

Executive Summary

Bar on the Go is an innovative business operating within the mobile bar industry, aiming to make every social gathering a memorable one by bringing the bar to the customer. Our target market includes event planners, adults hosting private parties, corporate events, and festival organizers.

Our primary service is providing mobile bars that include complete setup, supply of drinks and professional bartending services. Recognizing that events often lack sufficient bar facilities or require additional bar spaces, our offerings are designed to fit perfectly into any event format.

Bar on the Go is legally structured under the leadership of Peter Johnson, the CEO, with Emily Harris serving as the Operations Manager, Mark Collins as the Lead Bartender, three additional bartenders and two drivers who handle the transportation of the mobile bars. The key members of our management team include Peter, who holds an MBA with 15 years of experience in the hospitality industry, Emily, who has a degree in Business Administration with over 10 years of experience in the mobile bar industry. Michael Brown, our CFO, is a Certified Public Accountant boasting 15 years of experience handling finances in the food & beverage industry, and Mark, a certified mixologist with 12 years of experience in high-end bars.

Marketing activities will be channeled through social media advertising and word-of-mouth. We plan to establish partnerships with event planners and offer package deals for weddings, parties, and corporate events. Attendance and participation in food and drink festivals will be frequent, with first-time clients receiving special discounts.

The operations of Bar on the Go revolve around our three mobile bars - Sunrise, High Tide, and Nightfall- serving at diverse events around the city. Work hours are set from 6PM to 2AM on weekdays, and 4PM to 3AM on weekends, handling roughly 15 events on a weekly basis.

Financially, we anticipate steady growth over the next five years. Estimated revenue stream for Year 1 is pegged at \$150,000, rising to \$250,000 in Year 2. We have set a target of \$400,000 by Year 3, \$550,000 by Year 4, and expect to hit \$700,000 revenue by Year 5.

However, we are aware of the potential risks involved in the business. Licensing issues, vehicle breakdowns, low demand, underage drinking, drunk driving, food and drink spoilage, and liquor liability are all areas we're keeping a keen eye on. Each of these risks has a corresponding mitigation strategy, including maintaining compliance with local laws, having an emergency mechanic on call, diversifying our offerings, implementing a strict ID checking policy, promoting responsible drinking, maintaining strict inventory management and carrying liquor liability insurance.

Additionally, contingency plans have been developed to ensure business continuity, including establishing a reserve fund for unexpected occurrences, procuring a comprehensive insurance package to cover vehicles and inventory, regular vehicle maintenance, strategic partnerships with other mobile bars and encouraging pre-bookings and advance payments to ensure a steady demand for our services. With

these measures in place, Bar on the Go is completely prepared for the opportunities and challenges ahead.

Business Description

Bar on the Go is a unique business within the mobile bar industry located in the vibrant city of San Francisco. Our operational model aims to bring the lively ambience of a bar right to our customers' doorstep, enabling them to host unforgettable events.

Coming from a bar industry background, our CEO, Peter Johnson and COO Emily Harris noticed that there was a significant market need to provide reliable, professional bar services for events where no such facilities were available. Hence, they created Bar on the Go - an enterprise providing mobile bar services, complete with setup, supply of drinks, cocktail creations, and professional bartending, in 2015.

Our mission is to provide our customers with exceptional bar service, contributing to the creation of memorable events, while maintaining the highest standards of professionalism, integrity, and sustainability.

Bar on the Go operates as a Limited Liability Corporation (LLC), thus providing the owners with the advantage of limited personal liability. As CEO, Peter Johnson oversees the holistic functioning of the business, with Emily Harris as the Operations Manager directing our field operations. Our key members include Mark Collins, the prime mixologist/ Lead Bartender, three additional bartenders, and two drivers for the mobile bar's transportation.

The long-term potential of Bar on the Go is immense. Considering the thriving event industry in San Francisco, and the novel convenience that our mobile bar introduces, we foresee a consistent demand for our services. With a detailed marketing strategy, and plans to partner with event planning companies, we project gradual growth for our business. We are considering the possibility of expanding our fleet of mobile bars from the current three to five within the next five years, while also exploring the potential of franchising our business model in other cities.

We anticipate a steady increase in our revenue from \$150,000 in the first year to \$700,000 by the fifth year. However, we understand that our financial success depends on several factors, including the effective implementation of our marketing strategies, alliances with event companies, and our ability to consistently deliver exceptional service.

