



**Universidad
Europea** VALENCIA

**Bachelor's in Tourism and Leisure
Management**

FINAL DEGREE PROJECT

PULSE NIGHTCLUB

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Abstract

The project develops the idea of creating a nightclub made by Bulgarian standards in Valencia, Spain. By comparing the nightlife experiences in both countries, significant differences in the structure, design and overall customer experience are highlighted. The analysis emphasizes the economic benefits and potential such a business can have, indicating a promising opportunity for innovation in Valencia's vibrant nightlife scene.

The findings suggest that such an initiative could revolutionize Valencia's nightlife industry, establishing a trending venue that not only attracts local and international clients but also contributes to the city's economic growth and cultural vibrancy. By setting new standards in customer service and entertainment, this business model promises to enhance Valencia's appeal as a top international tourist destination. The project emphasizes the importance of a diverse musical offering, incorporating various genres to cater to a broad audience, enhancing the nightclub's attractiveness and customer retention.

A very important aspect of the business is the creation of a detailed business plan that needs to be precisely followed in order to achieve success in such a competitive environment. This plan includes strategies for marketing, staffing and financial management and outlines the integration of modern technologies, such as advanced sound and lighting systems, to create an immersive and memorable experience for people.

Keywords – nightclub, Bulgarian standards, Valencia, customer experience

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1. Introduction

The purpose of this paper is to explore the idea of creating a unique nightclub in Valencia, Spain, modeled after the standards of nightclubs in Bulgaria and other Eastern European countries. Nightclubs play a vital role in the tourism industry, significantly contributing to a destination's appeal, particularly for young travelers. Cities like Ibiza attract millions of tourists solely for their vibrant club scenes, enhancing the city's overall image. In fact, Ibiza attracts over 3 million tourists a year, contributing billions a year to the Balearic paradise (Mirror, 2024).

Moreover, the economic impact of nightclubs is substantial. The high demand in nightclubs results in higher prices than regular bars, leading to significant spending by customers. These businesses, which operate late into the night, also stimulate spending in other local businesses during the day, driving local economic growth and job creation. In 2024, it was estimated that the pubs, bars, and nightclubs industry in Spain was worth more than 20 billion euros in revenue. At that time, there were more than 380 thousand employees in this industry, with an average of 2.2 workers per business (Statista, 2024).

Nightclubs also serve as social hubs, facilitating interaction and connections, especially among young people. Consumers in the age group of 21-34 comprise about 31.1% of industry revenue, making up the prime demographic (SBDCNet, 2024). The vibrant energy of youth contributes to a lively atmosphere, making the city more attractive to all tourists.

My personal observations reveal notable differences in the nightlife experiences between Spain and Bulgaria. Spain is renowned worldwide for its festive vibe and spirited locals, but when darkness falls, the atmosphere becomes downright explosive (Veebrant, 2024). However, Spanish nightclubs, despite high expectations, often fall short due to overcrowding and lack of amenities, such as tables for drinks, leading to a repetitive and sometimes uncomfortable experience. You have to stand all night, many clubs are way too overcrowded and you are constantly pushed by people. The worst part is that people have to hold their drink in their hand during the whole night, because there is no place where they can leave it without losing it. The same music played over and over again, making it feel like you visit the same club every time, and as appealing as it may be, it gets boring after the 10th-20th time.

In contrast, Bulgarian nightclubs excel in providing a comprehensive and comfortable entertainment experience. They are typically larger, designed to accommodate hundreds, even thousands of customers comfortably. Features like bar tables, seating arrangements, coat checks and table service enhance the customer experience. Bulgarian clubs often feature live performances by local and international artists, creating a dynamic and engaging environment that differs nightly. This approach not only entertains but also encourages repeat visits, as customers enjoy a concert-like atmosphere in an intimate setting. Some people who visit the country even say that they visited the best nightclubs in their lives. (Party Hard Travel, 2024).

Given these insights, the project proposes introducing a Bulgarian-style nightclub in Valencia to revolutionize the local nightlife scene. This venue would blend diverse music styles with high-quality service, filling existing market gaps and potentially achieving rapid financial success. By incorporating elements such as varied music genres, table service and regular live performances, the club aims to set new standards in the industry. This initiative is seen not only as an entertainment place but also as a lifestyle destination where people can socialize, relax and enjoy top-tier entertainment in a safe and comfortable environment.

2. Market Analysis

2.1 Industry Overview

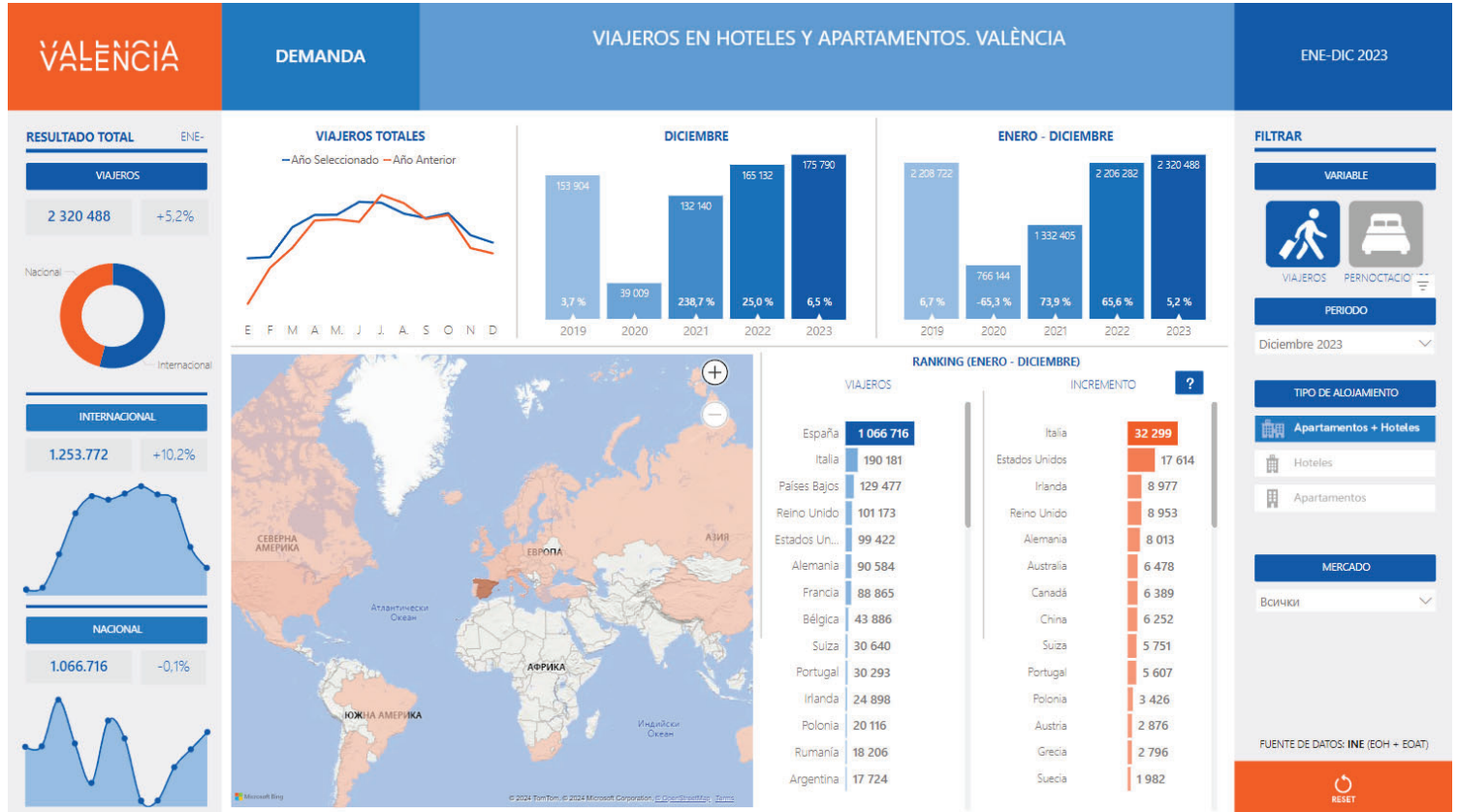
In starting a nightclub business, a detailed market analysis is crucial to ensure that the products and services offered align with current market demands and trends. The party industry in Valencia is well-developed and is a significant driver of tourism to the destination. Spain is renowned for its vibrant nightlife, with destinations like Ibiza being globally recognized for their party scenes. The country's mix of pleasant weather, historical charm and lively nightlife attracts tourists of all ages. According to HousingAnywhere, Valencia has one of the liveliest party scenes in Spain (HousingAnywhere, 2024).

Additionally, Valencia was known for its parties and clubs in the 80s and mid-90s, attracting visitors from various countries who came to enjoy techno and electro music. The city has kept the image as a party destination and now is the time to expand on that. According to

Electronic Beats, Valencia was effectively the first and largest clubbing scene in the world during the 80s and 90s and was rivaling Ibiza (Electronic Beats, 2024).

Table 1.

Overnight stays in hotels and apartments in Valencia for the period January – December 2023



Source: Fundación Visit Valencia

Valencia offers numerous entertainment options, including pubs, clubs, live music venues and festivals. As shown in Table 1, the number of overnight stays in the city in 2023 is over 2.3 million (Fundación Visit Valencia, 2024). The consistent growth of tourism arrivals in Valencia is also notable, with over 570,000 tourists visiting in the period from January to March 2024, and many more expected throughout the year. A table for the overnight stays in hotels and apartments in Valencia for the period January – March 2024 can be found in [annex 1](#).

Furthermore, Valencia is home to a diverse international population, including a significant number of expats and Erasmus students who are drawn to international music. Known as one of the best Erasmus destinations, the Mediterranean and cosmopolitan city of Valencia

is the destination chosen by more than 3,000 international students each year to do their exchange programs and enjoy the limitless possibilities the city has to offer (Visit Valencia, 2024). Additionally, thanks to its lower cost of living, mild climate and urban beaches, Valencia is a very popular city among expats. The relatively low cost of living in Spain and the growing number of companies will likely make Valencia even more attractive for expats in the coming years. According to figures from the City Council, 133,568 of Valencia's residents are expats or foreign-born (Council of Europe, n.d)

There are several trends currently influencing Valencia's nightlife industry that align with the business objectives of the nightclub. Today's consumers seek authenticity and innovation, looking for experiences that go beyond a simple night out. This is why the club will feature a different themed party every night, targeting both local and international customers. It will be designed to be Instagrammable, meaning it will be visually appealing and interesting enough for clients to share their experiences online, enhancing the club's marketing and attracting more potential customers. Moreover, the club will implement modern audio and visual technologies to maximize the entertainment experience. Another key trend is sustainability, which will be addressed by reducing waste, using energy-efficient technologies, employing local people and supporting charitable organizations.

One unique service will be Bulgarian theme nights, where a Bulgarian singer will be invited to perform, offering patrons an authentic Balkan experience. There are many Bulgarians in the Valencian community. It is estimated that the Bulgarian population in Spain reached around 113,554 in 2022 (Wikipedia, 2024). Despite the lack of specific sources online, from personal experience I know that there are thousands of Bulgarians in Valencia. A Facebook group called 'Bulgarians in Valencia' has over 9,000 members, and there are many more Bulgarians not in the group. Valencia hosts Bulgarian supermarkets, restaurants and even villages like Torrent, where the prevalence of Bulgarians is reflected in the local shops. However, there is no nightclub where these people can feel at home, and many young Bulgarians miss the nightlife they enjoyed in their home country. The company aims to become a popular destination for these individuals and provide an opportunity for them to connect with others. Moreover, attracting international clients to Bulgarian nights will offer them a unique cultural experience. This model has proven successful in other cities with large Bulgarian

communities, such as London, Berlin and Los Angeles, and there is strong potential for similar success in Valencia.

2.2 Market Demographics and Segmentation

Identifying and understanding the target market is crucial for the success of the company (Axiom, 2023). As previously mentioned, our target customers are young adults aged 21 to 34. This age group is a significant contributor to industry revenue, accounting for approximately 31.1% of the total money (SBDCNet, 2024). These individuals are typically in search of lively and engaging nightlife experiences where they can socialize and connect with others. This is because they have greater availability of leisure time, higher energy levels and disposable income, making them ideal customers for a nightclub. As people age, their priorities often shift towards family and career, reducing their participation in nightlife activities. Hence, targeting young adults who have a strong inclination towards spending on high-quality, innovative services is strategic.

The market segmentation for the nightclub includes two primary sub-categories. The first is local people. The nightlife scene in Valencia is continuously evolving, with a growing trend towards innovation. Conversations with local residents and personal observations indicate that the unique party experiences proposed by Pulse will be novel and exciting, potentially fostering strong customer loyalty. Secondly, the company wants to attract tourists, who will transform the business into their main motivation to visit Valencia again.

To ensure the business remains responsive to consumer preferences, Pulse will implement a robust data collection and analysis strategy. This will involve tracking social media interactions, gathering entry data and monitoring consumption patterns. By analyzing this data, the business can make informed decisions about music genres, live performances and service offerings, ultimately enhancing profitability and customer satisfaction.

2.3 Competitor Analysis

The nightclub sector in Valencia is highly competitive, with several well-established clubs that have been operating for over 20 years. As a new business in this market, the company aims to distinguish itself by offering unique services. However, this presents challenges, as the

existing competitors have loyal customer bases and a significant market presence. Understanding the strengths and weaknesses of these competitors is crucial for the nightclub to adapt and thrive in this sector.

