

## MATT'S POOL HALL AND BAR

### Case Study

Matt's Pool Hall and Bar is open 4pm to 1am seven days a week

It has 5 Pool Tables and room for another 50—60 patrons

It hosts Pool Leagues Monday, Tuesday, Wednesday and Thursday evenings

Each League (evening) has 10 teams of 6 players each, and the games generally go from 7pm to midnight

The cost to play Pool is \$2 per game (generally generating \$60 per table per night)

Menu prices are

Beer/Wine	\$5
Water/Soft Drinks	\$2
Cocktails	\$10
Burgers	\$10
Pizza	\$10
Fries	\$5

Average check per Pool Patron is approximately \$35 (\$15 in Food and \$20 in Beverage)

Average Revenue per evening---

Night	Bar	Food
Sunday	\$500	\$700
Monday	\$1500	\$1700
Tuesday	\$1600	\$1800
Wednesday	\$1600	\$1800
Thursday	\$1700	\$1900
Friday	\$2000	\$2000
Saturday	\$2000	\$2000

Food Cost runs 28.5%      Beverage Cost runs 21.5%      Labor Cost runs 20%

Matt's Pool Hall and Bar has been approached to host a Regional Pool Tournament for the weekend of November 11 & 12 (Saturday and Sunday) with 3 rounds of play (9am, 2pm & 7pm). Though this may sound like a no-brainer, the Regional Tournament Chairperson wants to charge Matt \$1500 for the opportunity to host said event.

Assignment—Do an analysis of said opportunity and provide detail about what strategies Matt would need to embrace in order to maximize this event, including menus, pricing, etc. Your overview should be 3—4 pages of explanation with charts/tables, a P&L, etc. And....be prepared to present your findings or recommendations to the class in a 3--4 minute presentation. Remember to consider all the key steps in a 'Business Plan'....

Fall 2017