The Ultimate Bar and Nightclub Business Plan Sample for US Launch

Vibe Underground, LLC (Texas LLC filing as S-Corp). Founded March 2024. Austin, TX. Marcus Chen (CEO): Ex-GM Clé Bar Group (managed $2.8M revenue venue). Jasmine Rivera (COO): Ex-Operations Director Houston Nightlife Collective (scaled to $4.1M revenue). We operate a 4,200 sq ft premium nightclub targeting urban professionals aged 25-40 with $75K+ income, charging $14-$18 cocktails and $10-$20 cover. Projecting $1.2M Year 1 revenue at 65% gross margin. Plan dated October 2024.

SECTION 1: EXECUTIVE SUMMARY

Austin bars lose $210K annually per venue due to inconsistent programming (Nightclub & Bar Magazine 2023). Vibe Underground solves this with data-driven entertainment scheduling using social listening tools (Brandwatch API) to predict trending artists, reducing no-shows by 32% in pilot tests. We capture spend from Austin's 38M annual tourists spending $265/night on average (Visit Austin 2023), targeting $1,200 average spend per event attendee.

We generate revenue from cocktail sales (68% of revenue), cover charges (22%), and bottle service (10%). Year 1 pricing: $16 average cocktail ($4.48 COGS), $15 average cover ($0.75 COGS), $600 bottle service ($168 COGS). Gross margin 65% ($780K on $1.2M revenue). Fixed costs $670K/year. Breakeven at 1,888 customers/month (Month 10 projection based on 94 daily customers).

Seeking $850,000 total startup capital: $500,000 founder equity (58.8%), $350,000 SBA 7(a) loan (41.2% at 9.25% interest, 10-year term). Funds deploy to $320,000 buildout, $75,000 inventory, $300,000 working capital. Enables 10,000-member loyalty program by Month 8, 4.7+ Yelp rating by Month 6, and $110K Year 1 net profit. Projected 3-year cumulative net profit $555K (27.8% ROI on equity).

SECTION 2: COMPANY OVERVIEW

Texas LLC formed March 2024, converting to S-Corp in Q1 2025 for 15.3% payroll tax savings on $380K owner distributions. Leased 1700 E 6th Street (East Austin Cultural District) at $8,000/month ($22.86/sq ft/year) due to 45% YoY foot traffic growth (Austin ISD data) and proximity to 12,000-student UT Austin campus.

Marcus Chen (CEO, 45%): Drove 22% revenue growth at Clé Bar Group (2021-2023), managing $2.8M annual revenue. Jasmine Rivera (COO, 35%): Reduced labor costs 18% at Houston Nightlife Collective through optimized scheduling. Tyler Moore (Creative Director, 20%): Produced 87 events in 2023 with 82% capacity utilization.

Date	Milestone	Status	Next Steps
Mar 2024	LLC formation	Complete	S-Corp election filing
Apr 2024	TABC Type 45 license secured	Complete	Renewal budget $1,200/year
Jun 2024	Lease execution	Complete	Buildout completion by Oct 15
Aug 2024	$500K founder equity deposited	Complete	SBA loan closing by Nov 1
Oct 2024	Staff hiring complete	In Progress	Train 18 staff by Nov 15
Dec 1, 2024	Grand opening	Planned	Target 85 customers opening night
Mar 15, 2025	1,000 loyalty members	Planned	App launch by Jan 15
Oct 2025	Breakeven achieved	Planned	Maintain $55,833 monthly gross profit

SECTION 3: MARKET ANALYSIS

TAM: $34.8B U.S. bar/nightclub revenue (IBISWorld 2023). SAM: $1.9B Texas revenue (1.9% population share x $34.8B). SOM: $6.8M Austin spend (0.1% of $6.8B citywide hospitality revenue). Methodology: Austin visitor spending $10.2B (2023), 6.7% allocated to bars/clubs (STR Global).

Primary customers: 25-40yo professionals earning $75K-$120K (42% of Austin workforce). Spend $45-$65/visit, visit 1.7x/month. 68% prioritize inclusive spaces (GLAAD 2023). Secondary: Tourists (38M annually) spend $265/night with 22% allocated to nightlife (Visit Austin).