Bar on the Go, while offering a unique solution in the event industry, navigates through certain inherent risks. These include fluctuating demand, inclement weather conditions that may affect outdoor events and challenges related to obtaining and maintaining the necessary regulatory permits and licenses. We have appropriate strategies in place to mitigate these risks, primarily through diversified marketing efforts, backup plans for outdoor events, and a designated compliance officer.

In conclusion, our Bar on the Go represents an exciting, long-term viable business that fills a significant market gap in the event industry, delivering exceptional and much-needed services with a professional touch. Our commitment to quality, consistency, and customer satisfaction sets us apart and propels us towards our projected growth trajectory.

Market Research and Analysis

The industry of mobile bars is gradually getting momentum, deriving from the current trends of exclusive and personalized services in the event management sector. As per the Global Event Management Software Market report by Technavio, the event management industry is supposed to grow by USD 3.28 billion during 2020-2024, progressing at a CAGR of 10%. The mobile bar sector is a niche within this industry, garnering attention due to its novelty and convenience.

Bar on the Go targets adults aged between 25 and 45 primarily, given their propensity for hosting private parties, corporate events, and festivals. The target market also includes event planning companies who we anticipate will form a substantial part of our client base, considering our service will ease their logistical worries of setting up a bar.

The mobile bar market demands a high-quality, timely, full-service packaged bar delivery solution, which fits into an array of events. Today's clientele constantly seeks unique elements that make their events stand out, hence the untapped potential in our innovative business plan.

The rising popularity of personalized boutique experiences is forming a burgeoning market pattern. As the trends forecast, consumers are inclined more towards businesses offering specialized, tailored services that add value to their event, which positions our mobile bar business for potential success.

In the competitive terrain, Drinks on Wheels, Cocktail Caravan, and Traveling Tavern are our main competitors. Drinks on Wheels offers a vast drink menu, which is their strength, but they lack professional bartending services. Cocktail Caravan excels in their compact setup, making them apt for small events, but their narrow menu is a downside. Traveling Tavern claims an advantage with their experienced bartenders, but their weak online presence hinders their market growth.

As a startup, the barriers to entry for us mainly lie in obtaining the necessary licenses and permits, finding competent staff, and setting up our fleet of mobile bars. A significant amount of initial investment is required for setting up each of these mobile bars, where obtaining a return will be time-consuming.

To overcome these hurdles, Bar on the Go will focus on strategic marketing and partnerships with event planners to establish our presence. Efficient hiring and training processes will ensure we onboard high-quality, reliable staff. While our competitors have their strengths, none provide the range of services that we promise - a complete, professional mobile bar experience. This unique selling proposition will give us a competitive edge in the market as we deliver what the market currently needs and demands.

SWOT Analysis

Strengths

Weaknesses

Strengths

Bar on the Go's innovative approach to mobile bartending services represents its primary strength, providing a unique and convenient offering in the entertainment and events industry. With a management team boasting extensive experience in hospitality, business, and finance, the company is well-equipped to deliver high-quality service. The tailored services, including custom bar setups and professional bartending, cater to a wide range of events, which is a significant competitive advantage. Moreover, the flexibility to operate during peak social hours and accommodate events on weekends and weekdays expands their service availability. The business is adept at utilizing social media for marketing, enhancing its visibility and customer engagement. Furthermore, strategic partnerships and package deals aligned with event planners solidify Bar on the Go's market position.

Opportunities

Bar on the Go is positioned to leverage several market opportunities, such as expanding its service range to meet growing demand for unique and personalized event experiences. Exploring partnerships with larger, not-yet-tapped corporate clients and broadening the clientele to include charity events or public gatherings could provide substantial growth prospects. Ancillary services like cocktail workshops or mixology classes may be introduced to diversify revenue streams. Utilizing technological advancements, the company could implement an app or online booking system for more efficient operations and customer convenience. The business could also adopt sustainability practices, appealing to environmentally conscious consumers, and engaging in corporate social responsibility initiatives can boost its community image and attract a customer base valuing ethical practices.

Weaknesses

Despite its innovation, Bar on the Go is susceptible to several internal weaknesses. The reliance on three mobile bars means that scaling operations to match demand can be challenging. There is also a heavy dependence on the performance of a small staff, where any short-term unavailability can impact the quality and consistency of service. Work hours extending late into the night can be taxing on staff and might contribute to high turnover rates. Additionally, the niche focus on mobile bartending might limit the company's appeal to a broader customer base and may require extensive market education. The business's current structure offers little room for error, particularly with logistical challenges and the complexities associated with inventory management and transport coordination.