- L'Umbracle – Mya - it is one of the most iconic nightclubs in Valencia, combining an outdoor venue, L'Umbracle, and an indoor club, Mya. Located within the modern City of Arts and Sciences, the venue operates as a garden during the day and transforms into a club at night (L'Umbracle, n.d). The breathtaking city views, elegant décor and cutting-edge sound system make it a popular destination for both local and international clients. Its primary strength lies in its unique location and architectural appeal. However, the indoor club is similar to other typical nightclubs, with limited tables and repetitive music, and the garden is only operational during the summer. This seasonal limitation contrasts with Pulse, which aims to offer consistent experiences all year. A map with L'Umbracle/Mya's location can be found in Figure 5 in [annex 2](#).
- Akuarela Playa - this is a beachside club known for its prime location. It operates as a beach club in the morning and a nightclub at night, attracting a diverse crowd throughout the day (Akuarela Playa, n.d). The club features two rooms: one playing international music and the other reggaeton, allowing customers to choose their preferred ambiance. Despite its attractive location and music variety, the club lacks tables and waiters, leading to overcrowded conditions and long waits at the bar. Additionally, there are concerns about the club admitting underage clients, raising issues about security and legal compliance. A map with Akuarela Playa's location can be found in figure 6 in [annex 2](#).
- Spook Club - This is the closest competitor in location and is renowned for its long-standing presence and large dance floor. It specializes in techno music and hosts both local and international DJs, building a loyal clientele over the years. The club has a large venue that accommodates many customers and includes a relaxation area with a bar, bean bags and tables. However, the focus on techno music can be a drawback, as not everyone enjoys this genre. The association of techno music with drug culture can also damage the club's image. Moreover, the need to fill a large

venue consistently to cover costs poses a significant challenge. A map with club Spook's location can be found in Figure 7 in [annex 2](#).

2.4 SWOT Analysis

A SWOT analysis is an essential strategic tool that is necessary for understanding what sets aside the company from the others and what it needs to improve in the future. There is always room for expansion, so the company has to identify its potential opportunities, but also identify threats that it needs to prepare for.

Table 2.
SWOT analysis of Pulse Bar & Nightclub

Strengths	Weaknesses
<ul style="list-style-type: none"> - Strategic location, close to the beach and other tourism businesses - Providing a new and innovative experience, live performances - Diverse music styles combined into a single club, themed parties - Spacious layout with tables and drinks of all kinds - Implementation of cutting-edge technology 	<ul style="list-style-type: none"> - Entering a very competitive market as a new company - High initial investment and reliance on a substantial loan - Need to build brand reputation and to create a loyal customer base - Seasonality of tourism
Opportunities	Threats
<ul style="list-style-type: none"> - Strategic partnership with local businesses and cultural organizations - Growth in Valencia's popularity as a tourism destination - High demand for innovative experiences 	<ul style="list-style-type: none"> - Economic instability affecting consumer spending on nightlife - Potential health crises leading to temporary closure - Intense competition and need for constant innovation - Changes in regulations regarding alcohol sales, noise levels and operating hours

Source: Own elaboration

3. Company description

3.1 Name and logo of the company

The company will be named "Pulse Bar & Nightclub", a strategic choice for a nightclub due to its dual meanings. The first meaning refers to the biological pulse from the heart, which is the base of how the human body works and what keeps people alive. It symbolizes the fundamental rhythm that sustains life. The second meaning pertains to a sound pulse, a vibration felt throughout the body, directly connecting to the rhythm of the music that is central to a nightclub's atmosphere. This name effectively combines these two concepts, making it catchy, short, simple and creative. It transmits an energetic atmosphere, suggesting a place to enjoy yourself with music at the heart of the experience.

The logo of the company holds significant importance in establishing the brand identity. As shown in Figure 1, it features a stylized 'P' integrated with an electrocardiogram line, symbolizing both the biological heartbeat and the pulsating rhythm of music. This simplicity and creativity make it easily recognizable and memorable. It transmits a sense of vibrancy and enjoyment, which are core values of the nightclub. A company's logo is a crucial element of its brand identity, as it serves as the face of the company and creates the first impression for potential customers. The strategic use of design elements in the logo not only reflects the club's unique identity but also helps in creating a strong emotional connection with the audience, as it is constantly used in marketing and advertising. Consistency in logo usage helps reinforce the brand, ensuring that it remains stuck in the consumer's mind and triggers emotional responses, creating a strong connection between the brand and the people.

Figure 1.

Pulse bar & nightclub's logo



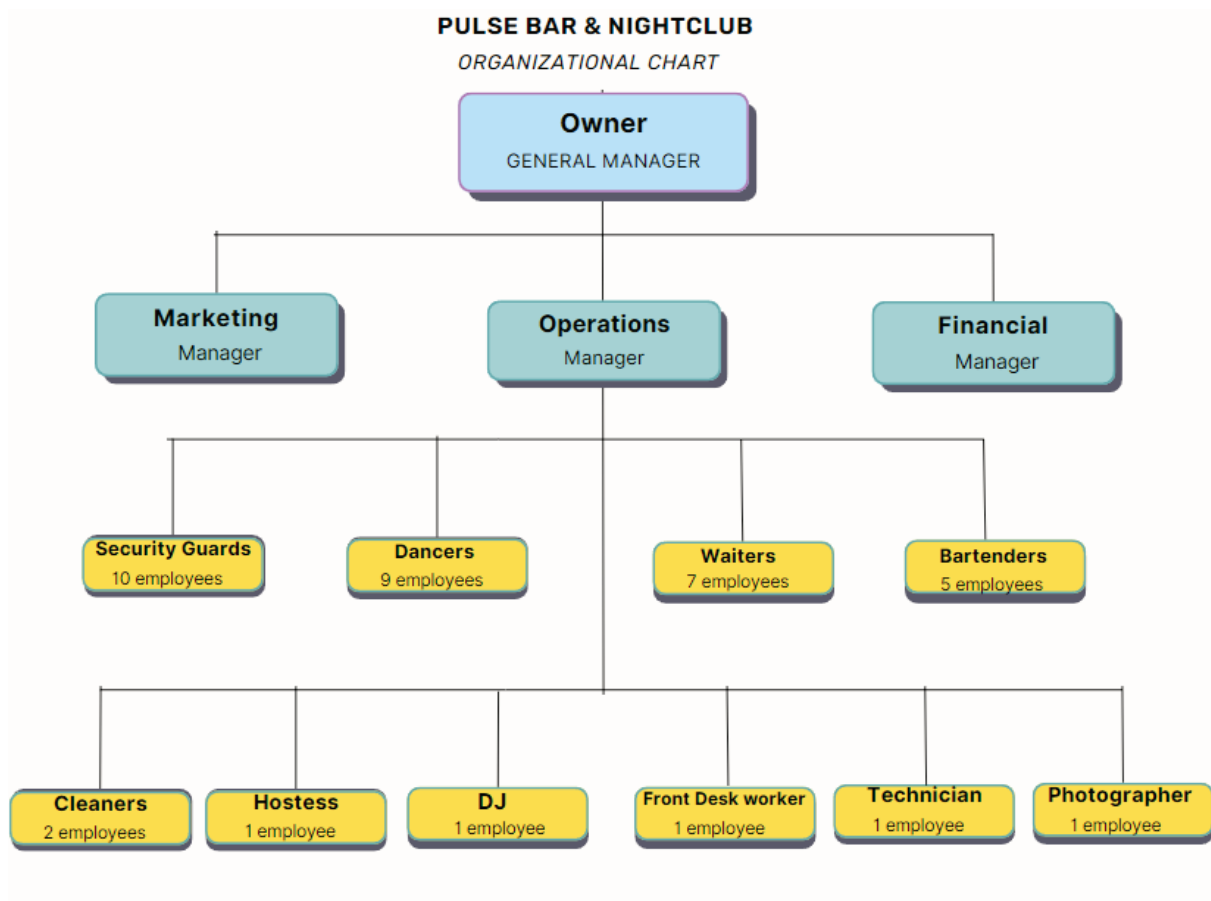
Source: Own elaboration

3.2 Business Structure

The company will be established as "Pulse," and structured as a Sociedad Limitada (SL) with me as the sole owner and manager. This legal form offers several advantages, particularly for small to medium-sized enterprises, including limited liability protection, ensuring that shareholders' personal assets are not at risk for the company's debts (Lawants, 2024). It allows for flexibility in management, with the option to appoint a single director or multiple directors depending on the company's needs. This flexibility will enable me to oversee all strategic and operational aspects effectively, ensuring that decision-making remains streamlined and responsive to the business's needs.

Figure 2.

Pulse Bar & Nightclub organizational chart



Source: Own elaboration

As shown in Figure 2, the business will have a hierarchical organizational chart to ensure operational efficiency and clear communication. At the top of the hierarchy will be the owner-manager, responsible for overall management, including employee supervision,

customer service, inventory control, event organization, artist bookings, staff scheduling, promotions, recruitment, and training.

Below the owner-manager will be sub-managers for each department, including:

- Operational Manager – they oversee day-to-day activities and ensure smooth operations, particularly during night hours when the club is most active. This role includes supervising employees and ensuring compliance with health and safety regulations.
- Marketing Manager – they handle promotional activities across various platforms and create promotional posts, manage the club's website, upload event photos and execute marketing campaigns to enhance the brand visibility.
- Financial Manager - they manage all financial aspects, including budgeting, financial reporting and payroll. This role is crucial for maintaining profitability, managing expenses, and identifying opportunities for income growth.

At the base are the staff members, including waiters, bartenders, security guards, cleaners, and technical maintenance personnel and others. These employees are essential for the daily operations of the club, ensuring that customers receive superior service and enjoy their experience at Pulse.

3.3 Mission statement

The mission of “Pulse Bar & Nightclub” is to completely transform Valencia’s nightlife by creating a unique atmosphere that unites various musical genres and attracts a wide diversity of people. It aims to provide clients with a vibrant and inclusive environment where everyone feels comfortable. This business is not just a nightclub, it is a place where music, art and hospitality come together to create something unforgettable. Each event is designed to exceed client expectations, with a commitment to constant improvement and ensuring every customer leaves excited for their next visit.

The club's vision is to become the best nightclub in Valencia, synonymous with innovation and exceptional customer experience. The goal is for people to travel to Valencia to experience a true night of dancing and partying at Pulse. This will significantly boost tourism

in the region and contribute to Valencia's financial prosperity. Beyond this, Pulse aspires to expand into other major cities in Spain, setting new trends in the nightlife industry. By fostering an atmosphere that values innovation and cultural diversity, Pulse aims to be the leader of the nightlife industry in Spain, creating a new trend of what a night out can be.

There are several values the business follows, which include:

- Innovation – it is the foundation of the club's operations, aiming to create new and exciting experiences that many in Spain and internationally have not yet encountered. By introducing new services and the latest technologies, Pulse aims to address current challenges in the nightlife scene.
- Quality – commitment to quality is reflected in every aspect, from the design and location of the club to the services offered, staff training, and event programming. Every detail is carefully planned to build a loyal customer base that expands over time.
- Integrity – customers and employees are treated with fairness and respect, aiming to make a positive impact on both the region and the nightlife sector.
- Inclusivity – the business is dedicated to creating a welcoming space for people of all backgrounds and lifestyles. The goal is to ensure everyone feels safe and respected, focusing solely on enjoying their time at the club.
- Community Engagement – the company actively engages with the local community by providing jobs, supporting local artists, and promoting charitable organizations. A screen in the club will showcase local partners and attract customers to them, reinforcing the belief that strong community relationships contribute to the business's success.

3.4 Goals and Objectives

The nightclub is committed to achieving its goals through a structured approach, with clear short-term, medium-term and long-term objectives to ensure that every step taken is aligned with its vision. Having a specific direction will help the company thrive, ensuring organized progress and sustained growth. This strategic clarity will also motivate the team, foster a strong sense of purpose and enhance overall operational efficiency.

Table 3.

Goals and Objectives of Pulse Bar & Nightclub

Goals and Objectives		
Goal Type	Timeframe	Objectives
Short-term Goals	1-2 Years	<ul style="list-style-type: none"> - To revolutionize the nightclub industry by introducing a new clubbing concept inspired by Bulgarian nightlife - Building a strong brand recognition and developing a loyal customer base with more than 20% repeat visitation - Optimizing staff training initiatives, diversifying the menu and enhancing queue management - Reaching financial break-even point
Medium-term Goals	3-5 Years	<ul style="list-style-type: none"> - Expand the client base - Collaborating with other tourism businesses in Valencia - Integrating more sustainable practices, including the installation of solar panels - Diversify the nature of the business by exploring the possibility expanding into a beach bar during the day
Long-term Goals	+5 years	<ul style="list-style-type: none"> - Expanding the business by opening nightclubs in major Spanish cities such as Barcelona and Madrid - Establishing Pulse as the world’s best nightclub, significantly boosting tourism and financial contribution to Valencia and other Spanish regions

Source: Own elaboration

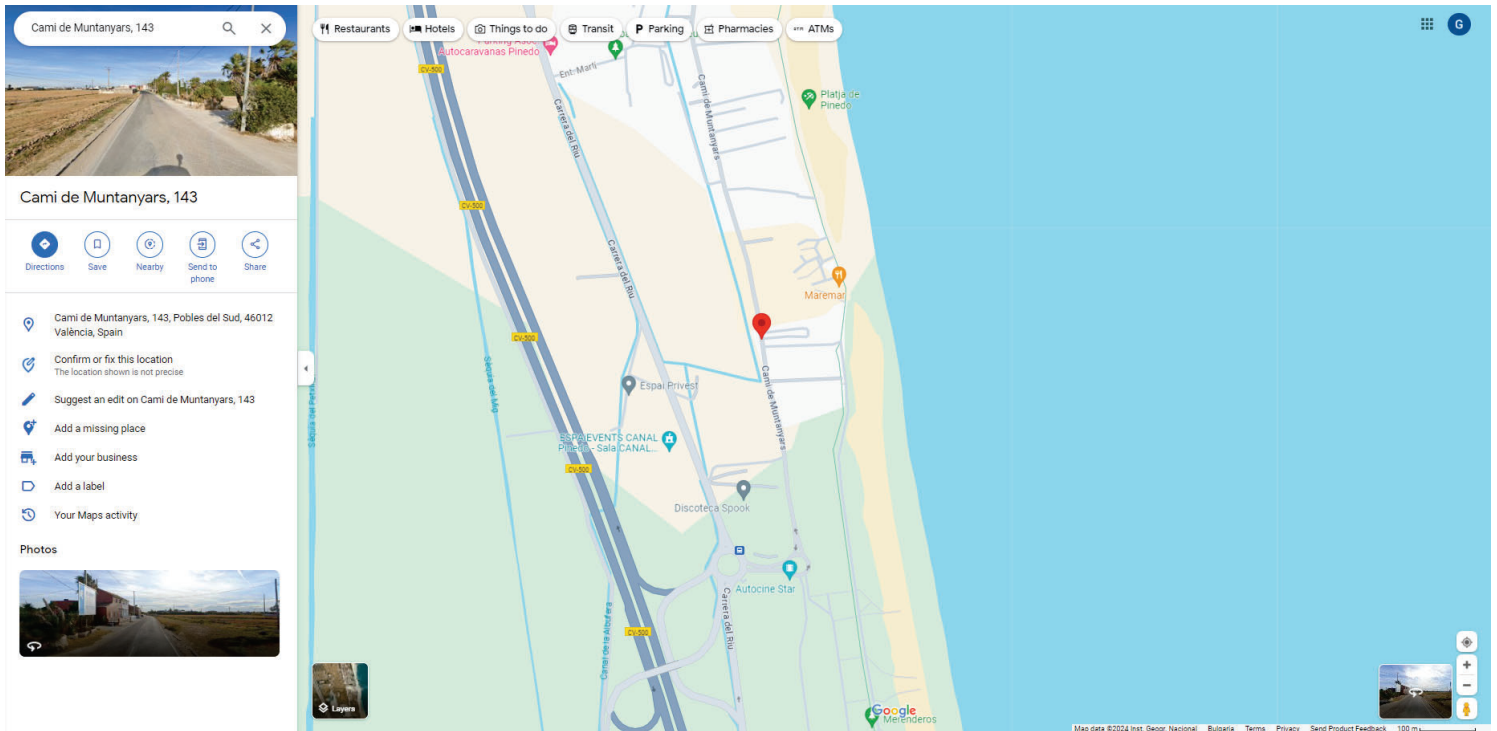
4. Design and development plan

4.1 Location of the business

Location is a critical factor in the success of a business, particularly for a nightclub. After thorough research, the ideal location for Pulse Bar & Nightclub has been identified just outside Valencia, near another popular club called Spook. The exact address is Cami de Muntanyars, 143, Valencia. The land, which was negotiated for 1 million euros, meets all the necessary criteria for the club’s success. It is highlighted in red in Figure 3.