Trends: Experience-driven venues growing at 9.3% CAGR (vs 3.1% industry average, Nightclub & Bar 2023). Sober-curious options: 30% of under-35 adults (Nielsen 2023). Inclusive spaces: 68% of LGBTQ+ patrons prioritize safety (GLAAD). Tech integration: 41% of venues using app ordering (Toast 2023).

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Urban Professionals	2,856,000	7.2%	0.8%	1,800 target customers x $1,200 avg spend
Tourists	1,496,000	11.5%	0.3%	450 customers x $1,800 avg spend
College Students	1,156,000	4.1%	0.5%	1,200 customers x $800 avg spend
LGBTQ+	1,309,000	9.8%	1.2%	600 customers x $1,500 avg spend

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
U.S. Industry	34,800,000,000	1,900,000,000	6,800,000	IBISWorld x Texas population share x Austin hospitality spend

SECTION 4: COMPETITIVE ANALYSIS

Austin has 147 active nightlife venues (Austin Nightlife Database). Top competitors: The Belmont ($1.1M revenue, 180 capacity), Clé Social ($980K revenue, 150 capacity). Weaknesses: The Belmont lacks data-driven booking (35% weekend no-shows), Clé Social has no sober-curious options (loses 30% under-35 segment).

Competitive advantages: 1) Dynamic pricing algorithm (adjusts cover based on demand forecasts, +18% revenue vs static pricing in pilot). 2) Zero-waste cocktail program (saves $8,400/year in produce costs via Texas Farmers' Market partnerships). 3) RFID wristbands (reduce drink wait time 42%, proven in Houston test venue). 4) LGBTQ+ advisory board (drives 22% higher retention vs competitors).

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
The Belmont	1,100,000	Cocktails $15-$19	Brunch following	35% no-show rate weekends	Data-driven booking (28% lower no-shows)
Clé Social	980,000	Cocktails $17-$22	Art installations	No non-alcoholic options	4 dedicated sober-curious drinks
Hotel Vegas	850,000	Cover $5-$10	Creative community	Limited capacity (120)	280 capacity + courtyard
Barbarella	1,050,000	Bottle $400-$900	LGBTQ+ focus	Outdated sound system	L-Acoustics K Series speakers
Rooftop Bars	2,100,000	Cocktails $18-$25	Views	Weather-dependent	Climate-controlled courtyard

Strengths	Weaknesses	Opportunities	Threats
72% cocktail gross margin	$320K buildout dependency	SXSW after-parties ($15K/event)	TABC license suspension risk
12% lower labor costs via optimized scheduling	No existing customer base	Hotel partnerships (20% revenue share)	Economic downturn (15% spend reduction)
Zero-waste program saves $8,400/year	18-month SBA loan approval timeline	Pop-up expansion to festivals	Staff turnover (industry avg 120%)
RFID system reduces wait time 42%	Limited parking (street only)	Tourist package deals	New noise ordinance fines ($5K/citation)

SECTION 5: PRODUCTS & SERVICES

We serve 3 signature cocktails daily (e.g., "Austin Smoke": $16, $4.48 COGS), 2 non-alcoholic options (e.g., "Electric Lime": $8, $1.92 COGS), 12 craft beers ($6 draft, $2.10 COGS), and bottle service ($600, $168 COGS). Entertainment includes 3 weekly theme nights (e.g., "Soul Underground" Saturdays with live jazz) and monthly art collaborations. All cocktails use local produce (Texas Farmers' Market) with compostable straws.

Pricing set 8% below Clé Social ($16 vs $17.40 avg cocktail) to drive volume, maintaining 72% gross margin via bulk RNDC contracts. Cover charges use dynamic pricing: $10-$20 based on artist demand (e.g., $15 for local DJs, $20 for touring acts). Bottle service minimums ($300) enforce 72% margin. Happy hour (4-7 PM) drives 35% of daily revenue at $8 cocktails (64% margin).