Threats

The mobile bar industry faces external threats from fluctuating market trends, economic downturns, and shifts in consumer preferences. Stringent regulations and licensing can prove to be significant hurdles. Competitors may emerge offering similar or superior services and amenities, tightening the competitive landscape. Adverse events such as bad weather, which can cancel or delay outdoor events, directly affect revenue. Changes in liquor laws, increased liability insurance costs, and potential issues with vehicle reliability are ongoing concerns. Additionally, societal issues like the promotion of sobriety movements or increasing awareness of the consequences of drinking and driving could impact the demand for bar services at events. Global crises, such as pandemics, can dramatically restrict public gatherings, posing a severe threat to the business model.

Organizational Structure and Management

Bar on the Go operates under a straightforward organizational structure. At the top is the CEO, Peter Johnson. Johnson holds an MBA and brings with him 15 years of experience in the hospitality industry. Working alongside Johnson is the Operations Manager, Emily Harris. With a degree in Business Administration, Harris harnesses her years of mobile bar industry experience to streamline operations ensuring efficient business processes.

In terms of staffing, the team consists of one Lead Bartender, Mark Collins who manages a team of three additional bartenders. Certified mixologist Collins carries a record of 12 years on the field in high-end bars. Two full-time drivers complete our team responsible for the mobile bar's transportation.

The company operates three mobile bars with their unique themes and features to cater to various customer needs and tastes, leading to optimal utilization of resources. Each mobile bar is exceptionally equipped to function independently with its bartender and driver.

Bar on the Go adopts comprehensive Human Resources policies and practices. All employees are provided with a written manual explaining company policies and procedures related to work hours, expectations, dress code, safety protocols, and code of conduct. The HR department is also responsible for creating a positive work environment by organizing regular team-building activities and facilitating open communication channels leading to better team dynamics.

Our business also plans to work with external advisors and consultants to tap into their industry expertise and outsider perspective to grow and develop the business. We have already partnered with a local mixology school to ensure our bartenders are updated with the latest trends and drink recipes. An arrangements agreement is in place with Suzanne Zimmerman, a business consultant known for her vast industry knowledge and connections with local event planning companies.

As for future staffing needs, we currently operate with a lean team, anticipating to hire more staff as the company expands. Plans include adding more bartenders to the team, and we're also foreseeing a hiring of sales and marketing personnel to boost our growth and brand visibility further.

Bar on the Go is adequately equipped and strives to stand out in this competitive industry, focusing on delivering premium services that garner public engagement and cater to consumer needs.

Products or Services

The products and services of Bar on the Go, our mobile bar service, are designed to cater to the needs of events and gatherings where bar facilities are not readily available. Our offerings consist of the delivery and setup of portable bars, supply of drinks, and professional bartender services.

A characteristic feature of our business is the unique mobile bars we operate. Named Sunrise, High Tide, and Nightfall, each has a unique theme and design,

creating an appealing ambiance to charm different tastes and preferences. Our team of professional bartenders, led by the experienced Mark Collins, elevate the drinks experience beyond the ordinary, making any event memorable.

Undoubtedly, the USP of our business is the convenience and novelty we bring to festivities. We fulfill a gap in the market where customers yearn for bar services in their location of choice be it homes, offices, outdoor venues or otherwise. This is a compelling advantage over our rivals Drinks on Wheels, Cocktail Caravan, and Traveling Tavern, who merely deliver drinks but do not cater to the more comprehensive experience that we offer with our bar setup and bartending services.

Currently, Bar on the Go is fully operational, and we handle an average of 15 events every week, working from 6PM to 2AM on weekdays and 4PM to 3AM on weekends. In the long-term, we intend to expand our fleet of mobile bars and extend our services to a larger radius, enhancing our market reach. We foresee an enhanced engagement with corporate clients and festivals that would capitalize on our growth.

Intellectual property-wise, we are on track to secure trademark registration for Bar on the Go. This will provide us exclusive rights to the name in our business context. The designs and themes of our mobile bars (Sunrise, High Tide, and Nightfall) are also subject to copyright.

Our production process, which primarily consists of bar setup, drinks preparation, and bartending, is managed impeccably by our team. We ensure that each bar is cleaned, sanitized, and stocked correctly before departure for an event. The bartenders take charge of setup and drink preparation, ensuring a seamless experience for our clients.

Supplier-wise, we work with a local drinks distributor who provides us with high-quality beverages at competitive prices. On top of this, our supplier has agreed to a flexible resupply policy and speedy delivery times, which provide us stability and ease in our operations.