Figure 3.

Location of Pulse Bar & Nightclub



Source: Google Maps

Accessibility is another significant advantage of this location. Given that the club is situated outside the city, large parking space is available, making it convenient for customers who prefer to drive or take a taxi. Public transportation options include bus lines 24 and 25, which directly connect to the club, well-known routes used by young people to access other clubs in the area.

The nightclub is also located right next to several restaurants, which provides another benefit. Customers can dine and begin their evening at these restaurants before moving to the club. Additionally, the restaurants offer extra parking space, ensuring that parking capacity is never fully occupied.

One of the most appealing aspects of this location is its proximity to the beach, as it is visible in Figure 3. This unique feature will likely attract many customers, creating a different atmosphere that encourages longer stays and increased consumption. Customers can enjoy the club and then watch the sunrise on the beach, enhancing their overall experience. More information regarding the location and land of the nightclub can be found in [annex 3](#).

Despite the presence of other discos nearby, they are not seen as direct competition but rather as complementary businesses. For example, Spook club, which is nearby, specializes in techno music, which Pulse Bar & Nightclub will not offer. This differentiation allows Pulse to provide a unique service in a location already known for clubbing, thus attracting a diverse clientele.

Lastly, the absence of residential buildings nearby ensures that noise from the club will not cause conflicts with local residents. This strategic choice of location prevents potential legal and social issues related to noise complaints, contributing to the club's sustainable operation.

4.2 Design of the Club

The exterior design of the nightclub is a blend of modern architecture and dynamic lighting that creates an inviting and vibrant atmosphere. Figure 7 presents an illustration of exactly how it will look. The building's facade is composed of dark materials contrasted by bright, yellow LED accents that outline the structure's geometric shapes, giving it a futuristic appearance.

Figure 4.

Building of the club



Source: Own elaboration, created with Midjourney

The main entrance is framed by a large, illuminated sign displaying the club's name, "Pulse," with a distinctive heartbeat logo that adds a touch of energy and excitement. This sign is prominently positioned above a set of wide, well-lit steps that lead customers into the venue, ensuring a grand and welcoming entrance.

The use of LED lighting is a key element in the exterior design. The yellow lights not only outline the building but also enhance its depth and visual appeal. This lighting scheme is both functional and decorative, ensuring the club is easily recognizable and stands out at night. This also ensures that the club will be visible from afar, attracting the attention of people in the area.

On the inside the design of the nightclub is more complex. More information regarding the design of the different facilities of the club can be found in [annex 4](#).

4.3 Technology and Equipment

Modern nightlife heavily relies on technology to enhance customer experience. The nightclub integrates sophisticated technology to create a high-quality, immersive environment that encourages customers to relax and enjoy themselves, ultimately leading to higher spending.

The club's sound system is state-of-the-art, featuring Pioneer speakers known for their superior quality. The setup includes three DJ consoles, strategically placed speakers in every corner, music amplifiers and mixers, ensuring consistent sound quality throughout the venue. This comprehensive sound system, costing approximately €50,000, is designed to deliver an exceptional experience, regardless of where people are located within the club.

Lighting plays a crucial role in setting the club's atmosphere. The lighting system includes numerous LED lights, moving projectors, lasers and strobes, all synchronized with the music. These lights can be programmed to match the theme of the night, enhancing the immersive experience for guests.

Smoke machines are another significant feature, adding a dramatic effect to the club environment. These machines produce fog that enhances the lighting effects and creates a visually captivating atmosphere. The smoke is often synchronized with the music and lighting

to create moments of heightened excitement during performances. This use of smoke machines can help build anticipation and create a more immersive experience for the audience.

Technology is seamlessly integrated into the club's operations, from managing reservations and orders to tracking inventory and customer interactions. An online booking system on the club's website allows guests to reserve tables and purchase tickets in advance. This system ensures operational efficiency and enhances visitor satisfaction by providing a smooth and convenient reservation process. Additionally, the club implements a Customer Relationship Management system to streamline marketing efforts, improve customer engagement, and enhance service quality.

Safety is a top priority at the company. The club employs numerous security measures, including continuous staff training in emergency and safety procedures. Surveillance cameras are strategically positioned throughout the venue to monitor all areas, with footage being continuously reviewed in a dedicated camera room staffed by two employees. Access control systems ensure that only authorized personnel can enter restricted areas such as the VIP elevator, manager's office, and camera room.

Additionally, to maintain a comfortable atmosphere regardless of external conditions, the club features an advanced ventilation system with automated climate control. This energy-efficient technology ensures visitor comfort while minimizing the club's environmental impact.

5. Products and services

5.1 Products

The company aims to combine the traditions of Bulgarian and Spanish nightlife with a complex selection of beverages. This will include drinks for everyone, from classic and non-alcoholic cocktails to whole bottles of different alcohols.

- Cocktails – The cocktail selection features both classic favorites and contemporary twists. Guests can enjoy drinks like Margaritas, Mojitos and Martinis, as well as

innovative blends such as the Espresso Martini and French Martini. We also offer refreshing Sangria by the glass or bottle, perfect for sharing.

- Non-Alcoholic Cocktails – For those preferring non-alcoholic options, the club provides a range of offerings, including the Virgin Mojito, No-Gin Tonic, and refreshing fruit-based drinks like the Shirley Temple and Cucumber Cooler.
- Beers – The beer selection includes a variety of both local and international drinks. Customers can enjoy well-known brands like Heineken and Corona Extra, as well as regional favorites such as Estrella Damm and Mahou Cinco Estrellas. We also feature craft options like the Cerveza Artesana Er Boquerón, brewed with Mediterranean sea water, and a rotating selection of local IPAs.
- Non-Alcoholic Beers – There are several non-alcoholic beers, providing the taste and experience of beer without the alcohol. Options include Estrella Galicia 0,0, San Miguel 0,0, and Heineken 0.0, among others, ensuring a satisfying alternative for non-drinkers.
- Alcohol – The alcohol collection includes a diverse range of whiskey, vodka, rum and tequila, available by the bottle or by a glass. We feature well-known brands like Jameson Irish Whiskey, Jack Daniel's, and Smirnoff, alongside premium options such as Glenfiddich 12 Year Old, Beluga Noble Russian Vodka, and Diplomático Reserva Exclusiva.
- Champagne and Sparkling Wine – A selection of champagne and sparkling wines is provided to celebrate any occasion. From the classic Freixenet Cordon Negro Brut to the luxurious Dom Pérignon, our range caters to both casual celebrations and special events.
- Soft Drinks – The non-alcoholic offerings include a variety of soft drinks and fresh juices. Guests can choose from popular sodas like Coca-Cola, Sprite, and Fanta, or enjoy freshly squeezed juices such as orange, pineapple, and cranberry. Still water is also available to keep our guests refreshed.
- Napkins - In addition to beverages, the club also offers other products to enhance the customer experience, such as packets of napkins.

A detailed illustration of the menu of Pulse Bar & Nightclub can be found in [annex 5](#).

5.2 Services

Pulse Bar & Nightclub distinguishes itself from competitors in Valencia, and Spain in general, by offering a variety of unique services designed to enhance the customer experience. From the moment clients arrive, they are greeted by two security guards who personally check IDs to ensure all guests are of legal age. A hostess then verifies reservations, which can be made online through the club's website or via phone. The entry fee is €10. If guests do not have a reservation, the hostess checks the system for available tables or bar seats, as entry is restricted to those with seating to maintain a comfortable, uncrowded environment. Reservations are held until 00:30 am, after which available tables are offered to waiting customers. At the entrance, a desk allows guests to purchase tickets or check their reservations. There is also a wardrobe where clients can leave their jackets and receive a numbered ticket for retrieval later. Another service that will boost the marketing of the company is a wall for photos before you enter the venue. There will be a very luxurious white couch in front of a decorated wall. This will be perfect for people to take photos in and post them on their social media profiles, increasing the popularity of the nightclub.

Inside the club, guests are escorted to their tables, which are high with chairs that can be tucked underneath to create space for dancing. Each table has a QR code that, when scanned, displays the menu. Approximately 15-20 minutes after seating, a waiter or waitress takes orders, a service not commonly found in Spanish clubs but very common in Bulgarian ones. This table service allows customers to enjoy their drinks without having to queue at the bar. The benefit of the table is that you can leave your drinks there and not have to carry it all night. Bottles are delivered in ice buckets to keep them cold, and more expensive bottles are brought to tables with flairs and small LED lights to enhance visual appeal. Different types of tables have minimum spend requirements: €50 for standard tables, €200 for larger tables and €500 for VIP tables, with at least one high-end bottle purchase required for VIP.

The main service that separates the company from everyone is that visitors can enjoy live performances of a variety of local and international artists, like singers and DJs. The show typically lasts from 2:00am to 3:30am, but can extend if the artist wishes. Additionally, dancers perform throughout the night, changing in pairs every 30 minutes, with the final

dancer wearing a monkey mask to interact and take photos with guests, encouraging social media sharing.

On nights without live performances, Pulse hosts themed parties. There will be a different music genre every night, with Tuesday featuring hip hop and rap music, popular among younger clients. Wednesday is retro night, with themes varying from 80s, 90s, and 2000s music, appealing to a nostalgic audience, including those over 35. Thursday is Bulgarian night, or "Balkan Beats," with Bulgarian music and live performances by Bulgarian artists once a month. Friday is dedicated to reggaeton, attracting a full house of local Spanish customers. Saturday features EDM, a universally popular genre that peaks the club's energy, while Sunday offers relaxing house music, perfect for ending the weekend.

Special themed parties are also hosted for occasions such as Halloween, St. Valentine's Day, and other events, including masked parties. The club offers the option for schools or universities to rent the entire venue for private events. In Spain it is very common for universities to rent out an entire nightclub just for their students, so the club will offer special discounted prices for such occasions.

Every night there is a professional photographer, who walks around the bar and takes pictures of the customers of all tables, of course, if they want to. Then they also take pictures of the dancers, of the club as a whole, of the atmosphere and of the artists. Their photos are uploaded into the social media profiles, where people can download them and share them in their personal profiles.

For customers looking for a more exclusive experience, the club offers VIP services on the second floor, featuring private booths with personalized service. This is to guarantee their comfort and privacy. Each booth will have a security guard in front, so that people who are not invited can't enter.

Lastly, an exclusive service for the club will be called "Drink and Drive". In case a customer arrives at the nightclub by car, but wishes to drink and party, the company offers a service where for the sum of €50 a security guard drives the customer to their house. They take the keys of their car, drive the client to their home and park their car in the preferred location.

6. Operational Plan

6.1 Operations of the company

The operations of the nightclub are structured to ensure smooth and successful business performance. The club is working from Tuesday to Sunday, opening its doors to customers at 11:30 PM and closing at 7:30 AM. However, the club's operations extend beyond these hours, with staff present throughout the day to maintain and prepare the venue.

Daily operations begin with a staff briefing. This meeting covers the theme of the night, the expected number of guests, including VIPs, whether or not there is an invited artist, a thorough inventory check to ensure all necessary products are stocked and an inspection of all club equipment such as DJ setups, sound systems, lighting, and smoke machines. Emergency procedures are also reviewed to ensure all staff members are prepared for any situation and are familiar with all emergency exits.

Pulse aims to set itself apart by providing exceptional customer service, which is often overlooked by competitors. While some competitors may have more impressive venues, the club's unique business model focuses on offering a diverse range of music genres and a welcoming environment that reflects Valencia's international culture. A significant aspect of this is the incorporation of a distinctive Bulgarian experience, featuring performances by artists from Bulgaria, as well as other European countries.

Live performances at Pulse are not limited to local talent but include well-known and emerging artists from Spain, Bulgaria, and other parts of Europe. These performances aim to provide a festival or concert-like experience in a smaller and more affordable setting. This approach not only entertains customers, but also offers a platform for emerging artists to showcase their talent. All performances are personally approved by the club owner to ensure high-quality entertainment that meets the club's standards, because we do not want to ruin the experience of our customers and invite someone who can't actually sing.

The club's themed nights contribute to a dynamic atmosphere, making each visit feel unique. This strategy ensures that clients do not grow bored with the offerings, as they can experience a different themed party each night of the week. As previously mentioned, the themes range from hip hop and rap to retro nights, Bulgarian music, reggaeton, EDM, and house music.

6.2 Supply Chain and Vendor Management

Pulse's operational strategy heavily relies on an efficient supply chain, which ensures the club's consistent access to premium alcohol. Proper management of these components impacts everything from the cost of items sold to the quality of the customer experience.

