

## Ignite Nightclub Business Model

### Mission Statement

Our mission is to create a high-end nightclub experience that exceeds clients' expectations by offering exceptional levels of service, entertainment and social activities in a safe, comfortable and relaxed atmosphere.

### Vision

Our vision is to become the preeminent lounge, nightclub and entertainment centre in Prince George.

To attain this vision, we will provide:

- A high-end sound system, high-end lighting system, exceptional customer service and entertainment.
- We also understand the importance of Customer and Employee safety therefore we have installed a security camera system throughout the building both inside and outside. We have also installed an identification (ID) scanner at the entrance point of the club to be certain that those entering the club are of age and that they meet the scrutiny level we desire for the safety of all.
- Our vision will only be attained if we expect the best from our staff and management team therefore, we will consistently conduct training for staff and management, recognizing we are responsible and accountable for the image we portray to the community and our guests.

### Target Market

We do not view Ignite as the general definition of a "Gentleman's Club." We view it as an Entertainment Venue with a focus on both men and women in the 25 to 60 year age group. We will be offering our patrons a high energy, safe environment to socialize, dance and be entertained. Currently no other establishment in Prince George offers this level of entertainment to this core customer group. It is our belief that Ignite will fill a void that has been lacking in Downtown Prince George.

### Liquor Sales and Certificates

- Ignite will not promote discounted alcoholic beverages.
- All Servers, Bartenders, Security Staff and Management will have SIR certificates, as well additional liquor service training beyond SIR will be conducted by Paladin Consultants on an consistent basis.
- There will be five (5) liquor service bars 1) Main floor main service bar - Monday to Saturday 2) Shooter Bar main floor - Thursday to Saturday 3) 2 Portable Bars for VIP Area - Friday and Saturday 4) Upper floor service bar - Friday, Saturday and Events

### Adult entertainment

- Professional Exotic Dancers will provide entertainment.
- Management will provide and brief the dancers on Ignites house policy regarding performances and to reenforce the no contact rule with patrons.
- Dancers will perform as required during peak business hours and for events.

### Other entertainment

Ignite on occasion will host live bands for special events such as: New Year's Eve, St Patrick's day, Welcome to Summer, Ignite yearly Anniversary

**Security**

- Ignite will conduct ID checks on all customers at the main entrance utilizing our Electronic ID scanner during all operating hours.
- A dress code will be in effect
- 2 Security Staff will be stationed at front door 1 male 1 female
- 4 Security Staff on main floor during peak hours
- 2 Security Staff upstairs during peak hours
- 1 Security Manager will be floating during peak hours

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