Hookah Lounge Bar Business Plan
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Tiivistelmä
Calpe is a wonderful touristic town in the county of Alicante in Spain. With every time it receives more and more people from all over Europe, especially from Holland, Germany, United Kingdom, Belgium, France and Russia. Therefore, the appearance of high-class places, able to satisfy needs of all the customers, with good service is essential. Calpe is located on the Costa Blanca on the Mediterranean Sea and tourists demand for the unforgettable memories on their vacation. From this observation has been produced the idea of writing a business plan and opening a hookah lounge bar in Calpe.

The main aim of this thesis is to build a business plan for the future lounge bar of the author and one more new-coming entrepreneur from London along with the purpose of creating a lounge place, where people are able to get relaxed, enjoy hookah and drinks, made based on the clients' preferences, wonderful views and music. The purpose is to strengthen touristic market in Calpe and improve its leisure.

The lounge bar is named „Hookah Space“ and will be legally operating after finding an angel investor or taking a bank loan and afterwards company registration. The concept of the lounge bar is focusing on a combination of high-quality leisure place, which will have a high and friendly service
providing big selection of cocktails, quality-made hookahs and unique chill-out and lounge music, which will make people feel comfortable and come back repeatedly. The modern high-class lounge bar is expected to enter in the near future into a competitive market on the Costa Blanca, especially in Calpe.

In the thesis, different research methods have been used, such as benchmarking analysis, interview and survey. The interview has been done through Skype with the owner of a leisure place in Calpe to make a research, go through new ideas and thoughts to run a lounge bar by developing it even better, in which all the customers would be interested. What is more, the survey has been done too. The responding process took place as in Calpe as on the north of Europe, Estonia and Finland. This way getting feedbacks from people of different nationalities and creating something common, not only for foreigners but also for local residents. At the same time, qualitative meth-ods were used, like and observation method, thank to which a strong business model was established.

Kokoelmat
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