

Online Casino Business Plan – Executive Summary

Betroller Gaming Company is going to become the number one destination for gamers and gamblers in the whole of CIS and ASIA countries. We are well equipped and positioned to operate licensed casino gaming facilities, and also to operate online legal gaming facilities.

We conducted a thorough market research and feasibility studies and we were able to come to the conclusion that CIS is the right territory to start our casino and gambling center. Our client's best interest would always come first, and everything we do is guided by our values and professional ethics.

Betroller Gaming Company will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

- **Our Services and Amenities**

We are optimistic that everyone who makes use of our casino will definitely derive huge value for their money.

These are the services and amenities that will be made available to our clients;

- Slots
- Live dealers
- Lotteries
- Sports Betting
- Virtual sports betting
- Table games

Our Vision Statement

Our Vision of starting Betroller Gaming Company is to build a world – class casino and gaming center that can favorably compete with leading brands in the Global Casinos and Online Gambling industry.

- **Our Mission Statement**

Our mission for establishing Betroller Gaming Company is to contribute our quota in promoting casino and gaming activities and also to make profits from the Industry; we want to become the leading casino and online gambling brand in the whole of the world.

- **Our Business Structure**

Betroller Gaming Company is in business to become the leading online casino in the whole of CIS, ASIA and other countries and we are fully aware that it will take the right facility, management and organization – structure to achieve our goal.

We will ensure that we recruit only the best hands that can help us achieve all that we are set to achieve. The picture of the kind of the casino and gaming center business we intend building and

the business goals we want to achieve is what informed the amount we are ready to pay for the best hands available as long as they are willing and ready to work with us to achieve our business goals and objectives.

Our business will not be built only for the purpose of giving our customers value for their money, but also we will ensure that we make our casino and gaming facility cum work environment highly conducive for all our employees. We will provide them with facilities that will help them stay motivated and deliver on their various tasks and goals et al.

In view of that, we have made provisions for the following positions to be occupied by highly qualified and experienced staff;

- Chief Executive Office – CEO
- Online Casino Manager
- Accountant / Cashier
- Marketing and Sales Officer
- Casino and Games Instructor / Assistant (5)
- Customer Care Executive / Front Desk Officer

Roles and Responsibilities

Chief Executive Officer – CEO:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization
- Carries out staff induction for new team members

Casino Center Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Designs job descriptions with KPI to drive performance management for clients
- Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.
- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defines job positions for recruitment and managing interviewing process

- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Oversees the smooth running of the daily activities in the online casino.

Marketing and Sales Officer (2)

- Identifies, prioritizes, and reaches out to new clients, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of projects.
- Writes winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding increase sales
- Documents all customer contact and information
- Represents Company in strategic meetings
- Helps to increase sales and growth for Company.

Accountant / Cashier:

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for the organization
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for Company
- Serves as internal auditor for Company.

Client Service Executive

- Welcomes members and potential members / clients by greeting them in person or on the telephone; answering or directing inquiries.
- Ensures that all contacts with clients (e-mail, walk-In center, SMS or phone) provides the client with a personalized customer service experience of the highest level
- Through interaction with clients on the phone, uses every opportunity to build client's interest in the organization's products and services
- Manages administrative duties assigned by the management in an effective and timely manner

- Consistently stays abreast of any new information on the organizations' products, promotional campaigns etc. to ensure accurate and helpful information is supplied to clients when they make enquiries

Online Casino Business Plan – SWOT Analysis

We are aware that there is competition in the Global Casinos and Online Gambling industry which is why we took out time to conduct an effective SWOT Analysis before investing our hard earned money into the business.

We know that if we get things right before starting our casino and gaming center, we will not have to struggle before attract loyal clients and building our membership base to a level where we can easily breakeven in record time.

Strength:

We equally have a team of highly qualified professionals who will work with all our clients and lastly our casino and game machines are amongst the best

Weakness:

We critically looked into our business model and we were able to identify two major weaknesses. One is the fact that we are a new business

- **Threat:**

Some of the threats that are likely going to confront Betroller Gaming Company are unfavorable government policies, demographic / social factors, downturn in the economy which is likely going to affect consumers spending and lastly, the emergence of new competitors =

Online Casino Business Plan – MARKET ANALYSIS

- **Market Trends**

If you are conversant with the Global Casinos & Online Gambling industry trends, you will realize that it was one of the industries that was worst hit by the economic slowdown and it has still been unable to reach the pre-recession levels. But with creativity, they are bouncing back gradually, while this has led to a steady revenue growth for casino and online gambling companies.

