

810 Billiards & Bowling  
**FRANCHISE PLAYBOOK**



*Be social.*









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## *Our Purpose*

810 Billiards & Bowling is an upscale entertainment, dining and bar experience that focuses on bringing families and friends together for social interaction, friendly competition and great food. We want to take upscale entertainment, traditionally only available in large metro markets at premium price points, and make it accessible and affordable.

With a flexible footprint, we are able to scale the model for success in a wide variety of markets.







## *Our Edge*

The positioning of the 810 brand name & design aesthetic is the result of a thoroughly-researched and proven brand strategy:

- > A broad demographic appeal that brings a diverse and complementary revenue mix.
- > Vendor relationships that translate into significant cost savings for 810 franchisees.
- > Creating an inviting and impressive environment through practiced layout optimization and design.
- > Offering a strong value proposition for guests by providing myriad entertainment options and competitive pricing.







## *Our Environment and Bowling*

Not your average bowling alley, all 810 locations leverage state of the art bowling equipment, waitservice at all lanes and tables, a full scratch kitchen and tasteful design to create a destination that customers love both for a night out with friends and for large group outings and special events.

We leverage a proprietary manufacturing relationship to offer our franchisees state of the art bowling equipment at significantly reduced prices. All 810 bowling lanes are brand new, equipped with automated, interactive scoring systems, automatic bumpers, our signature furniture package and feature lighting built-in.







## *Billiards, Gaming and Entertainment*

We offer championship size, high-quality billiards tables with true drop pockets available for rental by the hour, as well as shuffleboard tables available for hourly rental.

Since being on a waitlist for bowling is where we like to be, we have a variety of other gaming options available to guests free of charge while they wait. These include corn hole, darts, ping-pong, and assorted board games.

As our various locations and venues warrant we also offer additional revenue generating entertainment options including arcades, miniature golf and live entertainment.







## *Food and Bar*

The 810 menu is designed by our in-house executive chef and is continually updated with new items and recipes as trends change. We feature a large selection of shareable plates in keeping with our be social mission. We also offer brick oven pizza, char grilled angus burgers, and a variety of sandwiches, salads and sweets.

With a variety of draft and craft beer, a curated cocktail list and a variety of wines by the glass, the bar at 810 is your perfect destination for happy hour, late night, or just a pit stop in between games!







## Competition

While there are other players in our industry such as KingsBowl, Lucky Strike and Bowlmor, they are all corporately-owned and unavailable for participation through a franchise system.

- > 810 is unique in being the only bowling and entertainment concept available for franchising.
- > We offer more variety in revenue streams than any other available entertainment concept.
- > 810 offers far more competitive pricing to our customers than the other players in the industry, which allows us to access midsize markets that our competitors ignore. We do this through a value-engineered approach to design and build that results in a total investment of approximately \$2mm in contrast to our competitor's average build cost of \$8mm+.







## *Events and Customer Profile*

As opposed to traditional bowling centers, 810 locations offer a private “back alley” of 4 to 8 lanes.

This creates a more upscale feel and can be utilized as a destination for corporate team building, holiday parties, adult birthday parties, and special event celebrations.

810 benefits from appealing to a wide array of different customers, from families and children’s birthday parties in the afternoons, to young adults at the bar late night, we offer something for everyone.







## Marketing

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The company utilizes a structured marketing approach to drive brand awareness. Through digital media advertising, social media and print advertising we steadily grow our audience year to year.

**Facebook:** [facebook.com/810Conway](https://facebook.com/810Conway)

[facebook.com/810MarketCommon](https://facebook.com/810MarketCommon)

**Instagram:** [instagram.com/810bowlingconway](https://instagram.com/810bowlingconway)

[instagram.com/810bowlingmb](https://instagram.com/810bowlingmb)

**Website:** [810bowling.com](https://810bowling.com)

The combo of appealing photography and a strong graphic library has enabled us to maximize outreach to target demographics. Our marketing strategy is both effective for the brand and cost-efficient for the franchisee.







## Marketing

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- > In 2019, 810 launched their proprietary app now available on iOSs and Android devices. The app enables customers to load funds and redeem in-store and to earn various rewards which can be customized to franchisee's local market.
- > Our Customer Loyalty Program is integrated with our POS and allows franchisees to directly communicate new offers and promotions to participants in the program. The Loyalty dashboard offers exetensive user analytics to monitor trends and optimize business offerings.
- > The 810 gift card program is also integrated with the app and loyalty program to enable streamlined management and tracking of all gift cards both physical and digital.
- > Marketing investments are only as effective as they are trackable, our platform uses QR codes in all print and mobile coupons to be scanned in-store so franchisees can quickly run reports to monitor the success of different campaigns.