Choosing reliable suppliers is the foundational step in establishing a robust supply chain. Important factors in this selection include a supplier's ability to deliver consistent service, product quality, competitive pricing and reliability. That is why the nightclub will cooperate with Alkoholes Gual, S.A., a company based in Spain which offers a range of alcohol products, including ethyl alcohol and spirits and are very well known for their extensive distribution network in Valencia. They are a suitable choice to meet the club's specific needs.

Effective inventory management is also crucial to avoid overstocking or running out of essential commodities. Pulse utilizes an advanced inventory management system integrated with its Point-of-Sale system. This system automates ordering processes, forecasts future needs based on all collected data and monitors stock levels in real-time. By employing this system, the club can reduce costs and waste associated with maintaining surplus inventory.

The club also maintains strict quality control procedures to ensure that all products and services meet the club's high standards. The products from the suppliers undergo regular inspections and any issues are promptly addressed to prevent negative impacts on the customer experience. Additionally, the club collects feedback from both employees and customers to continuously assess and improve the quality of its goods and services. A visual illustration of the supply chain of Pulse Bar & Nightclub can be found in [annex 6](#).

6.3 Staffing

For the recruitment of personnel at Pulse Bar & Nightclub, several strategies will be employed to ensure the formation of a dedicated and skilled team. Job advertisements will be posted on the club's social media channels, detailing the vacancies and job descriptions. The general manager will then conduct an initial selection process, focusing on candidates whose profiles align with the club's mission and values. This approach ensures that only individuals who share the club's commitment to excellence and customer satisfaction are selected (Surbhi, 2021).

Initially, contracts will range from three to six months, as per the local employment regulations. Upon successful completion of this period, employees may be offered permanent contracts. During peak times, particularly from June to August, additional staff will be hired for the bar, reception, and entertainment departments to manage the increased workload. This helps manage the fluctuating demand and ensures that the club operates smoothly during its busiest times (Taylor, 2020).

Table 4.

Job Roles at Pulse Bar & Nightclub

Job Title	Number of employees	Job Description
Marketing Manager	1	Handles promotional activities and manages the club's social media profiles and website
Financial Manager	1	Manages all financial aspects of the company, including budgeting, financial reporting and payroll
Security Guards	10	Ensure the safety of everyone at the club. W guards monitor the cameras, 2 are at the entry of the club, 5 are in the VIP section and 1 is patrolling around the venue
Dancers	9	They are rotating in pairs of 4 on the stage, while the last one is walking around the club with a monkey mask, taking pictures with the customers
Waiters	7	Providing table service to all clients to enhance the customer experience. 5 are on the first floor and 2 are in the VIP section
Bartenders	5	Preparing the orders of the clients and giving them to the waiters
Cleaners	2	Cleaning up every section of the nightclub
Hostess	1	Welcomes guests, checks their reservations and escorts them to their table
Front Desk worker	1	Collects the money for entry from customers, assists customers if they want to leave their jacket in the wardrobe and gives them a return number
DJ	1	Maintaining the club's musical theme and atmosphere
Photographer	1	Taking pictures of the clients, the artists performing live and the overall atmosphere at the nightclub
Technician	1	Overseeing the lighting and sound equipment at the club

Source: Own elaboration

6.4 Safety

Safety is a crucial concern for the company. It is essential to strike a balance where guests feel secure without feeling intimidated by an overt security presence. The objective is to maintain a visible yet unobtrusive security team to ensure that all customers enjoy a safe and comfortable environment. Given the potential issues that can arise with intoxicated guests, it is crucial to have protocols in place to address any disturbances swiftly and efficiently.

Pulse Bar & Nightclub prioritizes safety through numerous security measures and continuous staff training in emergency procedures. As previously mentioned, surveillance cameras are installed throughout the club to cover all visible areas, with a dedicated camera room where two employees constantly monitor the footage. This ensures real-time oversight of all activities within the club.

Security guards are strategically positioned throughout the nightclub to prevent and address any potential issues. There are two guards stationed at the club's entrance, one guard patrolling the club to monitor guests' behavior, five guards assigned to the VIP section to protect individual booths, and two guards in the video room continuously monitoring the entire venue. This deployment ensures that any signs of excessive intoxication or disruptive behavior are promptly managed, with problematic individuals being removed from the premises immediately.

The club's layout is designed to facilitate a seamless flow between different areas and departments, enhancing operational efficiency. This strategic arrangement allows for effective crowd management and quick response to any incidents, ensuring that all guests can enjoy their evening in a safe and comfortable environment. By integrating comprehensive safety measures and maintaining a vigilant security presence, Pulse Bar & Nightclub aims to provide a secure and enjoyable nightlife experience for all its clients.

6.5 Evacuation plan

In the event of an emergency, the nightclub has established a comprehensive evacuation plan to ensure the safety of all clients and staff. The club is equipped with several emergency exits and clearly marked evacuation routes to facilitate a swift and orderly evacuation.

The primary exit is located at the main entrance of the club, which serves as the main egress point for the majority of guests. In addition to the main exit, there are two emergency exits positioned on each side of the main hall. These exits lead directly outside and are designed to handle the flow of guests from the dance floor and surrounding areas. For guests in the VIP section, there is a dedicated exit accessible through the VIP elevator, ensuring they can evacuate quickly and safely. There is also an emergency staircase adjacent to the elevator which provides an alternative evacuation route.

The main floor evacuation routes are straightforward. Guests should proceed to the nearest exit, either the primary exit or one of the secondary exits. Those seated at tables should move towards the nearest secondary exit to avoid congestion at the primary exit. In the bar area, clients should use the nearest secondary exit for their evacuation.

Assembly points have been designated to ensure guests and staff can gather safely away from the building. The primary assembly point is the parking area in front of the club, providing enough space for everyone to congregate. A secondary assembly point is located across the street from the club, offering an additional safe zone in case the primary area is inaccessible.

Roles and responsibilities during an evacuation are clearly defined to maintain order and efficiency. The general manager oversees the entire evacuation process, ensuring that all staff members follow the established protocols. Staff members, including security personnel and waitstaff, are trained to guide guests to the nearest exits and assist those who may need help. The security guards are responsible for coordinating with emergency services and ensuring that all areas are evacuated, while the DJ is tasked with making evacuation announcements over the sound system to inform guests of the situation and direct them to the exits.

7. Marketing and Sales Strategy

7.1 Marketing Strategy

The nightclub's marketing and sales strategy is designed to establish and maintain the club as a premier nightlife destination in Valencia. The strategy combines traditional marketing methods with innovative digital tactics to engage a broad spectrum of consumers effectively.

The marketing campaigns mostly depend on an extensive digital approach across several platforms, meaning that the nightclub will have profiles in Facebook, Instagram and Tik Tok, where it will post regular updates, event announcements and interactive material like live videos and reels. On these platforms, paid advertising focuses on particular demographics to make sure that marketing materials are seen by the most probable customers. The company will also implement pay-per-click advertising, which targets specific audiences with ads promoting sales, exclusive deals and the club's unique vibe. An illustration of the Instagram profile of Pulse Bar & Nightclub can be found in [annex 7](#).

It's crucial to provide interesting content that resonates with the intended audience. This contains articles about current nightlife trends, blogs about forthcoming events and behind-the-scenes photos from the club. Another important component is video material, which will keep viewers interested. This will include promotional teasers and videos of the customers partying on themed nights or at live performances. All materials will be edited by the marketing director, so that they can have as big of an impact as possible.

Pulse works with influencers in the entertainment sectors to expand its audience and improve the credibility of its advertising campaigns. These promoters will participate in events and post about them on social media.

Despite the focus on digital marketing, traditional advertising methods also remain crucial, especially for capturing the local market. The nightclub will promote itself on billboards, strategically placed in high-traffic areas in Valencia, to attract both locals and tourists and reinforcing the club's presence in the community.

Regular emails are sent to all customers with updates about upcoming events, exclusive offers and promotions. This strategy keeps the club in the mind of customers and prompts them to come again at the nightclub.

Using analytics and monitoring tools, the efficacy of digital marketing campaigns is monitored by measuring campaign impact, engagement, reach and conversion rates. All collected data will be used by the nightclub to improve and retain more customers.

7.2 Sales strategy

The sales strategy at the nightclub is designed to maximize revenue while providing a superior customer experience. Entry tickets can be purchased through the club's website, where customers can book a table for their group and pay for entry in advance. This streamlined process ensures a hassle-free arrival for guests. Additionally, entrance tickets can be bought at the door, accommodating spontaneous visitors and those who prefer in-person transactions.

One of the key elements of Pulse's sales strategy is to encourage clients to spend more during their visits. The club's menu is strategically designed to highlight high-margin items, making them easy for customers to find and select. Upselling is a critical component - staff members are trained to recommend specialty cocktails and premium beverages that complement the customer's initial choices. This approach not only enhances the customer experience but also increases average spending per visit. The club also offers various bundles and packages to incentivize larger purchases. These include special event packages that feature exclusive drinks and VIP services at a fixed cost, making it an attractive option for patrons looking to elevate their night out.

Regular promotions are vital in attracting new customers and retaining existing ones. The club frequently hosts sales and exclusive offers, including themed nights, ladies' nights with discounts for female guests, and masked parties. These promotions are designed to maintain an engaging and dynamic atmosphere, ensuring that there is always something exciting happening at Pulse. For instance, the club will implement special promotions on select products. Typically, a bottle of Absolut vodka costs €85 and a can of Coca-Cola is priced at €3. However, under the promotion, customers can purchase one bottle of Absolut vodka and three cans of Coca-Cola for a combined price of €90. This strategy not only offers value to the customers but also incentivizes the purchase of bundles, thereby increasing overall sales.

Additionally, the company will implement a loyalty program where regular clients can accumulate points for every purchase, which can later be redeemed for discounts, free entry, or complimentary drinks. This program aims to foster customer loyalty and encourage repeat visits, ensuring a steady stream of regular clientele.

8. Financial Plan

8.1 Funding Requirements and Sources

The nightclub is preparing to secure a €4 million bank loan from CaixaBank for the successful start of operations of the business. With all the information gathered and explained so far, the company is meeting the bank's stringent requirements and conditions. These elements are vital to demonstrate how the loan will be utilized and how the business will generate sufficient revenue to ensure repayment. For this loan, the entire business (including the building, the patent and all assets), as well as an apartment owned by the manager in Valencia, will be used as collateral.

Based on the latest data available for 2024, commercial loan interest rates for small businesses can range significantly, typically from about 6.13% to 12.36% (LendingTree, 2024). For a long-term loan such as the 20-year term considered for the nightclub in Valencia, rates are likely to be closer to the lower end of this range, especially with a significant loan amount like €4 million. For the purpose of calculation, a 7% annual interest rate is used as a reasonable estimate within this range for a secure, long-term commercial loan.

The breakdown of this loan is as follows:

Loan Amount - €4,000,000

Annual Interest Rate - 7%

Loan Term - 20 years

Monthly Payment: Approximately €31,011.96

Annual Payment: Approximately €372,143.49

Total Repayment over 20 Years: Approximately €7,442,869.78

This shows that the company will need to pay €3,442,869.78 in total interest over the life of the loan, in addition to repaying the principal amount of €4,000,000.

8.2 Start-up costs

The €4 million loan secured will be used to cover all start-up costs associated with establishing the business. This comprehensive funding will ensure that the club is set up to meet all regulatory requirements and provide a top-tier entertainment experience. Below in Table 5 a breakdown of all these expenses shows how the money will be spent:

Table 5.

Start-up Costs of the nightclub

Start-up Costs	Estimated Cost (€)
Land Purchase	1,000,000
Construction of the Building	2,000,000
Interior Design of the Club	500 000
Sound System	50 000
Lighting	25 000
Technology (POS, Cameras, etc.)	100 000
Licenses	50 000
Total	3,725,000

Source: Own elaboration

The remaining €275,000 will be allocated as a contingency fund. This reserve will provide financial flexibility to address any unexpected costs or challenges that may arise during the initial stages of the business.

8.3 Revenue streams

The company works 6 days a week (From Tuesday to Sunday). All guests are sitting on tables, each table is approximately for 4 people and has a minimum consumption of 50 euro. However, these tables fit 600 people in total. Then there are more expensive tables with couches that require a consumption of 200 euro per table, there are 20 tables like this and fit a total of 200 people. Then there is the VIP area where there are 5 tables, each has a

minimum spending €500 a table and they all fit 50 people in total. The total revenue that can be generated at 100% occupancy is illustrated below in Table 6 and Table 7.

Table 6.

Daily Revenue of the Business at 100% Occupancy

Daily Revenue of the Business			
Source of income	€ per unit	Number of units	Total Revenue
Entrance	€10 per person	850 entries	8 500 €
Consumption from regular tables	€50 per table	150 tables	7 500 €
Consumption from premium tables	€200 per table	20 tables	4 000 €
Consumption from VIP tables	€500 per table	5 tables	2 500 €
Total Daily Revenue			22 500 €

Source: Own elaboration

Table 7.

Total weekly, monthly and annual revenue of the company at 100% Occupancy

Period	Revenue Calculation	Total Revenue
Daily Revenue	22,500 x 1	22 500 €
Weekly Revenue	22,500 x 6	135 000 €
Monthly Revenue	135,000 x 4	540 000 €
Annual Revenue	135,000 x 52	7 020 000 €

Source: Own elaboration

These tables provide calculations based on minimum consumption and do not account for additional purchases that may exceed these minimums, nor does it include revenue from bar sales, event hosting and other potential income streams like merchandise or cover charges for extra guests beyond those seated at tables. It also does not include services such as “Drink and Drive”, or the purchase of packets on napkins, as these are new services and can’t be calculated how much they will be appreciated by the customers. The real-world earnings could be higher based on the overall popularity of your venue.

To have a more realistic calculation of the estimated profit in Table 8 and Table 9 are done calculations at a 70% occupancy rate, which will be used later in the project to calculate the break-even point. This is considered the minimum that the club is expected to earn, taking into consideration the demand for such a service and the potential the nightclub has.

Table 8.

Daily Revenue of the Business at 70% Occupancy

Daily Revenue of the Business at 70% Occupancy			
Source of income	€ per unit	Number of units	Total Revenue
Entrance	€10 per person	600 entries	6 000 €
Consumption from regular tables	€50 per table	105 tables	5 250 €
Consumption from premium tables	€200 per table	14 tables	2 800 €
Consumption from VIP tables	€500 per table	3 tables	1 500 €
Total Daily Revenue			15 550 €

Source: Own elaboration

Table 9.