The last five years for the Global Casinos and Online Gambling industry has indeed brought a giant shift in key markets in this industry. Basically, the last five-year period has signaled a shift of revenue growth from the CIS countries toward Asia.

Research shows that while new markets in the CIS countries are opening up as state governments look for more sources of revenue, the shift in revenue toward Asian markets has increasingly gained permanency for industry operators. In the coming years, industry performance is expected to accelerate just slightly over the next five years and also economic volatility in China is expected to continue to hamper the revenue growth for this industry.

- **Our Target Market**

The target market for online casino cuts across people of different walks of life. The fact that people visit online casino for various reasons makes marketing the business interesting.

Company will work towards providing services, facilities and environment that will help us reach out to our target market. These are the category of people that we intend marketing our bowling center to;

- Working Class Adults / Corporate Executives
- Business People / Entrepreneurs
- Government Officials
- Celebrities
- Applicants / School Leavers
- Sports Men and Women
- College Students
- Tourists

Our Competitive Advantage

No doubt, the Global Casinos and Online Gambling industry is indeed a prolific and highly competitive industry. Clients will only patronize your casino and gaming center if they are comfortable with the games you have or if you can provide the enabling environment and facility for them to socialize.

Online Casino Business Plan – SALES AND MARKETING STRATEGY

- **Marketing Strategy and Sales Strategy**

Our marketing strategies will be directed towards achieving specific objectives that support the strategic goals of the organization. The truth is that all we do will be geared towards creating new market channels, increasing sales and increase our market share. We will leverage on improving on our services and facility to ensure that we win new clients and retain old clients as well.

Betroller Gaming Company, our marketing strategies will be consistent throughout the marketing mix and we will take into consideration product improvement, promotion, and price. As part of our sales and marketing strategies, we will pay attention to the promotion of our casino and game center so as to attract people to make use of our facility.

Our unique selling proposition is that we are well positioned and people can easily access our facility, our payment platforms are highly reliable. Part of the marketing and sales strategies that we will adopt are;

- Open our online casino with a big party.
- Advertise our casino and game center on national dailies, local TV stations and local radio station
- Promote our casino and game center online via our official website and all available social media platforms
- Introduce our casino and game center by sending introductory letters alongside our brochure to sports clubs, corporate organizations, households and key stake holders

- Print out fliers and business cards and strategically drop them in offices, libraries, public facilities and train stations et al.
- Delivering consistent customer experiences to all our members; making our first impression count positively to those making use of our casino and game center for the first time
- Make use of attractive hand bills to create awareness and also to give direction to our online casino
- Adopt direct mailing coupon marketing approach
- Create a loyalty plan that will enable us reward our consistent clients especially those that registered as a family or as a group

Sources of Income

Company is established with the aim of maximizing profits in the Global Casinos and Online Gambling industry and we are going to go all the way to ensure that we do all it takes to attract both individual clients, groups and corporate clients on a regular basis.

Betroller Gaming casino Company will generate income by offering the following services;

- Slots
- Live dealers
- Lotteries
- Sports Betting
- Virtual sports betting
- Table games

Sales Forecast

We are quite aware that there are several business opportunities available for businesses like casino and game centers; it is a line of business

We are well positioned to take on the available market and on our online platforms and we are quite optimistic that we will meet our set target of generating enough income / profits from the first six month of operations and grow the business and our clientele base.

We have been able to critically examine the Global online Casinos and Online Gambling industry – market and we have analyzed our chances in the industry and we have been able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to startups.

Below are the sales projection for Company, it is based on the clients location of our online casino and the wide range of related entertainment services that we will be offering;

- **First Fiscal Year-:** 40000-70000 EUR
- **Second Fiscal Year-:** 80000-150000 EUR
- **Third Fiscal Year-:** 400000 EUR

N.B: This projection is done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown and natural disasters within the period stated above. There won't be any major competitor (online casino) offering same additional services as we do within same location. Please note that the above projection might be lower and at the same time it might be higher.

