraint experience development
- Community orientated experience development
- Inclusion of metaverse club

Service Providers

- Sustainable and progressive relationship with service providers
- Reliable network of service providers

Launch Strategy

Club Hush's phased expansion plan is strategically designed to ensure optimal success and sustainable growth in the competitive nightlife industry. Beginning with the vibrant cities of Charlotte and Atlanta before venturing into larger markets like Las Vegas and Dubai, this approach capitalizes on targeted growth opportunities while mitigating risks associated with rapid expansion.

1. **Charlotte and Atlanta:**

- These cities serve as ideal launch pads for Club Hush's expansion, offering thriving nightlife scenes and a diverse demographic mix.
- By establishing a strong presence in Charlotte and Atlanta, Club Hush can refine its operational processes, build brand recognition, and cultivate a loyal customer base.
- The relatively lower competition in these markets provides an opportunity for Club Hush to differentiate itself and solidify its position as a premier destination for urban nightlife.

2. **Las Vegas and Dubai:**

- Following the successful establishment of Club Hush in Charlotte and Atlanta, the company will strategically expand into larger markets such as Las Vegas and Dubai.
- Las Vegas, known as the entertainment capital of the world, presents a lucrative opportunity for Club Hush to tap into the city's vibrant tourism industry and attract a global clientele.
- Similarly, Dubai offers a dynamic and affluent market with a growing demand for premium nightlife experiences. By entering Dubai, Club Hush can capitalize on the city's status as a hub for luxury and entertainment.
- The phased approach allows Club Hush to leverage insights gained from its operations in Charlotte and Atlanta to tailor its offerings and marketing strategies to the unique characteristics of each new market.

3. **Benefits of the Phased Plan:**

- **Mitigates Risks:** By starting in smaller markets like Charlotte and Atlanta, Club Hush can test its business model, refine operations, and address any challenges before scaling up to larger, more competitive markets.
- **Builds Brand Equity:** Establishing a strong foothold in multiple cities gradually enhances Club Hush's brand reputation and credibility, paving the way for successful expansions into iconic destinations like Las Vegas and Dubai.
- **Optimizes Resource Allocation:** A phased approach allows Club Hush to allocate resources efficiently, focusing on targeted marketing efforts and operational enhancements in each market segment.

- Ensures Sustainable Growth: By prioritizing market penetration over rapid expansion, Club Hush can achieve sustainable growth and long-term viability, laying the foundation for continued success in the global nightlife industry.

Phase 1 Launch - Charlotte:



Phase 1 launch – Atlanta:



Phase 2: Expansion

Las Vegas

- Planning (begins after successful Atlanta launch)
- Fundraising (begins after successful Atlanta launch)
- Club Acquisition
- Launch
- Operational for 1.5 years

Los Angeles

- Planning (begins during Las Vegas operations)
- Fundraising (begins during Las Vegas operations)
- Club Acquisition (begins after Las Vegas launch)
- Launch (after Las Vegas operational for 1.5 years)

Phase 3: Global

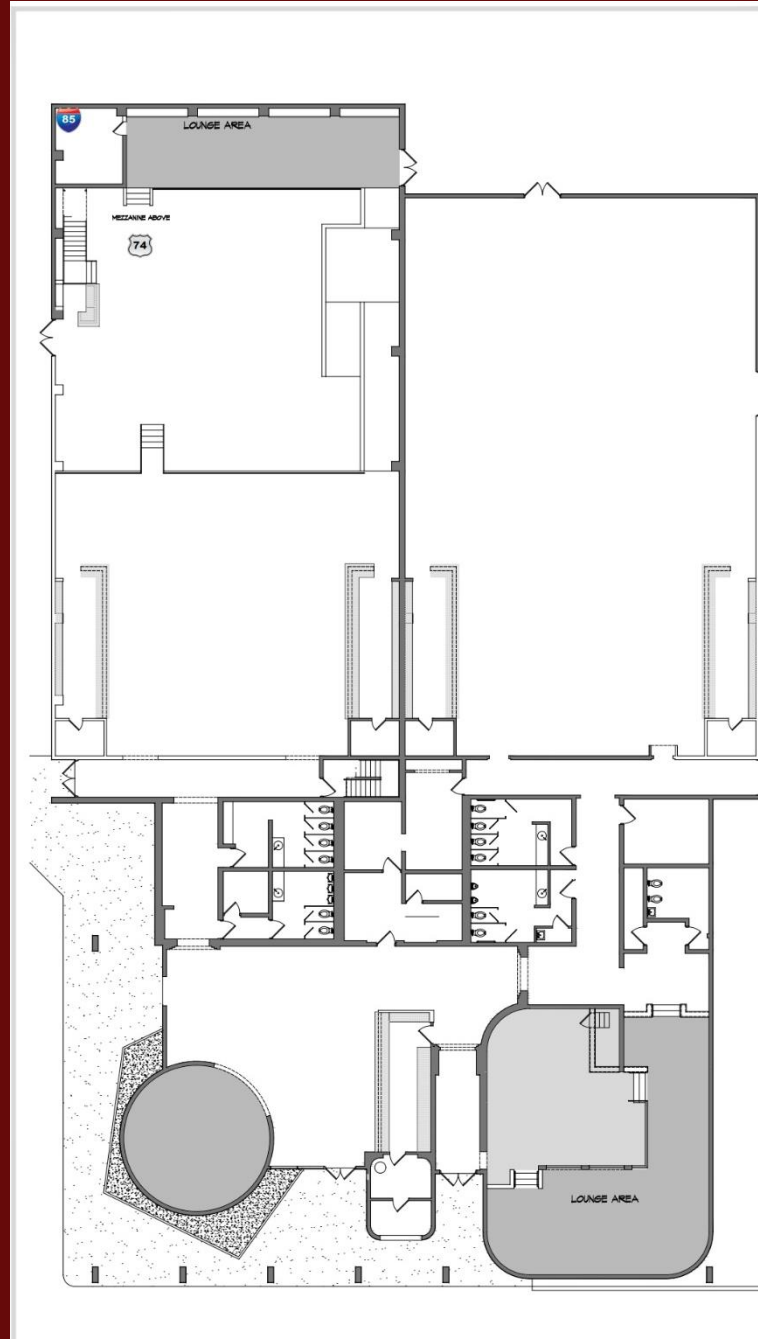
- Dubai
 - Planning (begins during Los Angeles operations)
 - Fundraising (begins during Los Angeles operations)

- Club Acquisition (begins after Los Angeles launch)
- Launch (after Los Angeles operational for 1.5 years)

Preparation for Korea Club (follows Dubai launch)

After Korea the club will follow the plan to expand into various other markets as well.