Total weekly, monthly and annual revenue of the company at 70% Occupancy

Revenue breakdown at Period at 70% Occupancy		
Period	Revenue Calculation	Total Revenue
Daily Revenue	15,550 x 1	15 500 €
Weekly Revenue	15,550 x 6	93 300 €
Monthly Revenue	93,300 x 4	373 200 €
Annual Revenue	93,300 x 52	4 851 600 €

Source: Own elaboration

8.4. Expenses

In Spain, salaries for various roles in the nightlife industry are determined by the industry standards and the city where the business operates. The nightclub ensures that wages for all positions align with these norms, reflecting the necessary skills and responsibilities for each position. Using data from a credible source (SalaryExpert, 2024), the wages for all roles such

as bartenders, waiters, and security guards have been carefully determined to ensure competitive pay.

Table 10 provides an overview of the expected salaries for the staff at the nightclub, supporting the club's objective to maintain high service levels and operational efficiency through competitive compensation. This strategy helps attract and retain skilled professionals essential for the club's success.

Table 10.

Total expenses of the company for salaries

Table with expenses for salaries			
Position	Number of employees	Monthly salary per employee	Total Monthly Expense
Security Guard	10	1 200 €	12 000 €
Dancer	9	1 000 €	9 000 €
Waiter	7	1 100 €	7 700 €
Bartender	5	1 200 €	6 000 €
Cleaner	2	600 €	1 200 €
Hostess	1	1 000 €	1 000 €
DJ	1	1 500 €	1 500 €
Technician	1	1 200 €	1 200 €
Photographer	1	1 300 €	1 300 €
Front Desk Worker	1	1 100 €	1 100 €
Marketing Director	1	3 000 €	3 000 €
Financial Director	1	3 500 €	3 500 €
Total Monthly Expenses	40		48 500 €

Source: Own elaboration

However, there are more expenses that the company has in order for the business to function properly. In Table 11 there is a detailed breakdown of all monthly expenses of the nightclub. The alcohol and beverage budget considers regular stock replenishment based on demand and occupancy, utilities, including electricity, water, and gas, are significant due to high usage from extensive lighting and sound systems. A marketing and promotions budget is allocated for digital marketing, promotional events and traditional advertising to attract and

retain customers. Regular maintenance of facilities and equipment necessitates a dedicated budget to ensure operational aspects remain in top condition. Adequate insurance coverage for property, liability and worker’s compensation is also accounted for. Additionally, a budget is set aside to cover unforeseen expenses in case the calculations vary and more money needs to be paid.

Table 11.

All monthly expenses of Pulse Bar & Nightclub

Table with all monthly expenses	
Expense category	Monthly cost (€)
Salaries	48 500 €
Alcohol & Beverages	30 000 €
Utilities	7 500 €
Marketing	5 000 €
Maintenance & Renovation	3 000 €
Insurance	2 000 €
Unforeseen expenses	2 000 €
Total Monthly Expenses	98 000 €

Source: Own elaboration

- The annual expenses are $€98,000 \times 12 = €1,176,000$.

In conclusion, the total monthly operating costs for the nightclub would be approximately €98,000 per month, or €1,176,000 per year.

8.5 Break-even point

The break-even point is the point at which total revenues equal total costs, meaning no profit or loss is made. To calculate it, the nightclub needs to consider both fixed and variable costs, along with the expected revenues. Below is a detailed information of how this break even is calculated:

1. First we need to take into consideration what the company's revenue per month is, and as previously illustrated in Table 8 we know that it is €373,200.

2. Then the company expenses need to be considered. In Table 10 it is stated that they are €98,000. However, this does not include the monthly fee for the loan which is €31,012 more. This means that the total monthly expenses are €129,012.
3. With all this information the total profit per month is €244,188.

Now to reach break-even, the company must pay the remaining loan it has from the bank, which is a total of €7,442,869.78. However, with every month passing, this loan reduces its value by €31,012. A subtraction of the amount that is already paid from the loan is needed from the total amount of the loan, so that the price remaining to be paid is left. Taking all this into the account, the following calculations take place:

- **Equation** 28 months of €244,118 in profit - (the total amount of the loan, which is €7,442,869.78, minus the amount that is already paid from the loan, which is 28 times of €31,012)
- 28 x €244,118 – (€7,442,869.78 – (28 x €31,012)) = €6,835,304 – (€7,442,869.78 – €868,336) = €6,835,304 – €6,574,533.78 = +€260,770.22

After careful calculations with all available information, it is estimated that in **2 years and 4 months** (28 months in total), the company will surpass the break-even point and reach profitability. And this is in the worst-case scenario, as many potential sources of income are not taken into consideration and they can potentially bring more profit to the company and reduce the duration of the break-even period.

9. Regulatory and Legal Considerations

To ensure the lawful operation of the nightclub in Valencia, Spain, acquiring the necessary licenses and permits is crucial. By obtaining them, it can operate legally and avoid potential fines or closures. Ensuring compliance with local, regional and national regulations not only fulfills legal obligations but also helps in building a reputable and trustworthy establishment.

In Table 12 below shows an overview of all necessary licenses and compliance measures for operating Pulse Bar & Nightclub in Valencia, ensuring legal operation and adherence to health and safety standards.

Table 12.

Licenses and compliance measures for the successful operation of the business

License	Description	Requirement	Authority
Licencia de Actividad (Business License)	Legal authorization to operate a nightclub	The company will provide detailed information about the business, such as its name, address, ownership structure, and type of activities planned	Local Municipality
Licencia de Apertura (Opening License)	Compliance with local zoning laws and safety regulations	Submitting architectural plans, building specifications and details on the intended use of the premises.	Local Municipality
Licencia de Espectáculos Públicos y Actividades Recreativas (Music and Entertainment License)	Authorization to play music or host live performances	Providing details on the entertainment activities, soundproofing measures and the layout of the venue.	Local and Regional Authorities
Licencia de Actividades Comerciales Minoristas de Alcohol (Alcohol License)	Authorization to sell and serve alcohol	To include information on the types of alcoholic beverages, staff training on responsible service and measures to prevent underage drinking.	Regional Government
Licencia de Terraza (Terrace License)	Use of outdoor seating areas for commercial purposes	Providing layout details, seating capacity and safety measures for the outdoor area.	Local Municipality

Source: PremiumGuest

Ensuring the health and safety of customers at the nightclub is another top priority, which is achieved through strict adherence to a comprehensive set of regulations. This includes compliance with building safety codes that cover structural integrity, fire safety and emergency evacuation procedures. Comprehensive fire safety systems, including smoke detectors, fire alarms and sprinkler systems, are also installed throughout the venue in case of an emergency situation and staff members regularly undergo training in the use of fire safety equipment and emergency evacuation procedures to ensure preparedness in case of emergencies.

Accessibility is another critical focus, with the venue fully equipped to accommodate individuals with disabilities. This includes providing ramps, elevators and accessible restrooms, ensuring all customers can feel comfortable at the club. Additionally, it offers clean and accessible sanitation facilities for both clients and staff, maintaining high hygiene standards.

Effective pest control measures are also in place to maintain a hygienic environment. Regular inspections and preventive treatments are conducted to keep the venue pest-free, ensuring a clean and safe experience for all visitors.

10. Sustainability

Sustainability is a core value at the nightclub. It is integrated into every aspect of the business to minimize its environmental impact and promote social responsibility.

From the initial planning stages, Pulse Bar & Nightclub has prioritized the use of eco-friendly materials. The club's interior features sustainable materials such as recycled metal. Additionally, the lighting system incorporates energy-efficient LED lights, which consume significantly less electricity than traditional lighting solutions. The club is equipped with state-of-the-art energy-efficient appliances and systems. An advanced ventilation system ensures optimal climate control while minimizing energy consumption.

There is also a waste reduction and recycling program. All waste generated by the club is carefully sorted, with a strong emphasis on recycling materials such as glass, paper and plastic. The club uses biodegradable and compostable products wherever possible, including straws, cups and napkins, to further reduce the environmental impact, and collaborates with local recycling facilities to ensure that recyclable waste is processed appropriately.

The club's commitment to sustainability extends to its supply chain. Pulse prioritizes sourcing products from local suppliers who adhere to sustainable practices. . For instance, the club's primary supplier of alcohol, Alkoholes Gual, S.A., is known for its sustainable practices and extensive distribution network within Spain (Europages, 2024).

Pulse Bar & Nightclub actively engages with the local community to promote sustainability and environmental awareness. The club partners with local environmental organizations to support and participate in them. Inside the club, screens display the name of the companies and information about environmental issues and the club's sustainability efforts, encouraging customers to adopt eco-friendly practices in their own lives.

11. Future improvements

A company that doesn't look for improvements in the future is doomed to fail, particularly in the dynamic sector such as tourism, where trends shift every year. Successful businesses must adapt to these changes, and strategic planning is essential. The company has identified several future goals to ensure continued growth and relevance.

Firstly, the development of a mobile application for customers is planned. This app will allow users to manage their bookings and receive loyalty benefits after a certain number of reservations. The platform will also serve to promote loyalty programs and demonstrate appreciation for loyal clients. Additionally, users will be able to view upcoming events, access information about the artists and discover other shows of interest.

Investing in new technology for contactless payments is another strategic consideration. Inspired by Coldplay's use of Light Wristbands at their concert in Bukit Jalil National Stadium in November 2023, which enabled contactless payments and synchronized light shows, this technology could be adapted for the nightclub setting. The wristbands would facilitate seamless transactions and help gather data about customer habits and preferences, providing valuable insights into which products and services to prioritize.

Diversifying offerings is another key strategic direction. The club aims to transition from operating only as a nightclub to a full-time establishment. During the day, the venue will function as a beach bar, leveraging its prime location. An initial plan involves developing a sky bar on the club's roof, accessible through a separate entrance. This rooftop area would feature a large pool with sunbeds, comfortable bean bags and umbrellas, creating a relaxing atmosphere. A specialized bar would offer modern and attractive cocktails, while a DJ will play afro and house music to enhance the atmosphere. Clients would enjoy a magnificent view of the sea, drinking cocktails by the pool or at the bar while listening to great music. This concept aims to provide entertainment all day, with customers starting their day at the beach bar and transitioning to the nightclub in the evening.

The biggest improvement, should the business prove successful, is to expand by opening additional clubs in major cities across Spain, particularly in Madrid and Barcelona. Each new club will incorporate the unique elements that differentiate Pulse Bar & Nightclub from other nightlife establishments, such as themed nights, live performances, and a focus on

high-quality customer service. However, as there are more potential clients in these areas and competition is much stronger, the size of the nightclub would be even bigger. Establishing a presence in these key cities aims to build a brand synonymous with exceptional nightlife experiences throughout Spain. This expansion will not only increase market share but also enhance brand visibility and reputation on a national scale.

12. Conclusions

This project aims at creating a unique and innovative nightclub experience in Valencia by blending Bulgarian and Eastern European nightlife standards and demonstrates significant potential for success. By offering a diverse range of music genres, high-quality customer service and a completely new experience, the club is well-positioned to attract both local and international clients.

The selected location, with its proximity to popular areas, the beach, other tourism businesses and accessible transportation, is ideal for establishing a successful nightlife venue. The spacious design and strategic layout of the club, including the VIP section, ensure a comfortable and engaging experience for all people and position the club as a forward-thinking and environmentally responsible business.

The potential for future improvements, such as the development of a mobile application and the introduction of contactless payment technology, aligns with current industry trends and customer preferences. Additionally, the vision for expanding the business to other major cities in Spain reflects a strategic approach to growth and brand establishment on a national level.

However, it is important to consider potential risks, including economic fluctuations, regulatory changes, and the fierce competition. The success of the business will depend on its ability to adapt to these challenges and continuously innovate to meet evolving market demands.

Overall, this project presents a feasible and promising long-term business opportunity. Through careful planning, strategic implementation, and a commitment to excellence, the proposed nightclub can achieve significant success and contribute to the vibrant nightlife scene in Valencia and beyond.

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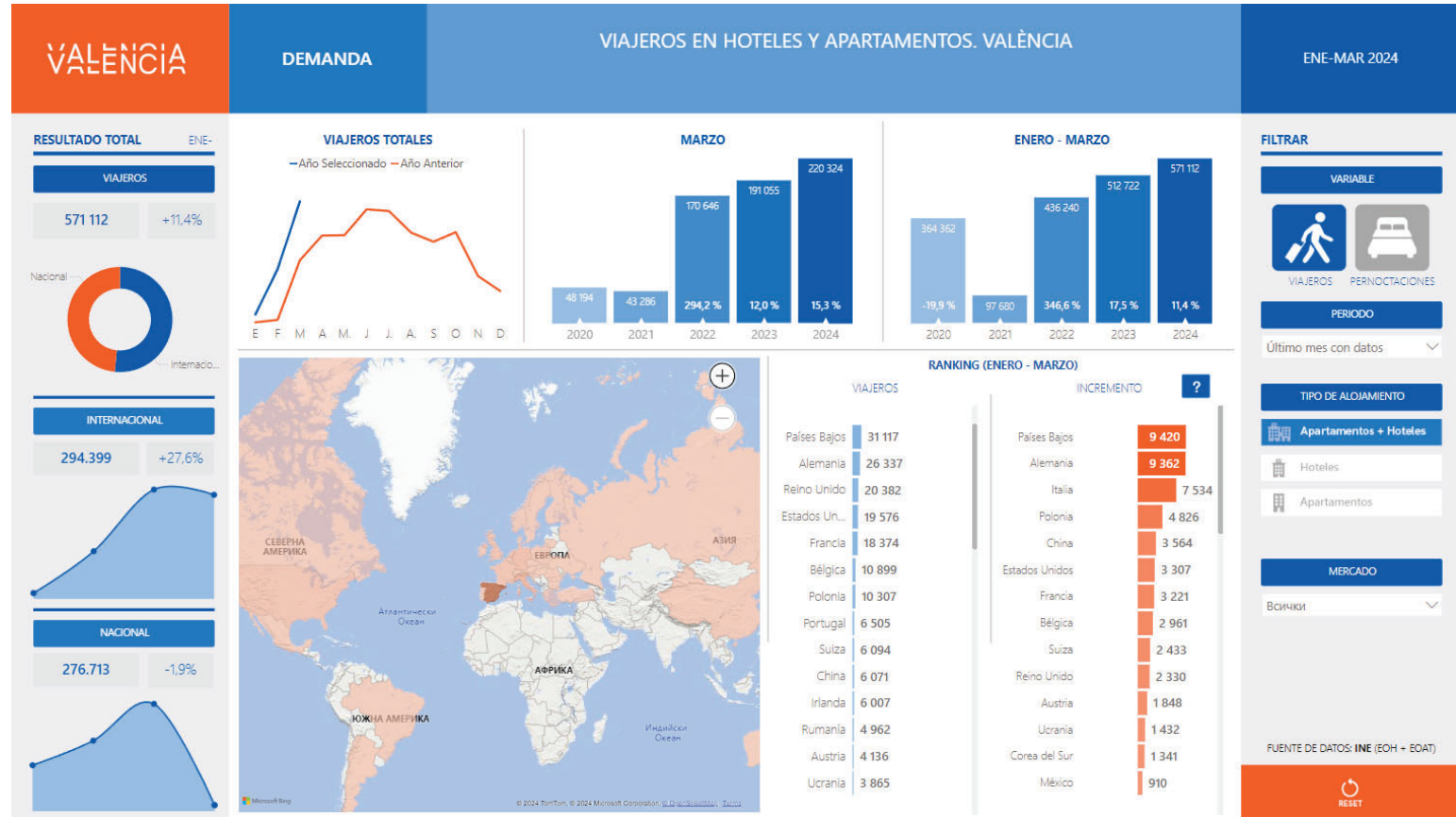
14. Annexes

Annex 1 - Overnight Stays in the period January - March 2024

This is a table to support the claims of tourism increase in Valencia. As it can be seen there is a constant increase every year, with a 11,4% for the period of January - March. This is also considered off season for the destination, meaning that there are millions of tourists more to come.