# Marketing

- > 810 will assist in crafting a multi-faceted pre-launch marketing campaign to generate excitement and awareness ahead of opening to ensure initial success and strong cash flows from day one of operation. This will include but is not limited to direct mail marketing, social media campaigns, outdoor advertising and TV/ Radio campaign coordination.
- > In-Store Marketing – The high volume of foot traffic and long average duration of guests visits makes in-store marketing a must for all 810 locations. We use A-frame signage, POP (point-of-purchase) signage and wall graphics to communicate current and upcoming specials and events to all our guests.
- > 810 has been implementing radio and tv advertising successfully in their corporate markets for several years; we would assist franchisees in creating similar content based on their local market.







## Franchise Info

Year started:	2015
Investment range:	Varies by store type
Available in Canada/Int'l:	Canada yes, Int'l maybe
Number of units open:	3
Number of units in process:	9
Franchise fee:	\$50k (on 1st unit)
Royalties:	5% royalty







# *Financial Performance and Data*

Figures below represent the actual financial performance at our North Myrtle Beach location for fiscal year 2019.

TOTAL REVENUE:	\$1,819,317
TOTAL COST OF GOODS:	\$452,646
GROSS PROFIT:	\$1,366,671

## **EXPENSES**

Total Payroll:	\$573,730
Rent:	\$235,530
SG&A:	\$249,160
TOTAL EXPENSES:	\$1,058,420

**NET ORDINARY INCOME: \$308,251**

Figures below represent the actual financial performance at our Market Common location for fiscal year 2019.

TOTAL REVENUE:	\$3,119,585
TOTAL COST OF GOODS:	\$740,123
GROSS PROFIT:	\$2,379,462

## **EXPENSES**

Total Payroll:	\$662,272
Rent:	\$398,645
SG&A:	\$540,773
TOTAL EXPENSES:	\$1,601,690

**NET ORDINARY INCOME: \$777,772**

Less Royalties (5%)	\$155,979
<b>FRANCHISE NOI</b>	<b>\$621,793</b>





# *Financial Requirements*

- > Candidate qualifications
  - Liquid Capital (550k+)
  - Total net worth (\$1.4mm+)
- > 3rd party Financing Available
- > SBA approved





## *Standard Footprint & Package*

- > 10-16 lanes premium bowling.
- > 4-6 championship billiards tables.
- > Shuffleboard, darts and other assorted entertainment options.
- > Private entertainment and bowling space for group functions.
- > 100-150 top bar and dining capacity.
- > \$2MM total investment.
- > 20k square feet high traffic retail space.
- > Typical landlord construction allowance of \$25+/sq.ft. which can be used to recoup initial cash investment.







## *Franchise Advantages*

- > High margin revenue streams.
- > Early positive cash flow.
- > Long-term security.
- > Stable business model not threatened by disruptions from trends or technology. Friends & family will always want to eat, drink, play and gather.
- > Emerging franchise:
  - Most territories available
  - No barriers to multi-unit ownership
- > Only franchise access to upscale bowling & entertainment.
- > Significant savings on build-out costs through exclusive manufacturing relationships.
- > Unparalleled support and training in location development and operation.
- > It's a fun business where people love to be and to work!





## *Franchise Support*

- > The right to use the 810 business systems and know-how through initial and ongoing training, provision of operating manual and standard recipes.
- > Evaluation of location and identification of local suppliers and service providers.
- > Technical support in relation to customized store designs and layouts.
- > Post-Launch support including soft opening and launch event, on the job training and store monitoring.
- > Advice and guidance in relation to launch and annual marketing plans and customized design and artwork.
- > Ongoing field visits to franchised stores and periodical review of financial performance.
- > Ongoing market research and introduction of new products, promotions and marketing ideas.
- > Support in relation to the design of e-media and newsletters.
- > The right to use the 810 brand and trademark.





## *Frequently Asked Questions*

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**Q:** Do I need industry experience to become a franchisee?

**A:** No. Our comprehensive training and support will teach you everything you need to know to operate your location.

**Q:** Can I be a passive owner?

**A:** Absolutely, though we do require that you hire a qualified GM that will participate in our training program. We will assist in the hiring process.

**Q:** How do I find a viable location for my store?

**A:** We're involved in every aspect of location selection, from choosing a broker to lease negotiations per our site approval process.

**Q:** How do I setup payroll and handle HR issues?

**A:** We have a program setup with ADP to handle all of your payroll items including a user-friendly website and a dedicated rep to field HR questions 24/7.

**Q:** How do I source the food and supplies for my store?

**A:** We have a relationship with Sysco. They have a digital order guide which is pre-loaded with our foods, supplies and special pricing all in place. They will also supply you with their state of the art online ordering platform.





## *Next Steps*

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1. Review our EKIT materials.
2. Discovery phone call with our team.
3. Franchise Committee will review your application—must receive approval to continue.
4. Receive and review our FDD.
5. Discovery Day: See our three Myrtle Beach operations in action.
6. Execute an 810 Franchise Agreement.
7. Find a location and build the store.
8. Begin looking for a second unit!





## Contact

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*Be social.*