Tier	Price	Features	Target Customer	Expected % Revenue	Gross Margin
Signature Cocktails	16.00	House-made syrups, local garnishes	Urban professionals	68%	72%
Cover Charge	15.00	Entry + 1 drink ticket	All segments	22%	95%
Bottle Service	600.00	VIP seating, dedicated host	Groups, tourists	10%	72%
Happy Hour	8.00	Limited menu, fast service	After-work crowd	25%	64%

Metric	Value	Calculation/Notes
Price per customer	42.86	($16 cocktail x 1.8 + $15 cover) / 2 customers
COGS per customer	13.29	($4.48 x 1.8 + $0.75)
Gross Profit per customer	29.57	$42.86 - $13.29
Gross Margin %	69%	$29.57 / $42.86
CAC	28.40	$60,000 marketing / 2,113 Year 1 customers

LTV	214.20	5 visits x $42.86 x 69% margin
LTV:CAC	7.5	$214.20 / $28.40
Payback Period	1.2 months	CAC / (Gross Profit per visit x visits/month)

SECTION 6: MARKETING & SALES

Go-to-market via Instagram/TikTok (70% of acquisition budget) targeting 25-40yo within 5 miles of venue. Google Ads for "Austin nightclub" (CPC $2.80, 1,250 clicks/month). Partnerships with Hotel Van Zandt (20% revenue share on guest bookings). Expected 52 leads/month from Google Ads at $67.31 CAC.

Sales cycle: Awareness (social ads) -> Consideration (email sign-up via $5 off offer) -> Conversion (first visit tracked via Toast POS). Current conversion rate 4.2% from ad click to RSVP. Sales cycle length 14 days (from first ad impression to visit). 65% show rate on RSVPs.

Retention via Vibe Rewards App: 1 point/$1 spent (500 points = $50 credit). Tiered benefits (Platinum: $1,000+ annual spend gets priority booking). Target 7.2% monthly churn (vs industry 12.5%). Referral program: $10 off for both parties drives 22% of new customers.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	3,500	67.31	52	4.2%	2.2	318%
Instagram/TikTok	4,000	38.46	104	6.7%	7.0	550%
Hotel Partnerships	1,500	25.00	60	10.0%	6.0	820%
Influencer Nights	1,000	33.33	30	8.3%	2.5	490%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	3,500	4,000	500	2,000	0	10,000	246	17.7
2	3,500	4,000	500	1,500	0	9,500	246	18.5
3	3,500	4,000	500	1,000	0	9,000	246	19.3
4	3,500	4,000	500	500	0	8,500	246	20.1
5	3,500	4,000	500	500	0	8,500	246	20.9
6	3,500	4,000	500	500	0	8,500	246	21.7
7	3,500	4,000	500	500	0	8,500	246	22.5
8	3,500	4,000	500	500	0	8,500	246	23.3
9	3,500	4,000	500	500	0	8,500	246	24.1
10	3,500	4,000	500	500	0	8,500	246	24.9
11	3,500	4,000	500	500	0	8,500	246	25.7
12	3,500	4,000	500	500	0	8,500	246	26.5

SECTION 7: OPERATIONS

Daily: 5 PM opening with pre-shift inventory check via BevSpot. Door opens 6 PM (staff 2 door, 3 security). Peak service 9 PM-1 AM (4 bartenders, 3 servers). Closing 2-3 AM with cash reconciliation. Capacity: 180 main lounge, 60 VIP, 100 courtyard. Staffing: 11 FTEs (4 bartenders, 3 servers, 2 door, 2 security) + 3 part-time DJs. Weekly: Produce delivery Tuesday/Thursday from Texas Farmers' Market.

Key vendors: RNDC (alcohol, net-7 terms), Texas Farmers' Market (produce, cash on delivery), CleanServ Laundry ($380/week for uniforms). Technology: Toast POS ($99/month + 1.5% transaction fee), BevSpot ($150/month), Hikvision CCTV ($200/month).

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Republic National Distributing	Alcohol supply	35,000	Net-7 payment	Breakthru Beverage
Texas Farmers' Market	Produce	2,100	Cash on delivery	Farmers' Market of Texas
CleanServ Laundry	Uniform service	380	Month-to-month	LaunderWorks
Austin Ice Company	Daily ice delivery	650	Month-to-month	Ice Express

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Toast	POS, inventory, payroll	249	11	Square ($199 + 2.6% fees)
BevSpot	Liquor inventory tracking	150	3	MarketMan ($129)
Resy	VIP reservations	99	2	SevenRooms ($149)
Hikvision	Security CCTV	200	Security team	Bosch ($220)

SECTION 8: MANAGEMENT TEAM

Organizational structure: CEO (1), COO (1), Creative Director (1), GM (1), Department Heads (4). Compensation: GM $65,000 base + 5% profit share, bartenders $18/hour + tips (avg $28/hour total). Benefits: 50% health insurance premium coverage after 90 days.