Table 12.

Overnight stays in hotels and Apartment in Valencia for the period January – March 2024



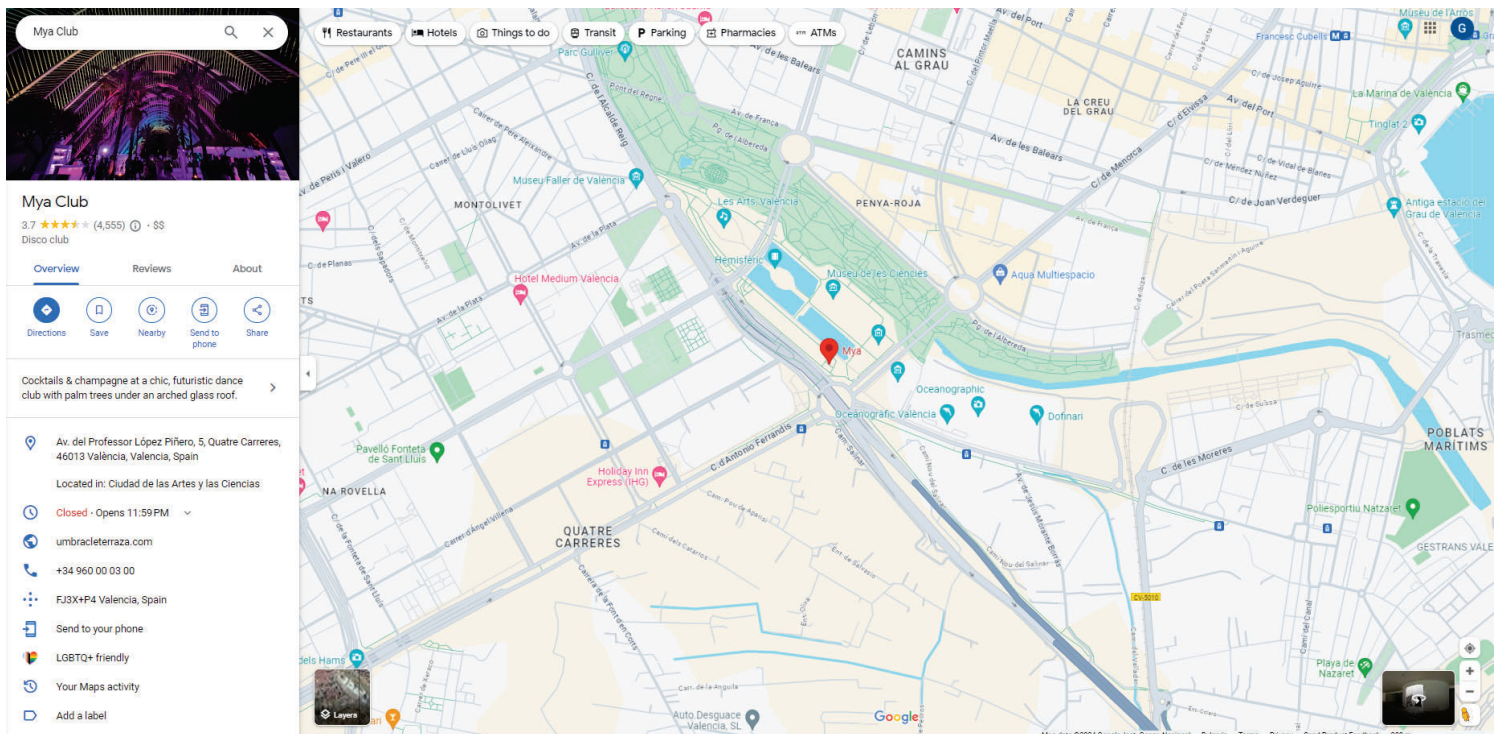
Source: Fundación Visit Valencia

Annex 2 - maps of the competitors of Pulse Bar & Nightclub

In the figures below, which are Figure 5, Figure 6 and Figure 7, is illustrated the location of the biggest competitors of Pulse Bar & Nightclub. These are businesses with years of experience in the sector and with loyal customers in Valencia, but in the entire world. It is a considerable challenge for a new business to compete with nightclubs, unless it offers something that they do not. This is the reason why Pulse Bar & Nightclub provides an innovative experience that sets it apart from all competitors and gives it an opportunity to thrive.

Figure 5.

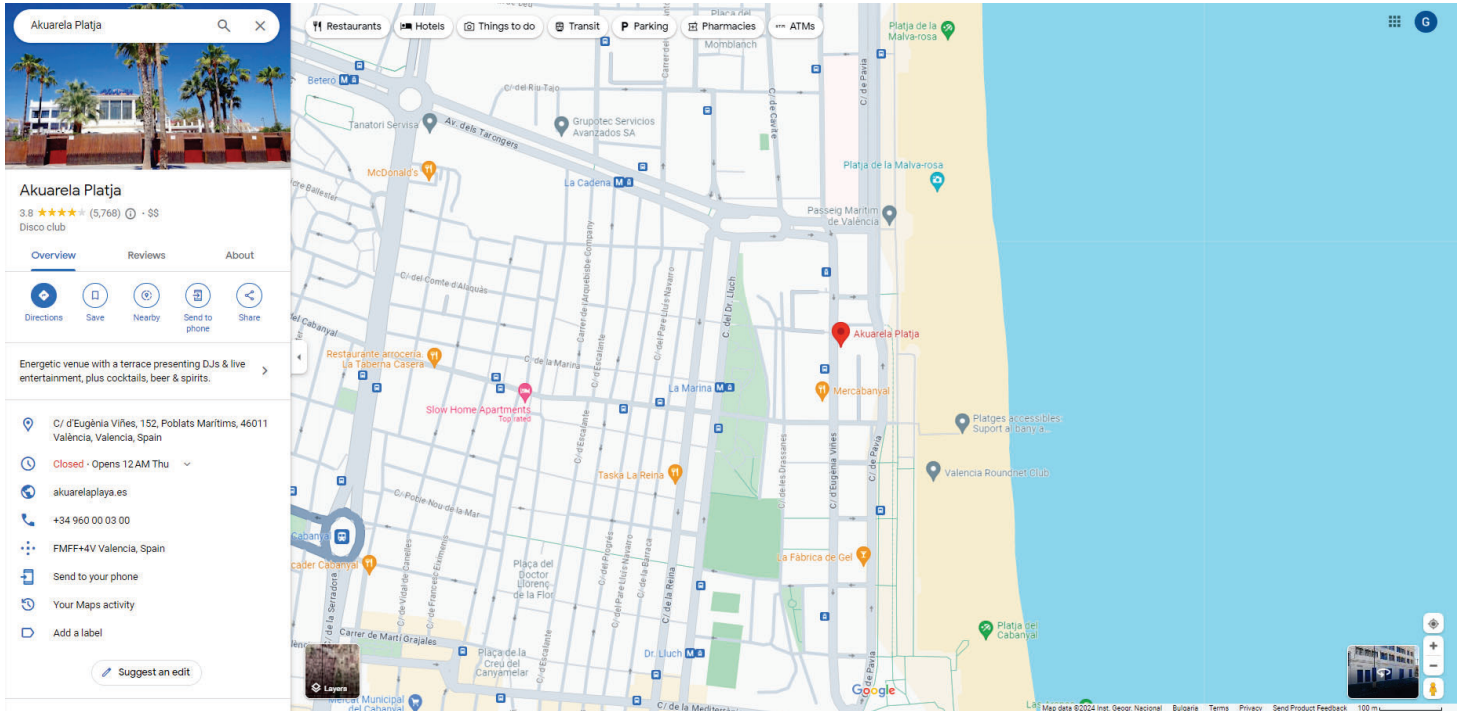
L'Umbracle / Mya location



Source: Google Maps

Figure 6.

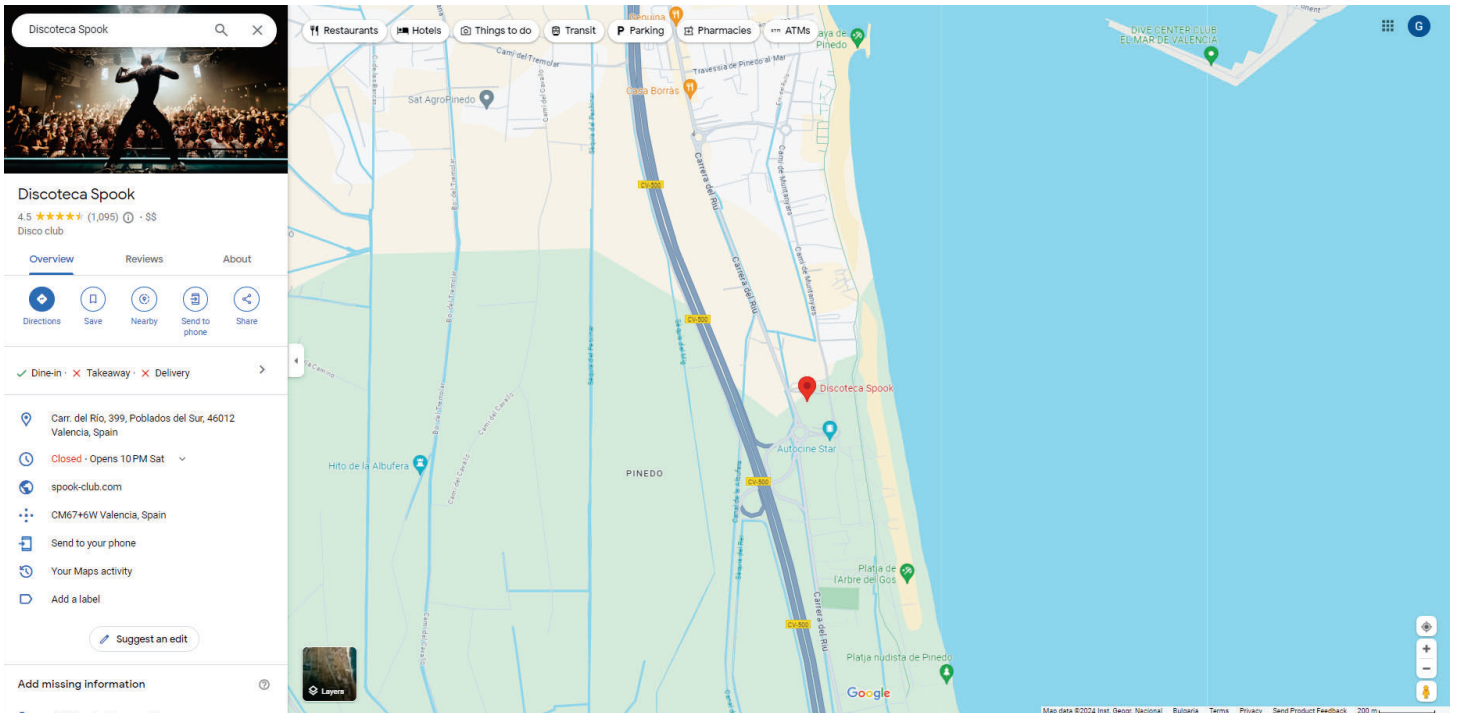
Location of Akuarela club



Source: Google Maps

Figure 7.