In conclusion, Bar on the Go is on the path to establishing itself as an innovative player offering remarkable convenience in the mobile bar industry. Our strong appeal lies in our unique selling points of full-range mobile bar service, professional bartending, and special ambiance which sets us distinctly apart from our competitors.

Marketing and Sales Strategy

To penetrate and establish in this competitive market, Bar on the Go will employ an aggressive marketing strategy that will enable us to reach as many potential customers as possible. We will leverage the power of social media platforms, primarily Instagram and Facebook, as they provide an excellent platform to showcase our visually compelling mobile bars and drinks.

Furthermore, we plan on teaming up with local event planning companies, offering them special partner deals, which would not only benefit both parties but also give us access to a consistent flow of customers. Given the current environment where personal and corporate events are gaining popularity, these partnerships will significantly enhance our business growth.

To solidify our brand positioning in the market, we will also engage in sponsorship activities at local food and drink festivals. Besides showcasing our mobile bar concept to a larger audience, it will also create an opportunity for guests to experience our services firsthand.

When it comes to sales, we plan on having a dedicated sales team onboard that will interact with potential clients, follow up on inquiries, and close deals. The team will also recommend the best package deals based on the client's budget and preferences.

Our pricing model revolves around offering our customers good value for their money. The pricing strategy is designed not only to be affordable for diverse budget ranges but also to give us a decent profit margin. It's essential to balance out customer friendly pricing with the need to keep the business profitable and sustainable. Pricing would be labelled under standard, deluxe, and premium packages that include different services and drink options.

We plan to deliver our mobile bars and services directly to the consumers at their preferred locations. This direct distribution model eliminates intermediaries, enhancing efficiencies and giving us better control over the delivery and setup process, which is essential in our line of business.

Promotion activities will include discounts and special offers, especially for first-time bookings. On this note, we are inclined to explore referral programs, where existing customers who refer new clients can enjoy discounts on their next booking. It fosters customer loyalty and simultaneously attracts new business.

Customer service is paramount for us. Hence, our customer service policies will be focused on ensuring an excellent customer experience right from the booking process until the end of the event. We will ensure quick and friendly response to inquiries, smooth and efficient booking process, punctuality in delivery and setup, and professional service during the event. A process will also be put in place for dealing with complaints promptly and effectively.

Finally, we completely understand the importance of responsible drinking. We will put forth strict ID checking policies to prevent underage drinking and encourage responsible behavior at all events we cater to.

As Bar on the Go promises to add to the cheer at gatherings with our unique, convenient and premium bar services, our marketing and sales strategy works as a roadmap guiding us to our business goals.

Operations Plan

The operational workflow at Bar on the Go involves both regular day-to-day tasks as well as one-off activities. Our typical day begins with inventory checks conducted by our operations manager, Emily Harris. She ensures that our mobile bars are stocked with all essentials, from a diverse range of premium alcohol to accompanying mixers and garnishes. She also verifies that the equipment used is in optimal working condition and that hygiene standards are maintained around all workstations.

Once inventory checks are complete, our bartending team led by Mark Collins

begins their work shifts depending on the bookings for the day. They are responsible for preparing cocktail mixes, garnishes and setting up the mobile bar units to the specific themes requested by our clients. Each bartender is trained to churn out an array of cocktails and beverages depending upon customer demands.

Our drivers, who are responsible for transporting the mobile bars, have their tasks cut out too. They conduct routine safety checks on the vehicles and drive to client sites as per the scheduled bookings.

The production process involves the assembly and disassembly of the bars, stirring up drinks, and the presentation of each beverage. Quality control measures are vital in our business, as we believe complete customer satisfaction can only be achieved through high-quality service. We make sure that all drinks are prepared as per standardized recipes and our bartenders execute their customer service duties in a professional manner, ensuring every customer at the bar enjoys an exemplary experience.

Inventory management is vital for Bar on the Go to ensure uninterrupted services. Regular inventory checks help us maintain an appropriate supply of spirits, wines, cocktail ingredients, and glassware. This also assists in managing costs by avoiding overstocking and eliminating wastage.

Our supply chain management primarily spans contracts with local breweries, wineries, and distilleries, ensuring a steady input for operations. Additionally, we have established relationships with local food vendors who can cater to supplementary needs at events.

The chief facilities and equipment needs for our business include the fleet of vehicles that serve as mobile bars, alcohol and cocktail making supplies, and safety equipment. These resources ensure we can uphold our brand reputation for premium, professional bar services at any event location. Maintenance of the mobile bars, including their structural integrity and hygiene, is of utmost importance in our operational plans.