The Venue



Organizational Structure

Legal Structure

Club Hush Management Company LLC. was formed on September 14, 2012, by Marc Hubbard. Mr. Hubbard owns 100% of the company. Mr. Hubbard graduated from North Carolina A&T State University in 1991 with a BS degree in banking and finance. He opened his first Nightclub (Club Dimensions) in 1996. The business has continued to evolve over the years and transformed into the Club Hush brand. The US Patent and Trademark office issued a Trademark for HUSH on December 18, 2012. The filings are attached in appendix.

Key Management

Marc Hubard

President & Founder

- **Experience:**
 - Extensive experience in the nightlife industry, having successfully launched and grown Dimensions nightclub from a sports bar.
 - Proven track record in financial management, honed through his role as a restaurant controller.
 - Demonstrated leadership and decision-making skills in overseeing all aspects of Club Hush's operations.
- **Strengths:**
 - **Resilience and Resourcefulness:** Overcame adversity in the corporate world to launch his own successful business.
 - **Visionary Leadership:** Established Club Hush and has a clear vision for global expansion.
 - **Commitment to Community:** Created a space that celebrates music, culture, and community.
 - **Empowering Management Style:** Grants autonomy to departmental leaders while providing guidance and support.

Management Philosophy:

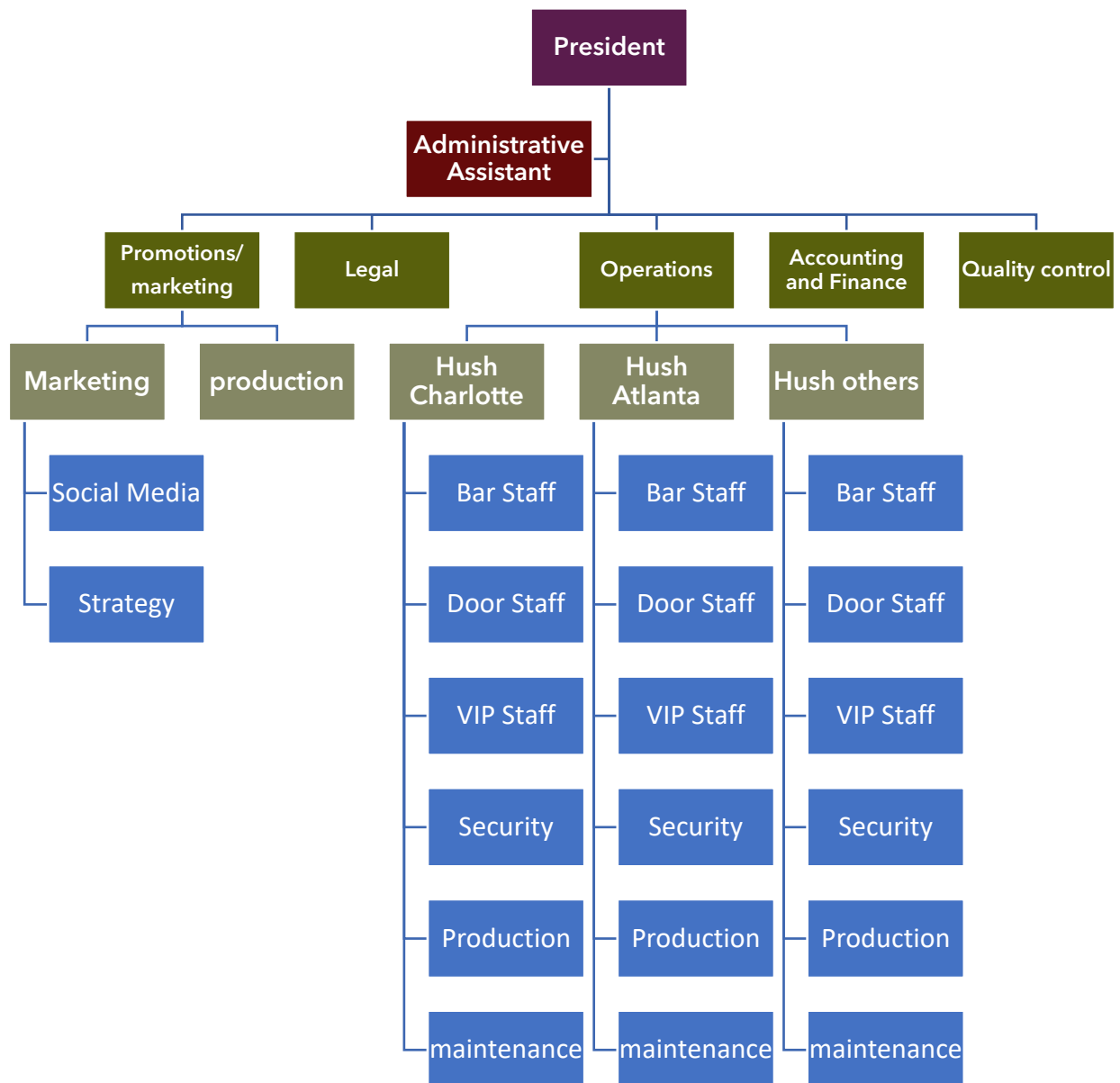
- Strong emphasis on departmental ownership and decision-making within designated areas.
- Collaborative approach, with President Hubbard working closely with all departments to achieve shared goals.
- Focus on fostering a culture of resilience, resourcefulness, and innovation.

