

The following is a summation and preliminary strategic marketing plan for "Manhattan Nights", a proposed start-up business. Manhattan Nights represents not a new business, but rather a whole new concept in the entertainment industry. In essence, this concept is an appeal to a client's vanity where, in this case instance, it is the client who becomes the "star". At this stage, we can now begin on an actual proposal by exploring the start-up costs and calculating estimated future revenues.

**Preliminary Strategic
Marketing Plan For
"Manhattan Nights"**

575-8103



Manhattan Nights Inc.

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**EVENING ON THE TOWN
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FUNCTIONS ETC.**

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PRELIMINARY STRATEGIC
MARKETING PLAN FOR
"MANHATTAN NIGHTS"

PREFACE

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The following is a summarization and preliminary strategic marketing plan for "Manhattan Nights", a proposed start-up business with excellent upside potential. Manhattan Nights represents more than just a new business, but rather a whole new concept in the entertainment industry. In essence, this concept is an appeal to a client's vanity where, in this rare instance, it is the client who becomes the "star".

At this stage, we can now begin on an actual proposal by exploring the start up costs and calculating estimated future revenues.

Although this type of information is helpful to the seeking reader, it's limitations are obvious for it completely lacks the personal touch - - human resources.

I have experienced New York's high life for the last ten years. My experience has taught me that this great city truly does not sleep, and that there really is something for everyone. But I have also learned that as exciting as this city is, it's doors seem to be closed to many people. And the reason for that is the lack of knowledge people have about New York. There are so many different types of restaurants out there and so many different nightclubs, but people are simply not aware

**PRELIMINARY STRATEGIC
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This business plan describes a market opportunity whereby a service will be provided to the clients in order to take full advantage of Manhattan's wide array of entertainment.

BACKGROUND

This is a fresh concept and therefore it's background is limited. There are established sources of information on entertainment and events in New York. For example, New York Magazine, The New York Times Living & Leisure section, New York's Nightlife Magazine, The Village Voice as well as other less read publications. Although this type of information is helpful to the seeking reader, it's limitations are obvious for it completely lacks the personal touch - - human resources.

I have experienced New York's night life for the last ten years. My experience has taught me that this great city truly does not sleep, and that there really is something for everyone. But I have also learned that as exciting as this city is, it's doors seem to be closed to many people. And the reason for that is the lack of knowledge people have about New York. There are so many different types of restaurants out there and so many different nightclubs, but people are simply not aware

that these places exist. Furthermore, people do not even know how to get there. The other thing that people would love to know is, how are these places? What kind of people go to these places? What kind of atmosphere can you expect to find in these places? What time is best to show up? How much money is it? Will they get in? Are there long lines to get in? Do they take reservations? Do they choose people at the door?

The need for this service is obvious, especially in a city as diverse as this one. People need assistance in their social life just as they need it in other aspects of life. People in this city work hard to make their money and this service will be of help to them by enabling them to work to live rather than live to work. This is a very hard working town and that is one of the main reasons why there is a need for this type of service. The professional business man works long hours, and it is usually at the expense of many things. One of them is the exposure to this city's great nightlife. For example, on any given day or night when friends gather before they decide where to go, you will usually hear that popular scenario whereby one friend asks another, "Where do you feel like going tonight" and the response is "I don't know, where do you want to go". And they usually end up at the same place they've been to before due to a lack of resourceful input. Manhattan Nights will provide that missing resourceful input and a whole lot more. Our concept will do away with those boring nights simply by making one phone call.

OUR REVENUE CONCEPT will be adjusted to the

Manhattan Nights Inc. is a rather unique concept. It is a service that I believe is very much needed in Manhattan. The business will maintain and update a comprehensive computer file which will provide the client with extensive information regarding New York's restaurants, night clubs, theaters, special events, etc. The service will be designed in such a way as to cater to and fully assist the high powered professional, the social elite, the discriminating and uninformed traveller and sophisticated New Yorker. The business will provide information, suggestions, immediate entrance and reservations to New York's world renowned nightlife. We will also organize social functions, parties and luncheons. Arrangements will be made for such things as limousine service and helicopter bookings. We will also try to handle "special orders" if possible at a premium price. The client base will include individuals, hotels, travel agencies, airlines, medium size businesses, major law firms and large corporations.

Our backbone will be our image. Manhattan Nights will portray an image of distinct treatment. Our customer service will be known for its quick reliable response to our clients needs. We will not only be offering service, but prestige, pleasure and entertainment as well. It is inevitable that our manner of doing business will eventually merit us a good reputation amongst the consumer population. When we achieve this recognition we will build on it. We will be able to widen our market through advertisement and recommendations.