Location of club Spook



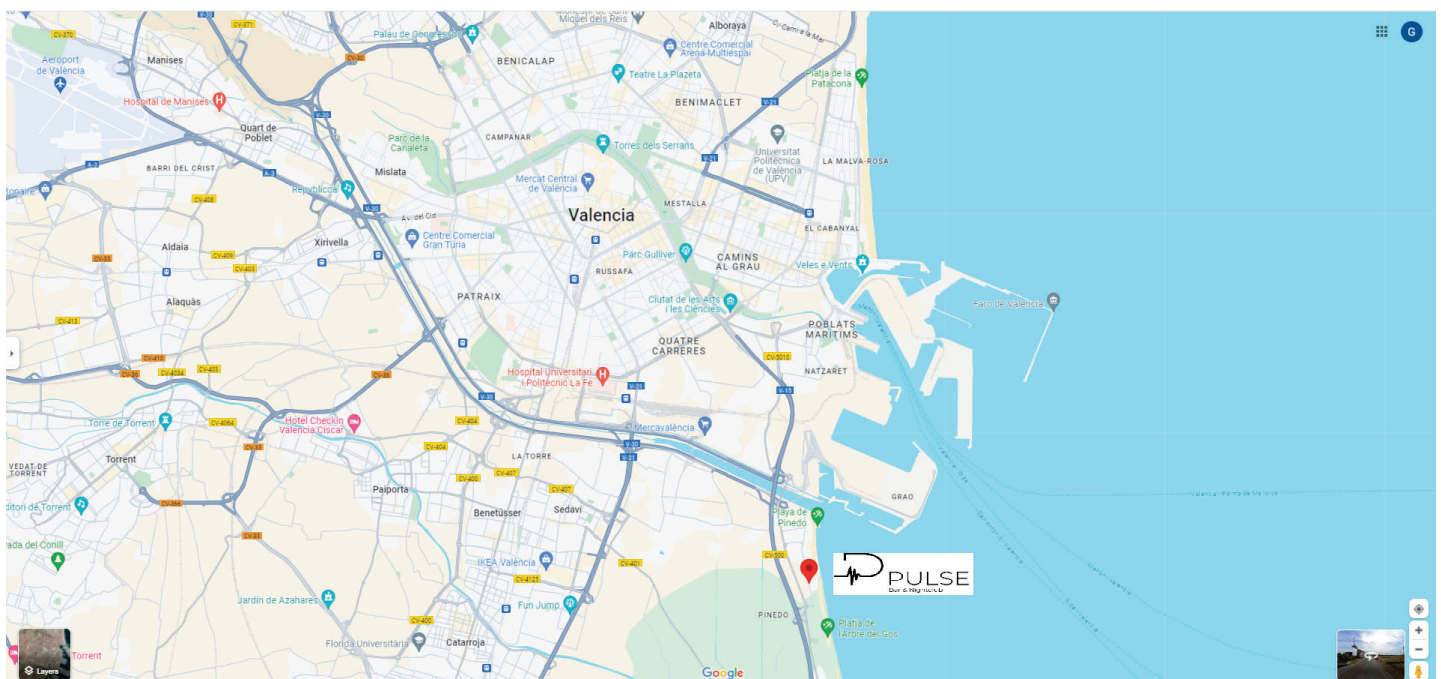
Source: Google Maps

Annex 3 - Location of the nightclub and land of the company

Figure 8 provides an image of the strategic location of Pulse Bar & Nightclub in Valencia. It is situated in the vibrant Playa de Pinedo and enjoys proximity to the beach, providing an attractive destination for both locals and tourists. The map highlights Pulse's accessibility, with its position near major roads and transportation links, ensuring easy access for customers. Although it seems like the club is outside of the city, the area where it is located is very popular with both tourists and locals, as there are many restaurants and even a nightclub nearby. This provides a strategic advantage, as competition is lower, but tourists are still coming.

Figure 8.

Location of Pulse Bar & Nightclub



Source: Google Maps

Figure 9 highlights the land which the nightclub will use for its facilities. The chosen site is spacious, providing enough room to construct a large club with a capacity of approximately 1,000 people. This space will accommodate all essential facilities, including a stage, dance zone with tables, VIP area, bar, storage rooms and an office for the manager, ensuring an enhanced customer experience. In this location there used to be another club before, meaning that this land is suitable for such a business.

Figure 9.

The land where all facilities of the company will be located



Source: Google Earth

Then on the next graph, which is Figure 10, is shown the exact location where the building will be constructed. The club will be on the front line, right next to the beach, as that makes it most attractive to the clients. The other space will be used for parking, which is vital for a tourism business outside the city.

Figure 10.

The location of the building of the club



Source: Google Earth

Annex 4 - Design of the different facilities of the nightclub

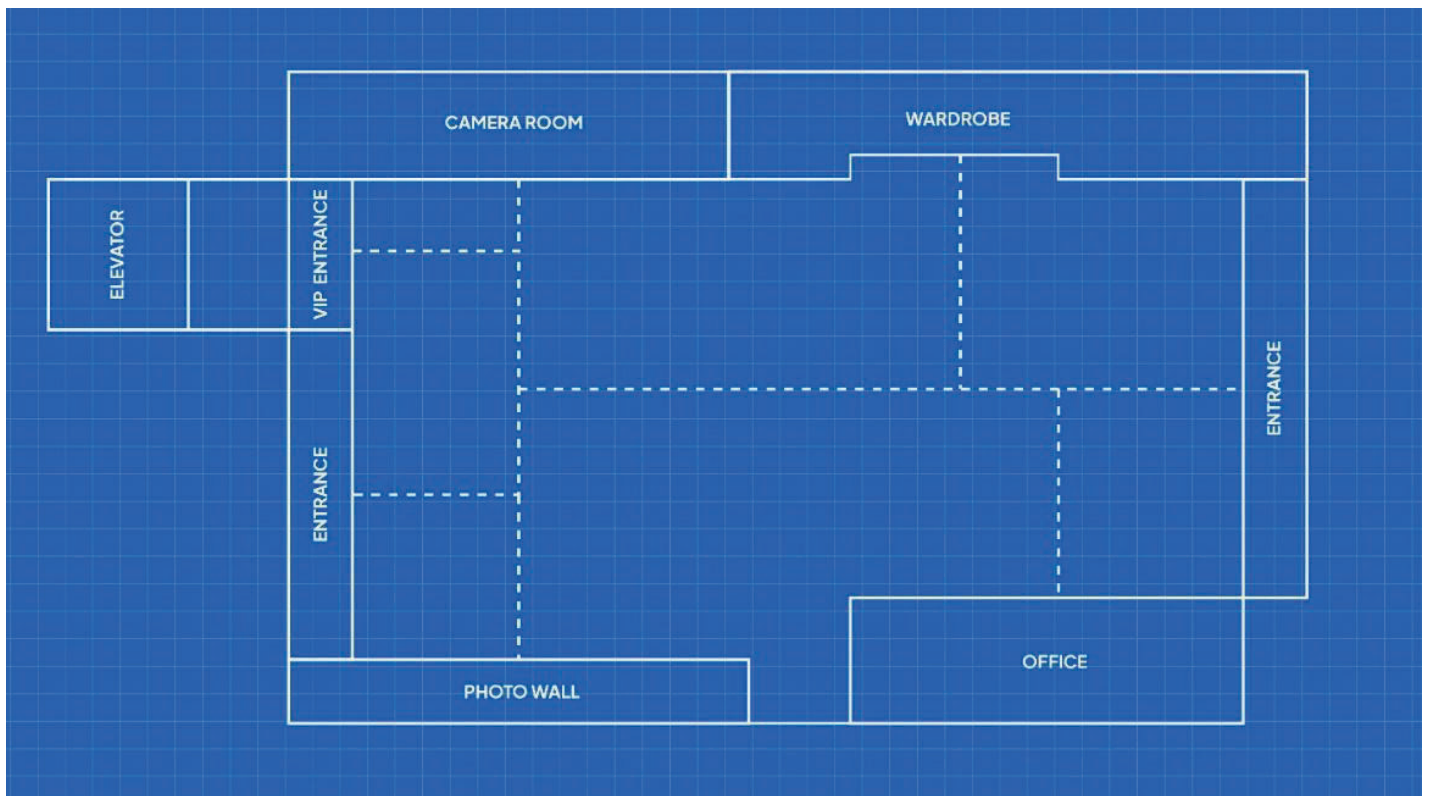
On the inside the design is more complex. First, in Figure 11 is the section where customers enter the club from. Guests are welcomed into a spacious lobby. To the right, there is a reservation desk where clients can check in and pay for their reservations. Behind this desk is the wardrobe room, offering a convenient place for guests to store their coats and belongings securely.

On the left side of the entry area is the manager's office. This room is restricted to ensure privacy and is accessible only to the manager, allowing for administrative activities to be conducted securely. Directly facing the entrance is a decorative photo wall, designed for guests to take memorable photos with themed decorations, adding an engaging activity upon arrival.

On the side of the entry area, an elevator provides access to the exclusive VIP section. This area is restricted to high-class customers who will be accompanied by staff to their private booths, ensuring a sense of exclusivity and personalized service.

Figure 11.

Blueprint of the entry of the club



Source: Own elaboration

The interior layout of the nightclub is designed to maximize space and enhance the customer experience. Figure 12 presents a blueprint of the inside of the venue. Upon entering the venue, guests are greeted with a spacious area filled with tables and a large stage situated opposite the entrance. This stage is where artists will perform when they are invited.

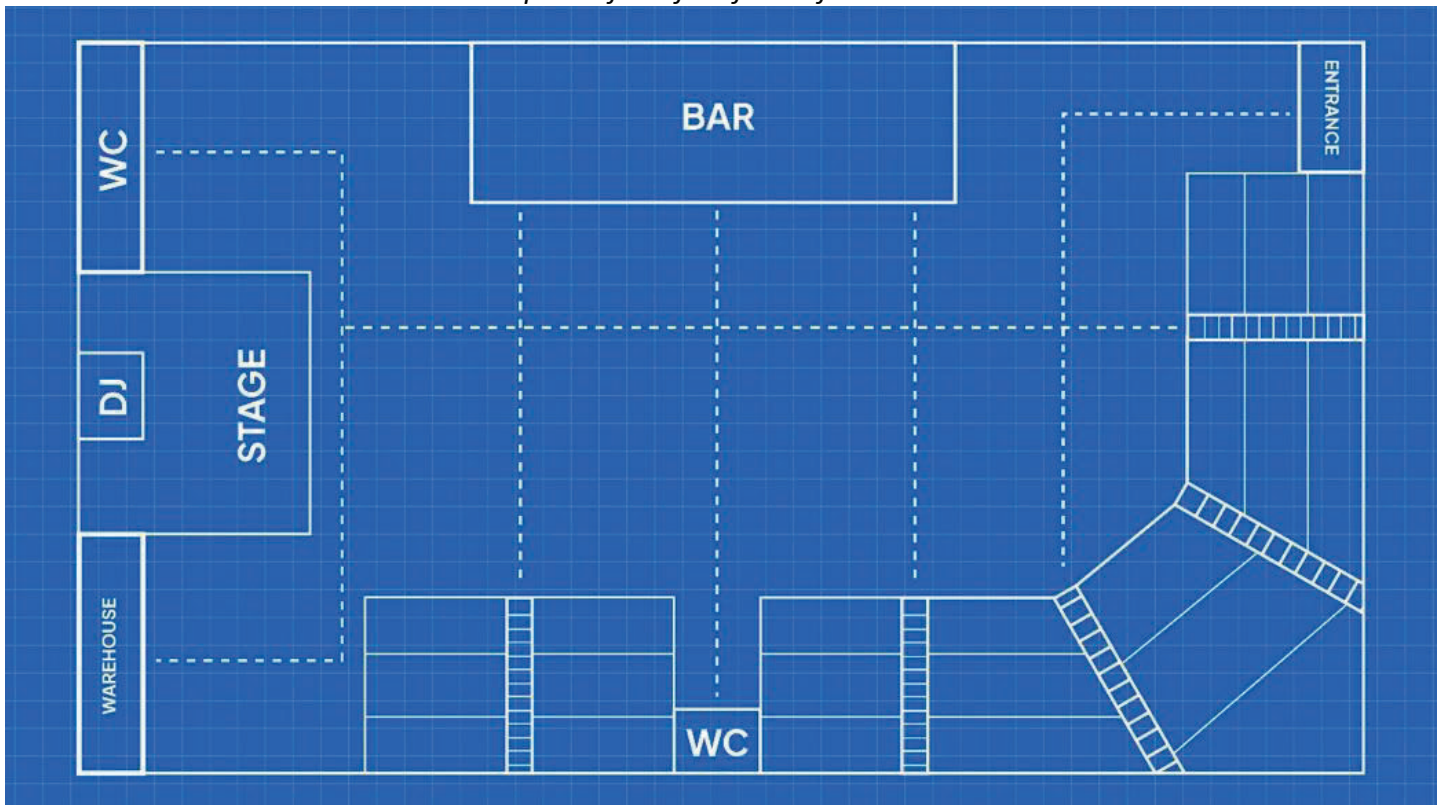
To the right of the stage, there are restrooms for men and women, each thoughtfully designed to handle the high traffic typical of a bustling nightclub environment. Each restroom is equipped with modern fixtures, including multiple stalls, sinks, and mirrors to accommodate a large number of guests efficiently. Additionally, there is a dedicated bathroom for individuals with disabilities, ensuring that the club is accessible to all people. This restroom is designed with wider stalls, handrails, and other necessary adaptations to comply with accessibility standards. There is another toilet on the other side of the bar, making it more convenient for customers when the nightclub is at full capacity. On the left side, a storage room is located for all necessary products and supplies. This strategic placement ensures that operations run smoothly and that essential facilities are easily accessible to patrons.

The central area of the club is dedicated to seating, with 100 tables, each with four chairs. Each table can accommodate up to six people, but only 4 people will be seated. For larger groups, tables can be combined to ensure everyone is seated comfortably. This area serves as the heart of the club, where guests can enjoy the music and socialize in a comfortable setting.

On the right side of the club is a large bar where all drinks and orders will be prepared. The bar also features seating for guests who do not have table reservations, providing a versatile space for both socializing and enjoying drinks. The left side of the club features a section with larger, more luxurious tables. These tables come with a couch and are arranged on three ascending levels, creating a seating arrangement that offers excellent views of the stage. There are staircases which help customers reach their table. Each level has a table one on the left and one on the right of the stairs. Opposite the stage, on the entry side of the club, there are additional larger tables set on three levels. This arrangement continues to the left of the main entrance, maximizing the use of space and ensuring a premium experience for guests who prefer a more exclusive setting.

Figure 12.

Blueprint of the first floor of the club



Source: Own elaboration

Figure 13 illustrates the second floor of the nightclub, which is the VIP section, offering an elevated and exclusive experience for premium guests. This area is designed as a terrace, providing a superior view of the club and a secluded space away from the main crowd. It will cover the area over the bar on the first floor

The VIP section features private booths, each spacious enough to accommodate up to 10 people. This setup is ideal for larger groups or for guests who wish to feel special and invite others to join them in a more intimate setting. The booths are furnished with luxurious, comfortable couches and modern glass tables. For added privacy, each booth is separated by specialized glasses, that can turn dark with the push of a button. In this way VIP customers can choose if they want to be seen by the entire club or they wish to continue partying in privacy.