Future Direction:

- Leading Club Hush's expansion into major global markets like Las Vegas and Dubai.
- Redefining the boundaries of hospitality and nightlife experiences on a global scale.

Organizational Structure

The company will adopt a functional organizational structure.



Financial Plan

Summary

Revenue Streams

The club has three main revenue streams which are further divided into 7 revenue streams. The club will generate revenue from:

1. Bar Sales
2. Door Sales/Entry sales
3. VIP bookings

The bar sales will contain but will not be limited to:

1. Beer Sales
2. Spirit Sales
3. Wine Sales
4. Cocktail Sales
5. Non-Alcoholic Sales
6. Water sales
7. Miscellaneous sales

The Door sale prices will vary from event to event and day of the week while VIP table rates will also vary with the day and event or the artist playing at moment.

Cost structure

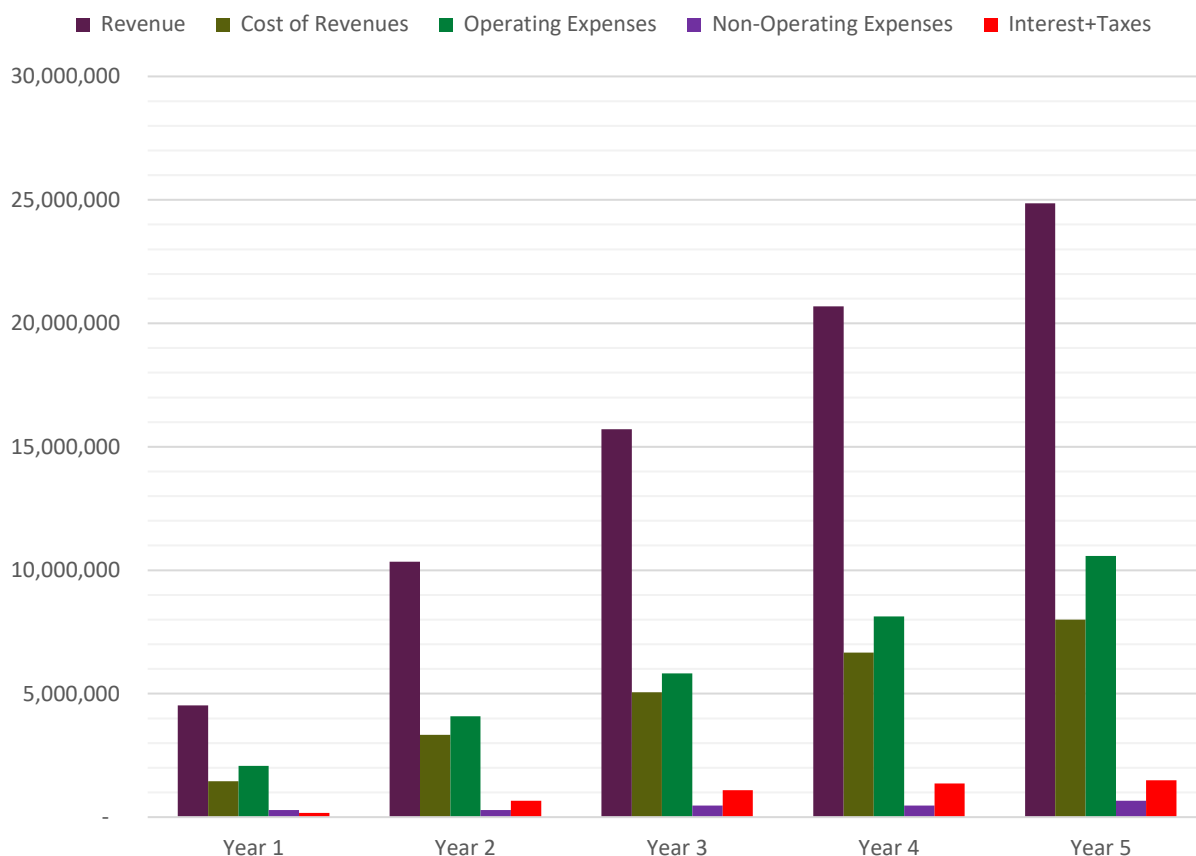
The Major costs for the club will be as follows:

1. Cost of sales
2. Payroll of the staff
3. Artist fees

While the artist fees are charged to the cost of sales and COS also includes the purchase price of the bar sales as well.

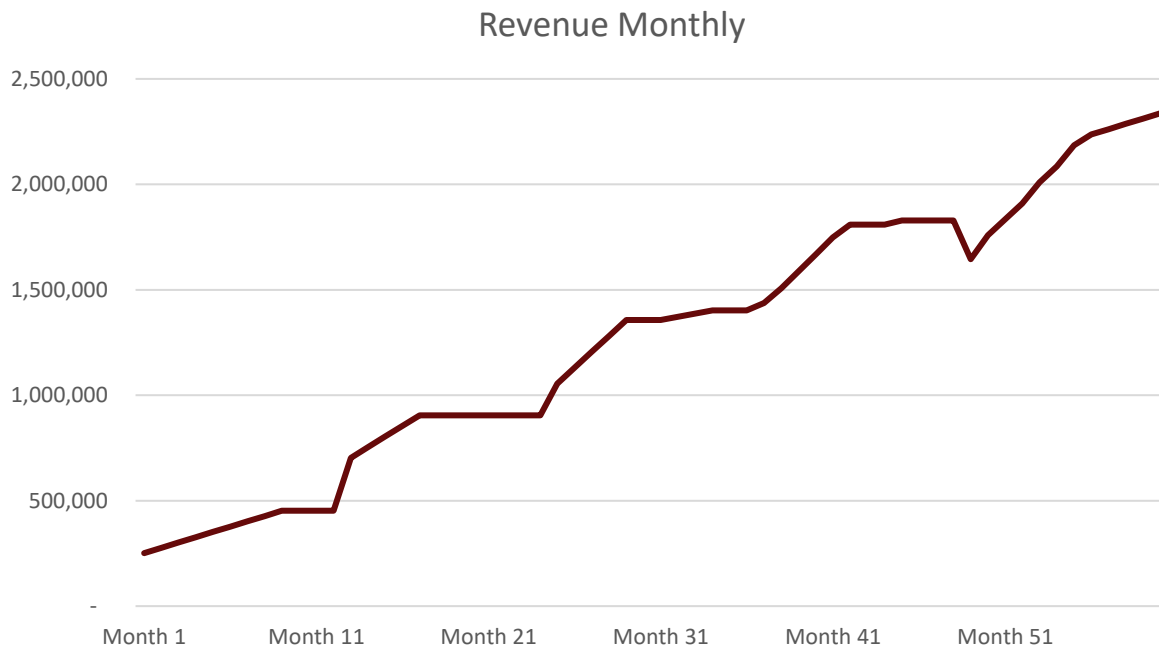
Financial Summary:

Financial Summary



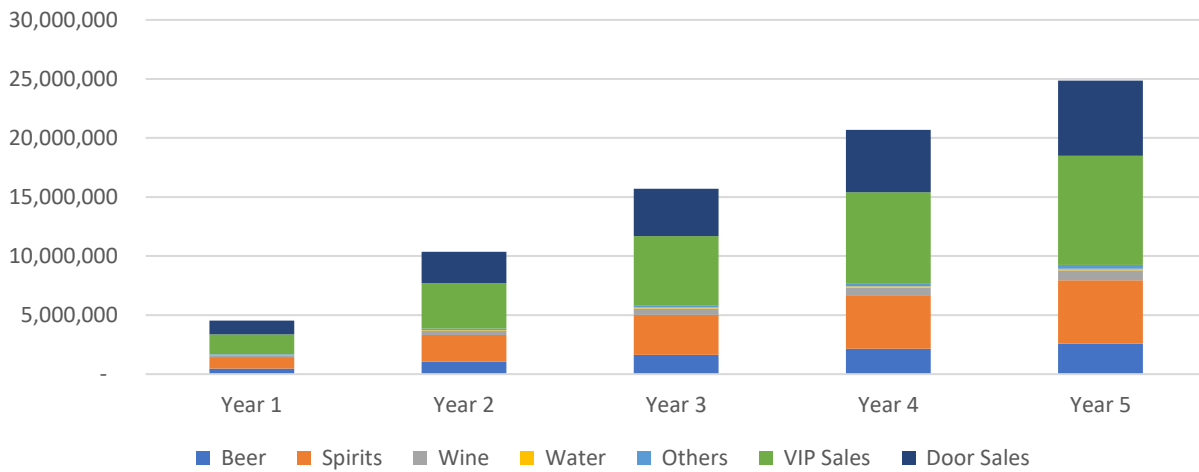
Financial Summary	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	4,522,493	10,351,484	15,708,125	20,692,917	24,861,148
Cost of Revenues	1,454,178	3,330,500	5,054,446	6,659,014	8,000,374
Operating Expenses	2,071,715	4,081,963	5,824,715	8,124,096	10,584,373
Non-Operating Expenses	287,580	287,580	474,780	474,780	661,980
Interest+Taxes	177,255	662,860	1,088,546	1,358,757	1,488,445

Revenue:

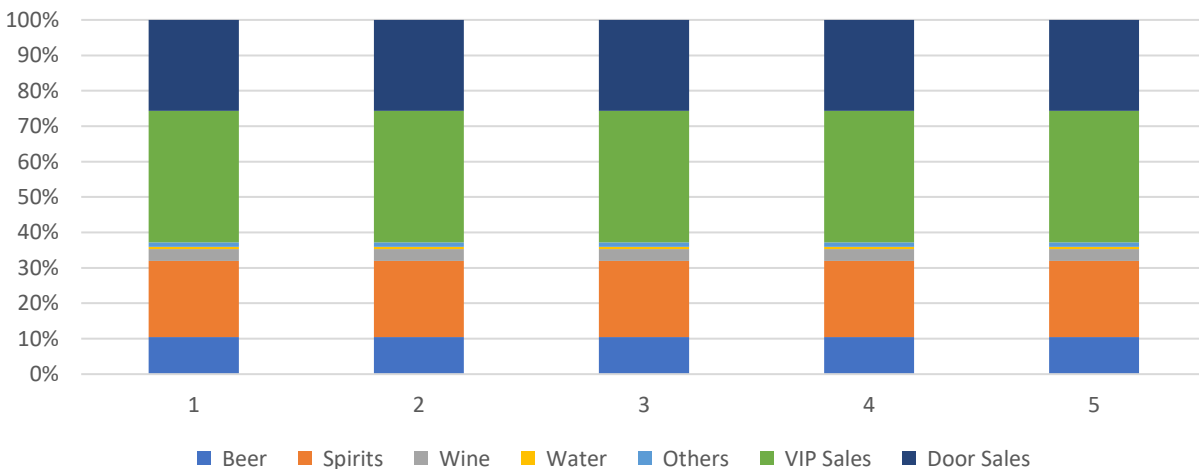


Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Beer	471,226	1,078,583	1,636,724	2,156,119	2,590,432
Spirits	974,808	2,231,227	3,385,833	4,460,288	5,358,736
Wine	152,467	348,980	529,569	697,622	838,146
Water	26,179	59,921	90,929	119,784	143,913
Others	56,966	130,390	197,863	260,653	313,157
VIP Sales	1,681,646	3,849,102	5,840,918	7,694,467	9,244,384
Door Sales	1,159,200	2,653,280	4,026,288	5,303,984	6,372,380
	-	-	-	-	-
Total Revenue	4,522,493	10,351,484	15,708,125	20,692,917	24,861,148