Advisory board: David Kim (ex-CEO, Bar Rescue) - monthly strategy sessions ($2,000/session), Maria Lopez (TABC compliance expert) - quarterly audits ($1,500/session).

Month	Role	Salary	Priority	Source	Onboarding Time
1	Head Bartender	60,000	Critical	Industry referral	2 weeks
1	Head of Security	55,000	Critical	Pinkerton referral	3 weeks
2	Marketing Director	58,000	High	LinkedIn	4 weeks
3	2 Bartenders	48,000	High	Local bars	1 week
4	2 Servers	38,000	Medium	Craigslist	1 week
5	Door Staff	32,000	Medium	Security firms	2 weeks

SECTION 9: FINANCIAL PLAN

Key assumptions: 94 customers/day by Month 6 (open 20 days/month), $42.86 average spend, 35% COGS, 7.2% monthly churn. Revenue growth: 8.3% monthly Months 1-6, 3.2% Months 7-12. Payroll: $31,667/month (11 FTEs). Rent: $8,000/month. Marketing: $8,500/month declining to $7,083/month by Year 2.

Revenue model: 68% cocktails ($16 avg), 22% cover ($15 avg), 10% bottle service ($600 avg). Growth drivers: Loyalty program (target 10,000 members by Year 3), SXSW partnerships (3 events at $15K revenue each), dynamic pricing algorithm (18% revenue lift).

Cost structure: 35% COGS (variable), 55.8% fixed OpEx ($670K/year), 9.2% net profit Year 1. Fixed costs: Rent 8%, Payroll 31.7%, Marketing 5%. Variable costs scale with customers: COGS 35%, payment processing 1.5%.

Funding: $850,000 total. $500K equity (58.8%), $350K SBA loan (41.2%). Runway: 12 months. Milestones: Breakeven Month 10, 4.7+ Yelp rating Month 6, 1,000 loyalty members Month 8.

Category	Ite	Cost	Notes
Legal/Formation	LLC filing	500	Texas SOS fee
Licenses/Permits	TABC Type 45	18,000	Purchase from previous tenant
Equipment	L-Acoustics speakers	75,000	Financed over 36 months
Equipment	Chauvet lighting	42,000	Includes DMX controlle
Technology Setup	Toast POS system	8,500	10 terminals + installatio
Initial Inventory	Spirits/beer/wine	35,000	First RNDC order

Initial Inventory	Glassware/supplies	10,000	Webstau order
Marketing Launch	Pre-opening campaign	50,000	See Section 6 table
Working Capital	3 months operating expenses	300,000	$100,00 x 3
Insurance	Annual general liability	20,000	$5M coverage
Professional Fees	Legal/accounting	14,000	SBA loan closing costs
Website Development	Custom site + booking	8,000	WordPre + Resy integratio
Branding/Design	Logo, menus, signage	12,000	Local agency contract
Training	Staff onboarding	7,000	18 staff x 40 hours
Contingency	10% buffer	85,000	$850,00 x 10%
TOTAL		850,000	

Category	Ty	Monthly Cost	Annual Cost		Notes
Rent	Fixed	8,000	96,000		Net lease
Salaries/Payroll	Fixed	31,667	380,000		11 FTEs + payroll tax
Benefits	Fixed	3,958	47,500		12.5% of payroll
Insurance	Fixed	1,667	20,000		General liability
Software	Fixed	698	8,376		Toast, BevSpot, Resy
Utilities	Fixed	2,000	24,000		Electricity water, gas
Marketing	Fixed	5,000	60,000		Post-laun budget
Professional Services	Fixed	1,667	20,000		Accountin legal
Supplies	Variable	1,500	18,000		Linens, cleaning
Music & Talent	Variable	3,333	40,000		Local artists, DJs
Loan Payment	Fixed	4,167	50,000		SBA 7(a) at 9.25%
COGS	Variable	35,000	420,000		35% of $100,000 revenue
Fixed Total		58,666	704,000		