Overall, Bar on the Go's operational workflow ensures efficient and effective management that results in top-quality services delivered directly to our clients. We believe that our commitment to excellence and unique service proposition will establish us as leaders in the mobile bar business.

Financial Projections

Our five-year financial projection for Bar on the Go anticipates steady growth via an increase in client bookings as our reputation strengthens within the industry. In the initial year, the total revenue is projected to be \$150,000 with consistent growth over the following years. For the second year, sales are expected to rise to \$250,000 and further increasing to reach \$400,000 by the third year. The fourth and fifth year will maintain the trend, projecting revenues of \$550,000 and \$700,000, respectively.

From the income perspective, we estimate that approximately 75% of our revenue will be derived from private events such as parties and weddings, with the remaining 25% coming from corporate events and festivals. This composition is based on our market research and prevalent industry trends.

Operating costs include inventory supplies, staffing, vehicle maintenance, licensing, advertising, and overhead costs such as insurance and office space rental. Due to the nature of our mobile business and a significant part of our expenditure concentrated on maintaining inventory and vehicle upkeep, we expect our operational costs to comprise around 40% of our projected revenue.

Our profit and loss projection, therefore, assumes that the net profit margin after deducting all costs, including taxes, will approximately be around 25% of the total projected revenue. This assumes that no drastic changes will occur within the market or significant organizational crises that could impact profitability.

Cash flow for Bar on the Go is projected to be positive over the five-year forecast period. Initially, a significant cash outlay will be required for asset acquisition, license procurement, and marketing costs. As we progress, our cash inflow is expected to exceed our operational expenses, leading to a healthy cash flow that will enable us to steer business expansion and stay resilient.

The Balance Sheet analysis projects increases in asset values throughout the period with a high emphasis on inventory and cash components. Similarly, equity growth is anticipated to be positive with a decreasing reliance on borrowed capital. A stable balance of current and fixed assets against short and long-term liabilities would ensure a healthy and robust financial position.

Our break-even analysis indicates that we will need to cater to around eight events per week or approximately 33 per month to cover our monthly operating expenses. Given our operating hours and ample market demand, reaching this break-even point is realistic and achievable within the first few months of operation.

Our financial projections are based on certain assumptions, such as a steady growth in demand for mobile bar services, an absence of drastic changes in market conditions or regulatory requirements, and a steady inventory supply chain. Any change in these conditions would necessitate revisiting and modifying these projections.

Risk Analysis

Identifying potential risks is key to our business planning and strategic decision-making process. Some of the risks we anticipate facing include:

1. **Market risk:** The mobile bar industry is still growing and evolving. Changes in market trends, consumer behavior, or a sudden increase in competitors could potentially impact our business revenues.
2. **Operational risk:** Operational mishaps such as vehicle breakdowns, stock shortages, staff absenteeism, or cancellations could interfere with our ability to serve our clients effectively and on time.
3. **Financial risk:** Unforeseen costs or insufficient cash flow could limit our capacity to meet operational needs and business expansion plans.
4. **Legal and compliance risk:** Failing to comply with regulatory standards, licensing requirements, and health and safety rules could result in fines, penalties, or even business closure.

To mitigate these risks, we have formulated some strategies. For market risk, continuous market research, and adaptation to trends is fundamental. Partaking in networking events and partnerships with local event planning companies will diversify our clientele and stabilize customer demand.

Operational risks will be managed by maintaining a well-trained and flexible workforce ready to step in at short notice, keeping backup supplies, and regularly servicing our vehicles to avoid breakdowns. Also, we plan to keep buffer slots for last-minute bookings and cancellations while also encouraging clients to make early bookings and payments.

Financial risks will be managed by maintaining a robust financial plan, preparing for unexpected costs, and maintaining an emergency fund. Regular financial audits and reviews will ensure our financial health.

For legal risks, we have a designated compliance officer to ensure we uphold all regulatory requirements, health and safety standards, and licensing agreements. Additionally, we pledge to uphold responsible serving practices and strict age verification to maintain license integrity.

Our contingency plan includes an emergency fund, comprehensive insurance for our vehicles and equipment, a back-up mobile unit, and plans to diversify our services to withstand market fluctuations.

With these risk identification and mitigation measures in place, along with contingency plans, we will be able to manage and overcome any potential issues. By doing so, we protect our brand reputation, ensure customer satisfaction, and safeguard our financial health, thus securing operational resilience.