Revenue By Type

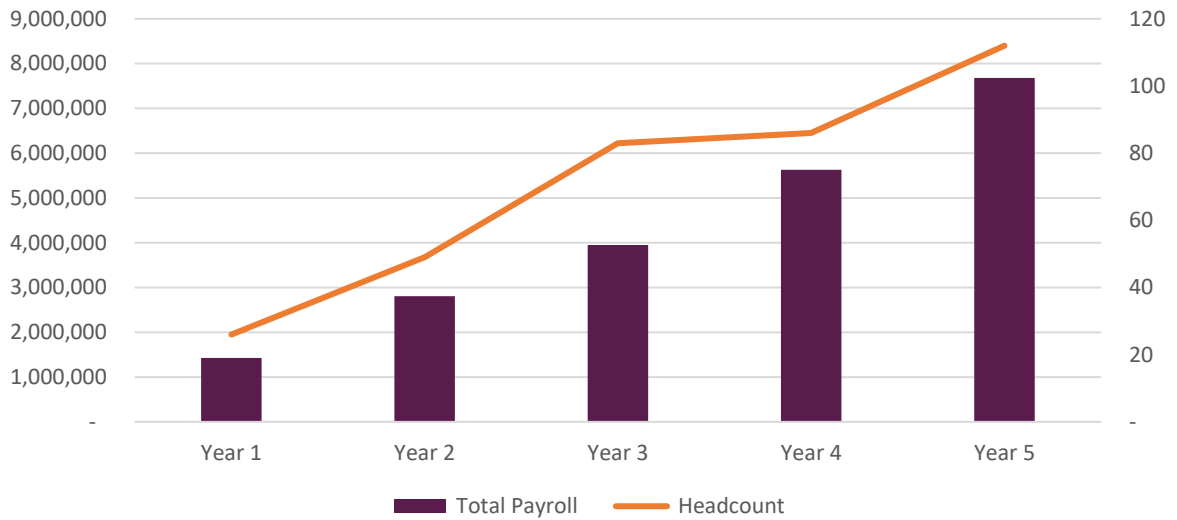


Revenue by Type (%)



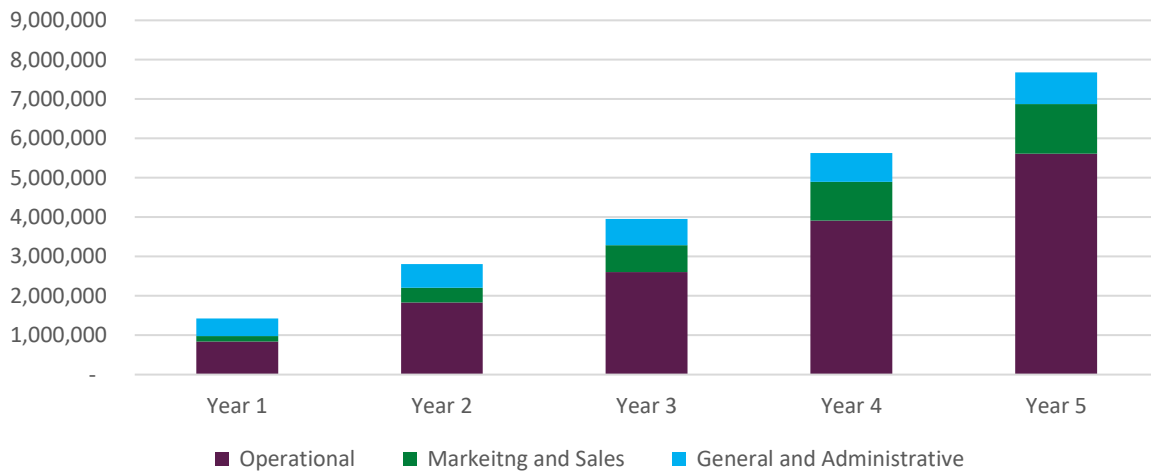
Payroll:

Payroll and Headcount

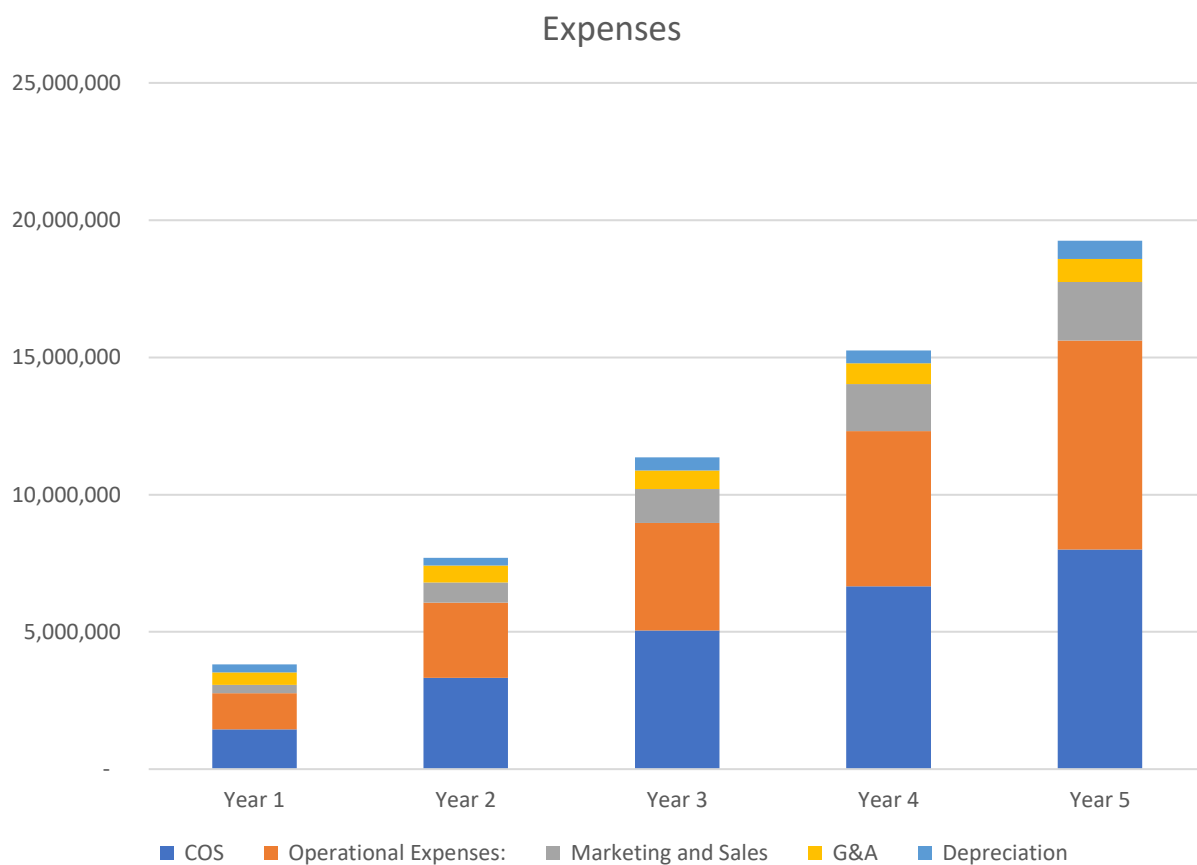


Payroll Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Total Payroll	1,425,100	2,807,640	3,949,803	5,627,069	7,677,740
Headcount	26	49	83	86	112

Payroll by Type



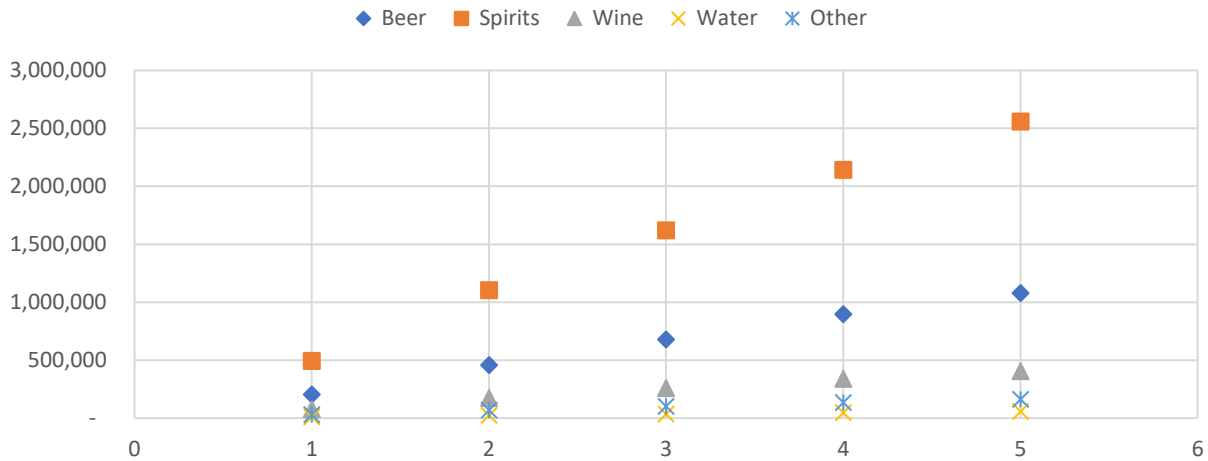
Expenses:



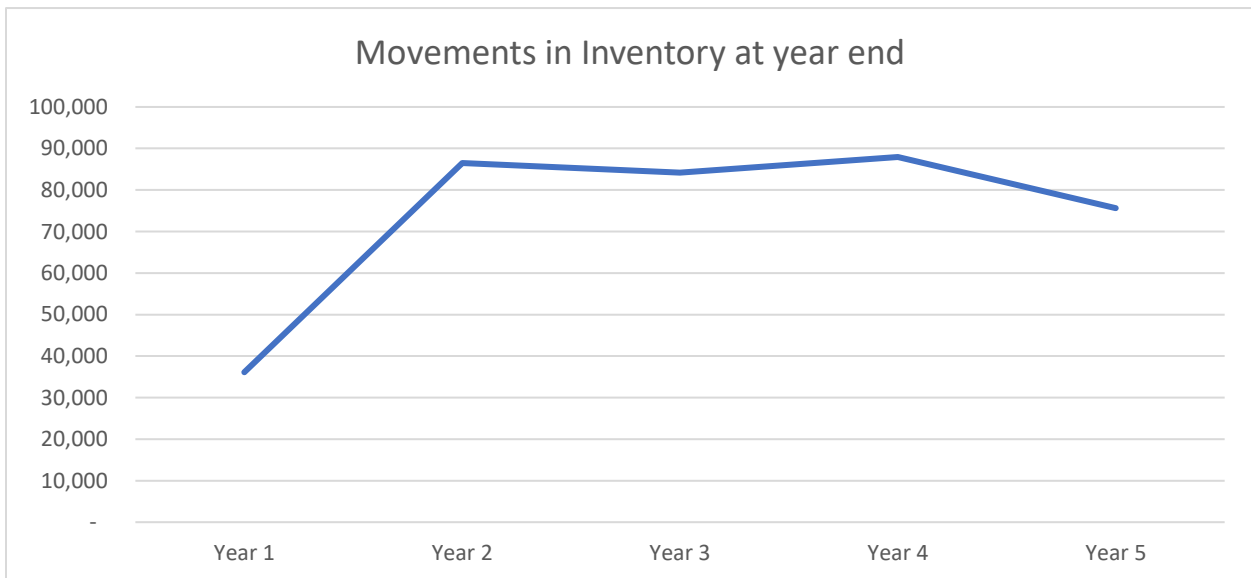
Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
COS	1,454,178	3,330,500	5,054,446	6,659,014	8,000,374
Operational Expenses:	1,311,413	2,731,348	3,912,741	5,656,181	7,607,805
Marketing and Sales	303,076	738,978	1,238,912	1,710,960	2,133,684
G&A	457,226	611,637	673,062	756,955	842,884
Depreciation	287,580	287,580	474,780	474,780	661,980

Inventory:

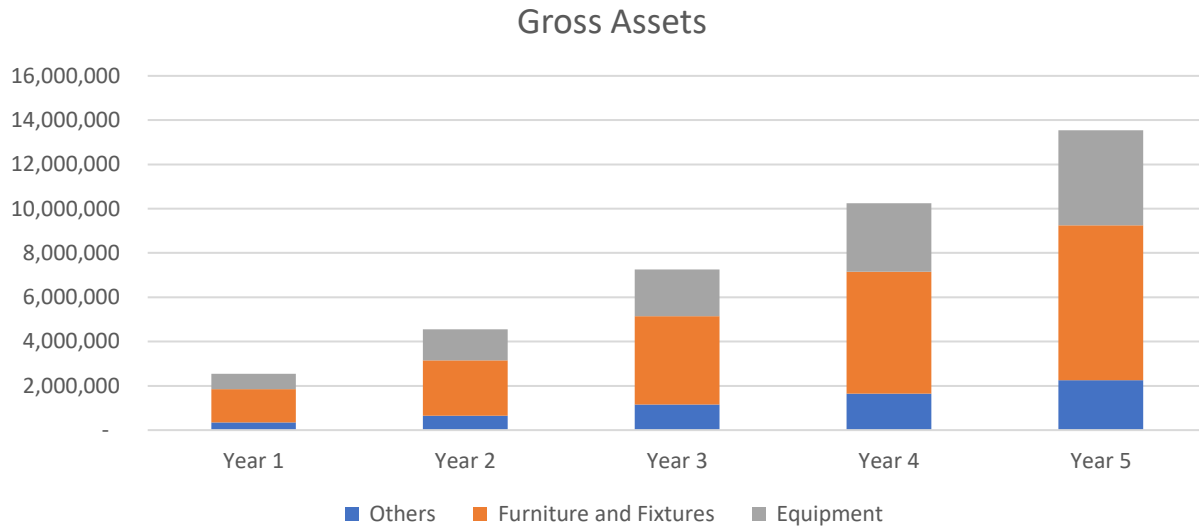
INVENTORY PURCHASES



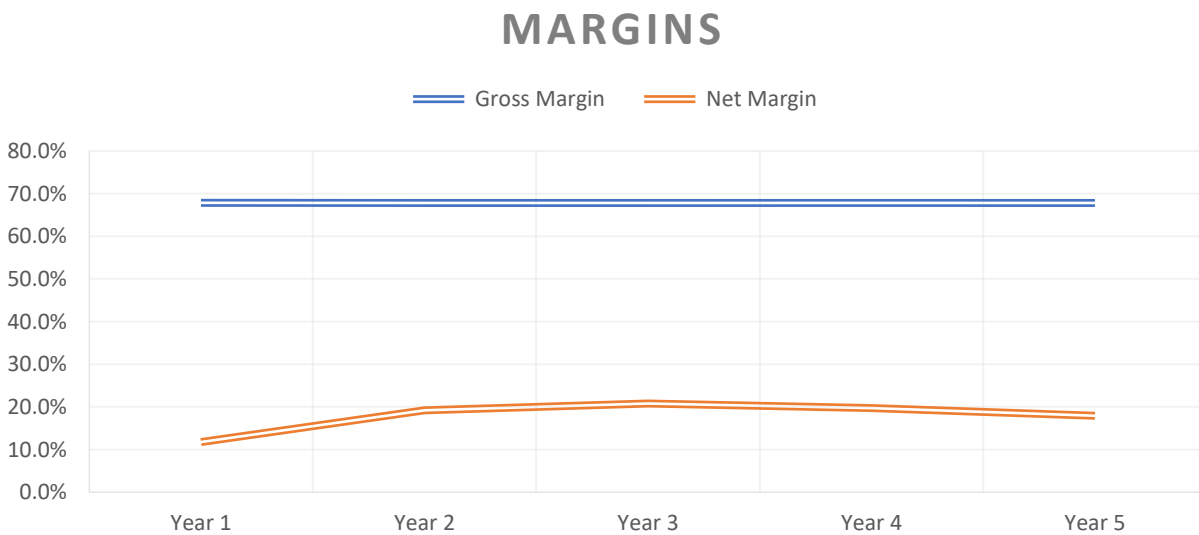
Inventory Purchases	Year 1	Year 2	Year 3	Year 4	Year 5
Beer	202,817	458,884	677,603	897,436	1,078,459
Spirits	493,423	1,103,845	1,620,508	2,140,737	2,558,019
Wine	75,926	173,829	260,081	339,439	404,622
Water	10,235	23,450	35,353	47,114	56,619
Other	29,512	68,155	102,393	134,091	161,143



Gross Assets:



Margins:



Profit and Loss:

Income Statement- Five Year Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues:					
<i>Beer</i>	471,226	1,078,583	1,636,724	2,156,119	2,590,432
<i>Spirits</i>	974,808	2,231,227	3,385,833	4,460,288	5,358,736
<i>Wine</i>	152,467	348,980	529,569	697,622	838,146
<i>Water</i>	26,179	59,921	90,929	119,784	143,913
<i>Others</i>	56,966	130,390	197,863	260,653	313,157
<i>VIP Sales</i>	1,681,646	3,849,102	5,840,918	7,694,467	9,244,384
<i>Door Sales</i>	1,159,200	2,653,280	4,026,288	5,303,984	6,372,380
Total Revenue	4,522,493	10,351,484	15,708,125	20,692,917	24,861,148
Cost of Sales:	1,454,178	3,330,500	5,054,446	6,659,014	8,000,374
Gross Profit	3,068,315	7,020,984	10,653,679	14,033,903	16,860,774
Operational Expenses:	-	-	-	-	-
<i>Operational Expenses:</i>	1,311,413	2,731,348	3,912,741	5,656,181	7,607,805
<i>Marketing and Sales</i>	303,076	738,978	1,238,912	1,710,960	2,133,684
<i>G&A</i>	457,226	611,637	673,062	756,955	842,884
Total Operational Expenses:	2,071,715	4,081,963	5,824,715	8,124,096	10,584,373
EBTIDA	996,600	2,939,021	4,828,964	5,909,807	6,276,401
Non-Operating Expenses:					
<i>Depreciation</i>	287,580	287,580	474,780	474,780	661,980
<i>Amortization</i>	-	-	-	-	-
Total Non Operating Exp:	287,580	287,580	474,780	474,780	661,980
PBIT	709,020	2,651,441	4,354,184	5,435,027	5,953,781
<i>Interest Expense</i>	-	-	-	-	-
<i>Tax</i>	177,255	662,860	1,088,546	1,358,757	1,488,445
Net Profit	531,765	1,988,581	3,265,638	4,076,270	4,465,336