- **Our Pricing Strategy**

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than what our competitors are charging their clients.

Be that as it may, we have put plans in place to offer discount services once in a while and also to reward our loyal customers especially when they refer clients to us or when they register as a family or a group. The prices of our services will be same as what is obtainable in the online casinos open market.

- **Payment Options**

At Company, our payment policy will be all inclusive because we are quite aware that different clients would prefer different payment options as it suits them. Here are the payment options that we will make available to our clients;

- Payment by via bank transfer
- Payment via online bank transfer
- Payment via check
- Payment via bank draft
- Payment via mobile money
- Payment with cash

In view of the above, we have chosen banking platforms that will help us achieve our plans with little or no itches.

Online Casino Business Plan – Publicity and Advertising Strategy

We have been able to work with our branding and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market.

Below are the platforms we intend to leverage on to promote and advertise Betroller Gaming Company;

- Place adverts on both print (community based newspapers and magazines) and electronic media platforms
- Sponsor relevant community based gaming or sport events and competitions
- Leverage on the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google + et al to promote our brand
- Install our Bill Boards on strategic locations
- Distribute our fliers and handbills in target areas
- Contact corporate organizations, social club and sports clubs by calling them up and informing them of our Company and the services we offer
- List Betroller Gaming Company on local directories / yellow pages
- Advertise our online casino and game centers in our official website and employ strategies that will help us pull traffic to the site.
- Ensure that all our staff members wear our branded shirts and all our vehicles are well branded with our corporate logo et al.

Start – Up Expenditure (Budget)

In setting up any business, the amount or cost will depend on the approach and scale you want to undertake. If you intend to go big by renting a place, then you would need a good amount of capital as you would need to ensure that your employees are well taken care of, and that your facility is conducive enough for workers to be creative and productive.

This means that the start-up can either be low or high depending on your goals, vision and aspirations for your business.

The tools and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked. As for the detailed cost analysis for starting a casino and gaming center business; it might differ in other countries due to the value of their money.

This is the key areas where we will spend our start – up capital on;

- The Total Fee for Registering the Business in the Curacao – **EUR 3250.**
- Legal expenses for obtaining licenses and permits – **EUR 5000.**
- Marketing promotion expenses for the total amount of – **EUR 2000.**
- The total cost for hiring Business Consultant – **EUR 5,000.**
- The total cost for the purchase of accounting software, CRM software and Payroll Software – **EUR 3,000**
- Other start-up expenses including stationery – **EUR 1000**
- Phone and utility deposits – **EUR 1000**
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) – **EUR 10,000**
- The cost for the purchase of furniture and gadgets (Computers, Printers, Telephone, TVs, Sound System, snooker board, tables and chairs et al) – **EUR 3,000.**
- The cost of Launching a Website – **EUR 1500**
- Miscellaneous – **EUR 5,000**

We would need an estimate of **EUR 40000** to successfully launch a medium but standard and well – equipped online casino.

Generating Funding / Startup Capital for Betroller Gaming Casinos Company

These are the areas we intend generating our start – up capital;

- Generate part of the start – up capital from personal savings and sale of his stocks
- Generate part of the start – up capital from friends and other extended family members

Online Casino Business Plan – Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Betroller Gaming Company is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over in our casino and gaming center is to equip our facility with state of the art games cum gambling machines and to make our facility highly secured.

Betroller Gaming Company will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of ten years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.

Check List / Milestone

- Business Name Availability Check: **In Progress**
- Business Registration: **In Progress**
- Opening of Corporate Bank Accounts: **In Progress**
- Opening Mobile Money Accounts: **In Progress**
- Opening Online Payment Platforms: **In Progress**
- Application and Obtaining Tax Payer's ID: **In Progress**
- Application for business license and permit: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Generating capital from family members: **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Contract Documents and other relevant Legal Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Packaging Marketing / Promotional Materials: **In Progress**
- Recruitment of employees: **In Progress**
- Creating Official Website for the Company: **Completed**
- Creating Awareness for the business both online: **In Progress**
- Health and Safety and Fire Safety Arrangement (License): **Secured**
- Opening party / launching party planning: **In Progress**