Our revenue structure will be adjusted to the particular client. Some clients will pay annual fees, others will be billed monthly. Others will pay on a performance basis, and still others will be billed by a combination thereof. Most of our invoices will be on a net thirty day basis. Our business will be conducted primarily through the phone. All the calls will be recorded and records will be kept regarding individuals, firms, account numbers, credit card numbers, etc.

Manhattan Nights Inc. will be an honored client throughout Manhattan's grandest night spots. Our supplemental long range marketing plan will include expansion into an international market. This will entail business trips in order to sell our service abroad. Manhattan is saturated with international businessmen, whom could obviously use our service, as well as the discriminating traveler who enjoys the red carpet treatment, of which we will unfold.

MARKETING OVERVIEW

Manhattan Nights Inc. has selected a prime target market on which to direct it's marketing strategy. This target market will be approached with a well planned promotion campaign which will be effective against the almost non-existent competition.

TARGET MARKET

Manhattan Nights Inc. will primarily serve the affluent or those who can afford the company's services. Maybe in the future we can gear ourselves towards servicing society as a whole, after bringing down our cost considerably by obtaining new channels of revenue and by solidifying our reputation.

MARKETING STRATEGY

Our advertisements will perfectly represent Manhattan Nights Inc. They will be very chic yet tastefully done. We will exploit Manhattan's most elegant scenery thereby achieving the desired ambiance.

We will receive endorsements from politicians, reputable businessmen and entertainers. We will obtain publicity in the news, have feature articles done about the company, and advertise in the yellow pages, classified ads, selected newspapers, magazines and via radio.

Sale promotions will consist of advertising, publicity, direct mail, brochures and telephone. We will skillfully plan the integration of all our promotional activities and their reinforcement upon each other.

We expect great reviews as a result of our extravagant coming out party which will be held at one of Manhattan's elegant night clubs. This Black Tie event will consist of an impressive guest list and will receive press coverage.

We will have attractive business cards which will be circulated. The business cards will have an imprint of the company logo. This logo will sell our main idea. Personal contacts are the most effective promotion. We will give a special discount to clients who give a referral that leads to new clients. All "Manhattan Nights" employees will portray the company's chic image.

Free drinks until 11:00, and hot sources. The purpose of the party is to create as much possible exposure for the COMPETITION Manhattan Nights and for the concept which the business represents.

Manhattan Nights Inc. is a highly personal business. It will grow by developing a steady client base. Referrals and repeat business are essential to successful long-term growth. The market is ripe for Manhattan Nights Inc. Any competition would become very vulnerable to the company's well planned promotion campaign. (Some of these seen for American Express applications) of all participating night clubs, restaurants, hotels and travel SALES PROMOTION CAMPAIGN cards will be very fancy and eye-catching. Brochures and business cards will be distributed. It would be logical to wonder about the client development scheme for Manhattan Nights. The establishment of a client base as well as the further development of clientele will be strategically planned via an extensive Sales Promotion Campaign. This campaign is basically a six part procedure of which I will outline.

Coming-Out Party

Prior to opening for business, Manhattan Nights will throw an exclusive bash. The party will include an extensive carefully chosen guest list geared toward eventual client development. We will reserve a party room and provide our guests with champagne, free drinks until 11:00, and hor d'ouvres. The purpose of the party is to create as much possible exposure for the business Manhattan Nights and for the concept which the business represents.

Brochures, Business Cards and Flyers

We will put together an impressive brochure which will describe the concept of Manhattan Nights and detail the services to be offered. We will make these brochures available in cardboard brochure bins (same as those seen for American Express applications) of all participating night clubs, restaurants, hotels and travel agencies. Our business cards will be very fancy and eye-catching. Brochures and business cards will be distributed vigorously at every stage throughout the Sales Promotion Campaign, beginning with the Coming-Out Party.

Primary Contacts

In the beginning Manhattan Nights will have to start with a client base comprised of the primary contacts of its principles. We will rely on these primary contacts to be our first customer. Sign-up appointments will be scheduled after the Coming-Out Party. Providing our primary contacts with quality service will lead to referrals and recommendations.

Mail Campaign

Using the Manhattan Yellow Pages, we will mail letters along with brochures to all companies with good potential to become Manhattan Nights clients. Those businesses which are sales intensive and rely heavily on client entertainment would make an excellent target group. We would have a "sales angle" in our favor with such a target group.

Media Campaign

Various contacts in the entertainment industry will be relied on to book various media events such as press coverage for the Coming-Out Party, guest appearances on TV talk shows, possible coverage on a local news show, and articles in a magazine or newspaper.

Standard Advertisements

In the beginning Manhattan Nights will subscribe to certain standard advertisements in various publications in order to develop exposure of both the business and the concept. Small advertisements in New York Magazine, New York's Nightlife, the Village Voice, On the Avenue, and the New York Times Living and Leisure Section will suffice. These advertisements will be tried on an exploratory basis and will only be continued upon positive results of a cost benefit analysis.