Balance Sheet:

Balance Sheet- Five Year Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets:					
Current Assets:					
Cash and Cash Equivalents	(89,509)	799,125	2,930,378	5,836,445	15,577,286
Accounts Receivable	-	-	-	-	-
Inventory	36,109	86,497	84,207	87,946	75,605
Prepaid Expenses	-	-	-	-	-
Total Current Assets	(53,400)	885,621	3,014,585	5,924,392	15,650,793
Property, Plant, and Equipment:					
Vehicles	350,000	650,000	1,150,000	1,650,000	2,250,000
Furniture and Fixtures	1,500,000	2,500,000	4,000,000	5,500,000	7,000,000
Equipment	700,000	1,400,000	2,100,000	3,100,000	4,300,000
Less: Accumulated Depreciation	(287,580)	(575,160)	(1,049,940)	(1,524,720)	(2,186,700)
Total Property, Plant, and Equipment	2,262,420	3,974,840	6,200,060	8,725,280	11,363,300
Other Assets:					
Investments	-	-	-	-	-
Intangible Assets	-	-	-	-	-
Goodwill	-	-	-	-	-
Total Other Assets	-	-	-	-	-
Total Assets	2,209,020	4,860,461	9,214,645	14,649,672	21,546,293
Liabilities:					
Current Liabilities:					
Accounts Payable	-	-	-	-	-
Short-Term Loans	-	-	-	-	-
Accrued Expenses	-	-	-	-	-
Total Current Liabilities	-	-	-	-	-
Long-Term Liabilities:					
Loans and Borrowings	-	-	-	-	-
Deferred Tax Liabilities	-	-	-	-	-
Other Long-Term Liabilities	-	-	-	-	-
Total Long-Term Liabilities	-	-	-	-	-
Shareholders' Equity:					
Share Capital	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000
Retained Earnings	709,020	3,360,461	7,714,645	13,149,672	20,046,293
Other Equity	-	-	-	-	-
Total Shareholders' Equity	2,209,020	4,860,461	9,214,645	14,649,672	21,546,293
Total Liabilities and Shareholders' Equity	2,209,020	4,860,461	9,214,645	14,649,672	21,546,293

Cashflow:

Cashflow Statement- Five Year Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Operating Activities:</u>					
Net Income	709,020	2,651,441	4,354,184	5,435,027	5,953,781
Adjustments for:					
<i>Depreciation and Amortization</i>	287,580	287,580	474,780	474,780	661,980
<i>Changes in Working Capital</i>	-	-	-	-	-
<i>Increase/(Decrease) in Accounts Receivable</i>	-	-	-	-	-
<i>Increase/(Decrease) in Inventory</i>	(36,109)	(50,388)	2,290	(3,739)	12,341
<i>Increase/(Decrease) in Accounts Payable</i>	-	-	-	-	-
<i>Increase/(Decrease) in Accrued Expenses</i>	-	-	-	-	-
Net Cash Provided by Operating Activities	960,491	2,888,633	4,831,253	5,906,068	6,288,742
<u>Investing Activities:</u>					
<i>Others</i>	(350,000)	(300,000)	(500,000)	(500,000)	(600,000)
<i>Furniture and Fixtures</i>	(1,500,000)	(1,000,000)	(1,500,000)	(1,500,000)	(1,500,000)
<i>Equipment</i>	(700,000)	(700,000)	(700,000)	(1,000,000)	(1,200,000)
Net Cash Used in Investing Activities	(2,550,000)	(2,000,000)	(2,700,000)	(3,000,000)	(3,300,000)
<u>Financing Activities:</u>					
<i>Capital Injection</i>	1,500,000	-	-	-	-
<i>Share Holders Equity</i>	-	-	-	-	-
<i>Proceeds from Loans</i>	-	-	-	-	-
<i>Repayment of Loans</i>	-	-	-	-	-
<i>Issuance of Share Capital</i>	-	-	-	-	-
<i>Dividends Paid</i>	-	-	-	-	-
<i>Other Financing Activities</i>	-	-	-	-	-
Net Cash Provided by Financing Activities	1,500,000	-	-	-	-
Net Increase/(Decrease) in Cash and Cash Equiva	(89,509)	888,633	2,131,253	2,906,068	5,888,742
Cash and Cash Equivalents, Beginning of Period	-	(89,509)	799,125	2,930,378	5,836,445
Cash and Cash Equivalents, End of Period	(89,509)	799,125	2,930,378	5,836,445	15,577,286

Financing:



State of Delaware
Secretary of State
Division of Corporations
Delivered 12:34 PM 09/14/2012
FILED 12:26 PM 09/14/2012
SRV 121031766 - 5212973 FILE

CERTIFICATE OF FORMATION

OF

CLUB HUSH MANAGEMENT COMPANY, LLC

FIRST: The name of the limited liability company is
CLUB HUSH MANAGEMENT COMPANY, LLC

SECOND: Its registered office in the State of Delaware is to be located at 2711
Centerville Road, Suite 400, in the city of Wilmington, County of New Castle, 19808,
and its registered agent at such address is The Company Corporation.

THIRD: The Company will be managed by members, the names and street addresses of
those who are to serve until their first meeting of members or until their successors are
elected are:

Marc Hubbard
3500 E Independence Blvd Charlotte NC 28205

IN WITNESS WHEREOF, the undersigned, being the individual forming the Company,
has executed, signed and acknowledged this Certificate of Formation this 14th day of
September, 2012.

The Company Corporation,
Organizer

By: /s/ Margaret Rosado
Margaret Rosado
Assistant Secretary