Variable Total		39,833	478,000	
COMBINED		98,499	1,182,000	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1 Total
Revenue	60,000	65,000	70,200	75,816	81,881	88,432	91,085	93,818	96,632	99,531	102,517	105,592	1,020,000
COGS	21,000	22,750	24,570	26,536	28,658	30,951	31,880	32,836	33,821	34,836	35,881	36,957	357,000
Gross Profit	39,000	42,250	45,630	49,280	53,223	57,481	59,205	60,982	62,811	64,695	66,636	68,635	663,000
Marketing	10,000	9,500	9,000	8,500	8,500	8,500	8,500	8,500	8,500	8,500	8,500	8,500	102,000
Salaries	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	31,667	380,000
Rent	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Software	698	698	698	698	698	698	698	698	698	698	698	698	8,376
Insurance	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000
Other OpEx	18,834	18,834	18,834	18,834	18,834	18,834	18,834	18,834	18,834	18,834	18,834	18,834	226,000
Total OpEx	70,866	70,366	70,866	70,366	70,366	70,366	70,366	70,366	70,366	70,366	70,366	70,366	844,376
EBITDA	-31,866	-28,116	-25,236	-21,086	-17,143	-12,885	-11,161	-9,384	-7,555	-5,671	-3,730	-1,731	-181,376
Depreciation	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	2,667	32,000
EBIT	-34,533	-30,783	-27,903	-23,753	-19,810	-15,552	-13,828	-12,051	-10,222	-8,338	-6,397	-4,398	-213,376
Interest	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	2,708	32,500
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-37,241	-33,491	-30,611	-26,461	-22,518	-18,260	-16,536	-14,759	-12,930	-11,046	-9,105	-7,106	-213,376

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	300,000	262,759	229,268	198,657	172,196	149,678	131,418	114,882	99,123	85,193	73,147	63,042
Cash In (Revenue)	60,000	65,000	70,200	75,816	81,881	88,432	91,085	93,818	96,632	99,531	102,517	105,592
Cash In (Funding)	500,000	0	0	0	0	0	0	0	0	0	0	0

Total Cash In	560,000	65,000	70,200	75,816	81,881	88,432	91,085	93,818	96,632	99,531	102,517	105,592
Cash Out (COGS)	21,000	22,750	24,570	26,536	28,658	30,951	31,880	32,836	33,821	34,836	35,881	36,957
Cash Out (OpEx)	50,866	50,366	50,866	50,366	50,366	50,366	50,366	50,366	50,366	50,366	50,366	50,366
Cash Out (CapEx)	320,000	0	0	0	0	0	0	0	0	0	0	0
Cash Out (Debt Service)	0	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167
Total Cash Out	391,866	77,283	79,603	81,069	83,191	85,484	86,413	87,369	88,354	89,369	90,414	91,490
Net Cash Flow	168,134	-12,283	-9,403	-5,253	-1,310	2,948	4,672	6,449	8,278	10,162	12,103	14,102
Ending Cash Balance	468,134	250,476	219,865	193,404	170,886	152,636	136,090	121,331	107,399	95,359	85,250	77,144

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	1,020,000	325,000	341,250	358,313	376,228	400,000	420,000	441,000	463,050	1,724,050
COGS	357,000	113,750	119,438	125,410	131,680	140,000	147,000	154,350	162,068	603,418
Gross Profit	663,000	211,250	221,812	232,903	244,548	260,000	273,000	286,650	300,982	1,120,632
OpEx	844,376	205,000	205,000	205,000	205,000	220,000	220,000	220,000	220,000	880,000
EBITDA	-181,376	6,250	16,812	27,903	39,548	40,000	53,000	66,650	80,982	240,632
Net Income	-213,376	2,500	8,406	15,952	25,277	28,000	39,750	53,320	68,835	189,905
Ending Cash	77,144	65,000	85,000	110,000	140,000	180,000	230,000	290,000	360,000	360,000

Metric	Value	Calculation
Monthly Fixed Costs	58,666	From OpEx table
Variable Cost per Customer	13.29	COGS per customer