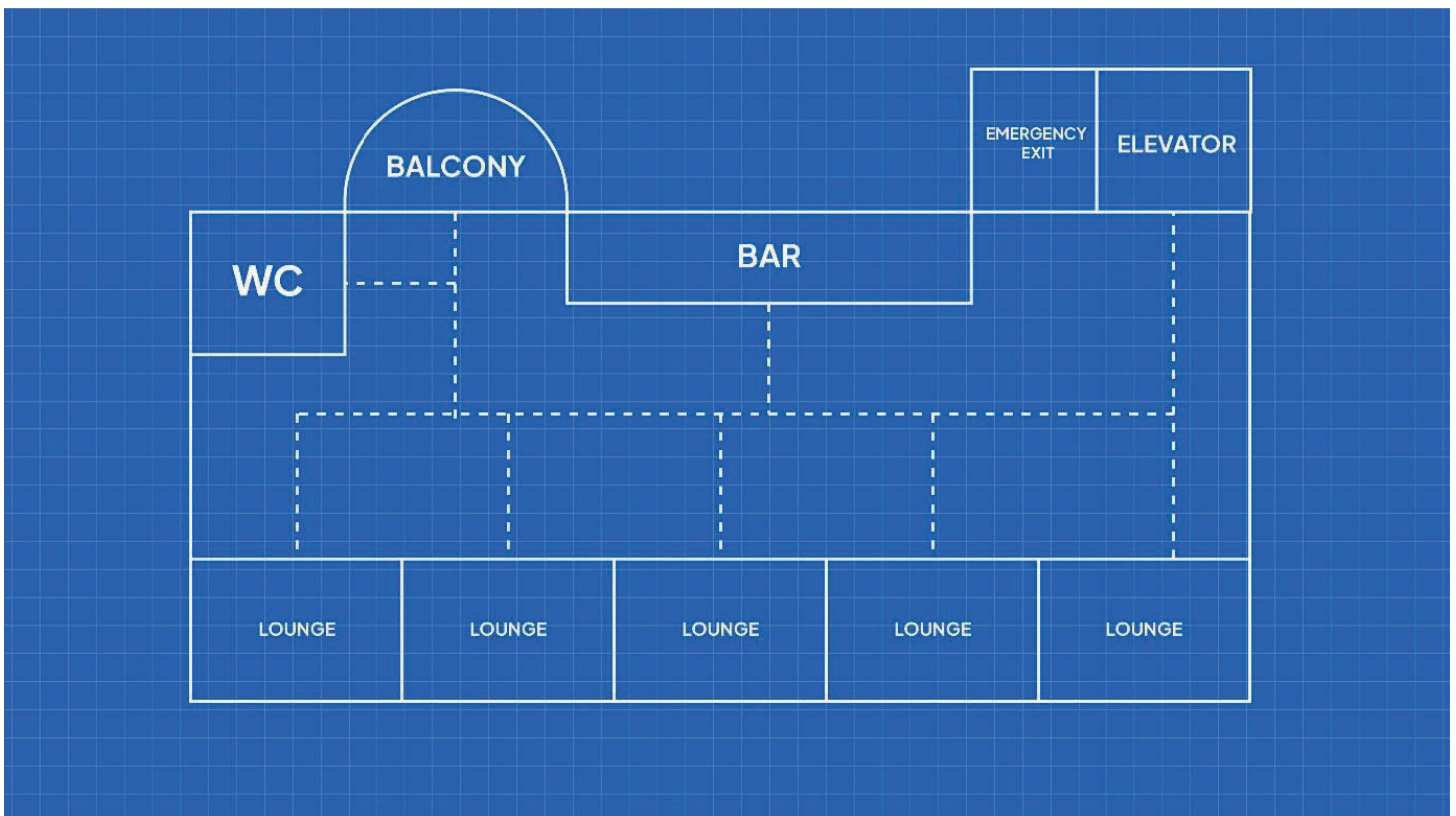
To ensure convenience and excellent service, the VIP area includes its own dedicated bar. This ensures that VIP guests receive their orders without delay. Additionally, this section is

serviced by a separate team of waiters, distinct from those on the first floor, to cater specifically to the needs of the VIP clientele. These clients also have a separate bathroom, ensuring that VIP guests have convenient access to facilities without needing to leave their exclusive area. These restrooms are located on the left side of the VIP bar, providing easy access from any part of the VIP terrace. The VIP restrooms feature luxurious fittings and finishes, reflecting the premium nature of the VIP experience. Similar to the first floor, the VIP section also includes a dedicated restroom for individuals with disabilities, ensuring that all guests, regardless of mobility, can enjoy the VIP amenities comfortably.

One of the biggest advantages is the terrace for smoking. It is positioned opposite the sea, meaning that VIP customers can have an exclusive view of the sunrise if they wish to stay until morning.

Figure 13.

Blueprint of second floor of the club – VIP area



Source: Own elaboration

Annex 5 -Menu of Pulse bar & Nightclub

This section includes a detailed visualization of the menu of Pulse Bar & Nightclub. This is illustrated in Figure 14, Figure 15, Figure 16, Figure 17 and Figure 18. It combines cheaper and more expensive drinks so that every customer has an option based on their budget. The products offered are divided in categories based on the type of alcohol they are. On the first page are illustrated the cocktails which the club will offer. After that there are non-alcoholic cocktails for customers who want to drink something fancy, but do not want it to have alcohol in it. It is the same with beers - there are alcoholic and non-alcoholic ones.

For the stronger types of alcohol, the business offers a variety of whiskey, vodka, rum, tequila and champagne. They all can be served as a glass of 50ml or as a bottle of 750ml. There are also a variety of shots that customers can have if they want to get drunk faster. The menu includes different types of soft drinks, such as Coca Cola, Fanta, etc which can be purchased to accompany a bottle of alcohol.

Lastly, there is a unique product in the club, which is a packet of napkins. It is a completely new experience for people outside Eastern Europe, as it is used to be thrown in the air and provide the feeling of money falling from the sky.

Figure 14

1st page of the menu of Pulse Bar & Nightclub



Source: Own elaboration

Figure 15

2nd page of the menu of Pulse Bar & Nightclub

Non-Alcoholic Cocktails:	
Virgin Mojito / mint, lime, sugar, soda water / -	€6.00
No-Gin Tonic / non-alcoholic spirit, tonic water, lime wedge / -	€6.00
Whiskey sour / whiskey, lemon juice, syrup, cherry, orange slice /	
Shirley Temple / ginger ale, grenadine, cherry / -	€6.00
Fruit Punch / mix of orange, pineapple and mango juices, soda water / -	€7.00
Cucumber Cooler / cucumber, mint, lime, soda water / -	€6.00
Beers	
Estrella Damm -	€4.00
Mahou Cinco Estrellas -	€4.00
Alhambra Reserva -	€5.00
Ambar Especial -	€4.50
San Miguel Especial -	€4.00
Cruzcampo Gran Reserva -	€5.00
La Virgen Madrid Lager -	€4.50
Estrella Galicia -	€4.00
Heineken -	€4.00
Guinness Draught -	€5.50
Corona Extra -	€4.50
Non-Alcoholic <u>Beers</u> :	
Estrella Galicia 0,0 -	€4.00
San Miguel 0,0 -	€4.00
Heineken 0,0 -	€4.00

Source: Own elaboration

Figure 16

3rd page of the menu of Pulse Bar & Nightclub

For alcohol there are 2 prices – first one is for a glass of 50ml, second one is for a bottle of 750ml.

Whiskey

Bushmills Original - €7.50/€75.00

Jameson - €8.00/€80.00

Jameson Irish Whiskey - €8.00 / €80.00

Jack Daniels - €8.50/€85.00

Chivas Regal 18 year old - €18.00/€180.00

Glenfiddich 21 year old - €25.00/€250.00

Johnnie Walker Blue Label - €40.00/€400.00

The Macallan - €50.00/€500.00

Vodka

Smirnoff Red Label - €8.00/€80.00

Absolut - €8.50/€85.00

Stolichnaya - €9.00/€90.00

Ciroc - €15.00/€150.00

Beluga Noble Russian Vodka - €20.00/€200.00

Grey Goose - €20.00/€200.00

Beluga Gold Line - €40.00/€400.00

Rum

Captain Morgan - €7.00/€70.00

Bacardi Carta Blanca - €7.50/€75.00

Source: Own elaboration

Figure 17

4th page of the menu of Pulse Bar & Nightclub

Tequilla
Jose Cuervo Especial Reposade - €7.00/€70.00
Sauza Silver Tequila - €7.00/€70.00
El Jimador Reposado - €7.00/€70.00
Don Julio Blanco - €20.00/€200.00
Don Julio 1942 - €40.00/€400.00
Gran Patrón Burdeos - €100.00/€1000.00

Champagne
(champagne can be bought only in bottle)
Freixenet Cordon Negro Brut - €40.00
Prosecco DOC - €40.00
Cava Brut - €60.00
Bollinger Special Cuvee - €120.00
Veuve Clicquot Yellow Label - €120.00
Moet & Chandon - €150.00
Perrier - Jouet Grand Brut - €200.00
Dom Perignon Vintage - €350.00
Krug Grande Cuvee - €350.00

Shots
Tequilla - €3.00
Whiskey - €5.00
Vodka - €5.00

Source: Own elaboration

Figure 18

5th page of the menu of Pulse Bar & Nightclub

Premium Shots
Belvedere Citrus Twist / Belvedere Vodka, fresh lemon / - €10.00
Grey Goose Espresso / Grey Goose Vodka, espresso / - €10.00
Ciroc Red Berry Bliss / Giroc Vodka, cranberry juice, fresh lime juice / - €10.00
Firecracker / Patron Silver Tequila, tabasco sauce, fresh lime juice, chili / - €10.00
Tropical Paradise / Absolut Vodka, pineapple juice, lime wedge / - €10.00
Chili chocolate Delight / Tequilla, chocolate liqueur, chili powder / - €10.00
Creamy Lemon Drop / Grey Goose Vodka, lemon juice, whipped cream / - €10.00
Golden Sunrise / tequilla, orange juice, granadine/ - €10.00
Don Julio Splash / Don Julio 1942 Tequilla, Orange twist / - €20.00

Soft Drinks
Coca-Cola, Sprite, Fanta - €3.00
Tonic Water, Soda Water, Ginger Ale - €3.00
Fresh Juice (Orange, Pineapple, Cranberry) - €3.00
Still water - €3.00

Other Products
Packet of Napkins - €10.00

Source: Own elaboration

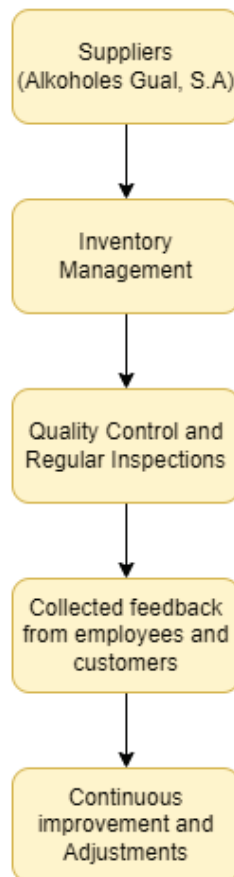
Annex 6 -- Diagram of the supply chain of Pulse Bar & Nightclub

In this section is provided a visual representation of the supply chain of Pulse Bar & Nightclub, which supports the information provided in section 6.2 of the project

Figure 19.

Diagram Supply chain

Pulse Bar & Nightclub Supply Chain



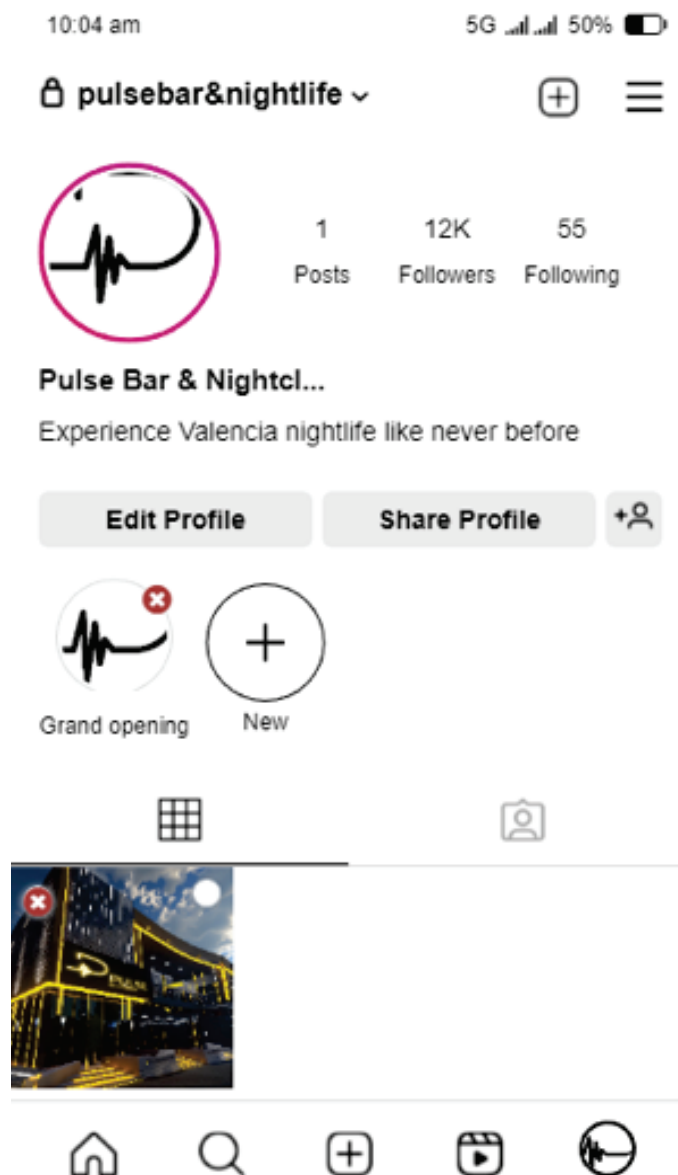
Source: Own elaboration

Annex 7 - Instagram profile of the nightclub

This section provides a visual representation of what the social media profiles of the business will look like. This is where most of the promotional content will be uploaded to attract as many customers as possible. Instagram has become the world’s most influential platform, even creating a term in tourism - “Instagrammable”. People post their experiences there so all their friends and followers can see them, so maintaining the social media profiles is crucial for the success of the business.

Figure 20

Instagram profile of Pulse Bar & Nightclub



Source: Own elaboration