Price per Customer	42.86	Average spend
Contribution Margin per Unit	29.57	$42.86 - $13.29
Contribution Margin %	69%	$29.57 / $42.86
Break-Even Units per Month	1,984	$58,666 / $29.57
Break-Even Revenue per Month	85,000	1,984 x $42.86
Expected Break-Even Month	10	Month 10 revenue $99,531
Safety Margin	15.2%	($99,531 - $85,000) / $99,531

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	65.0%	65.0%	65.0%	60-70% (Nightclub & Bar)
Operating Margin %	-17.7%	6.5%	13.9%	5-15% (mature venues)
Net Profit Margin %	-21.0%	1.9%	11.0%	8-12% (profitable venues)
Current Ratio	1.1	1.3	1.5	1.2+ (healthy)
CAC Payback Period	1.2	0.9	0.7	6-18 months
LTV:CAC Ratio	7.5	8.2	9.0	3:1 minimum
Monthly Burn Rate	17,781	0	0	N/A
Runway (months)	17.2	Indefinite	Indefinite	6+ minimum

SECTION 10: RISK ANALYSIS

Top risks: 1) TABC license suspension (probability 3/5, impact 5/5) due to noise violations. 2) Economic downturn (probability 4/5, impact 4/5) reducing discretionary spend 15%. 3) Staff turnover (probability 5/5, impact 4/5) at industry 120% annual rate. 4) Liquor price increases (probability 4/5, impact 3/5) from RNDC.

Mitigation: 1) Install $15,000 sound-dampening walls (meets Austin Ordinance 2023-08-05), hire TABC compliance officer ($4,500/month). 2) Diversify revenue: 22% from bottle service (recession-resistant), maintain $100,000 line of credit. 3) Implement profit-sharing (5% of bar profits to staff) reducing turnover to 65% (proven in Houston test). 4) Lock 6-month pricing with RNDC via $50,000 prepayment discount.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
TABC license suspension	3	5	15	Sound-dampening walls, compliance officer	Shift to BYOB model (requires city permit)	COO
Economic downturn	4	4	16	Diversify to bottle service, line of credit	Reduce hours to Wed-Sun	CEO
Staff turnover	5	4	20	Profit-sharing program	Partner with UT Austin hospitality program	GM
Liquor price increases	4	3	12	6-month RNDC pricing lock	Reformulate 2 signature cocktails	COO
Noise ordinance fines	3	4	12	Decibel monitoring system	Move DJ booth to courtyard	Creative Director
SBA loan denial	2	5	10	Pre-approval secured	Use $85,000 contingency	CEO
Reputation damage	3	4	12	Daily review monitoring	24-hour response protocol	Marketing Director
Supply chain disruption	4	3	12	Backup distributors identified	Rotate featured cocktails	COO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: SBA loan closing (Nov 1) -> Buildout completion (Oct 15) -> Staff training (Nov 15). Dependencies: TABC approval required before hiring bartenders. Key Year 1 priority: Achieve 94 customers/day by Month 6 through targeted Instagram campaigns (4.2% conversion rate).

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	SBA loan closing	Funds deposited	$350,000	Closing date Nov 1	CEO
2	Buildout completion	Inspection passed	$320,000	Oct 15 completion	COO
3	Staff hiring	18 staff hired	$7,000 training	100% positions filled	GM
4	Pre-opening marketing	5,000 email list	$50,000 budget	1,000 RSVPs	Marketing Director
5	Grand opening	Event executed	18 staff	85 customers	Creative Director
6	Yelp/Google rating	4.7+ average	Review monitoring	50+ reviews	Marketing Director
7	Loyalty program launch	App deployed	$12,000 dev cost	500 sign-ups	COO
8	1,000 loyalty members	Database milestone	App analytics	1,000 active users	Marketing Director
9	Music booking system	Brandwatch API live	$5,000 integration	28% lower no-shows	Creative Director
10	Breakeven achieved	Positive net income	Financial reports	$99,531 revenue	CEO
11	SXSW after-party	Event executed	Partnership agreement	$15,000 revenue	Creative Director
12	Year 1 review	Financial audit	Accountant	$1.02M revenue	CEO