

KARAOKE PARADISE

SING IT YOUR WAY





WHY?

Karaokes are a unique and fun type of entertainment, very popular in Asian countries, but difficult to find and enjoy in Vancouver - mainly outside the Downtown area.

We plan on opening Karaoke Paradise in Richmond, to cater to students and young Asian professionals living in the area.

OUR MISSION

Our mission is to create a vibrant and inclusive community hub, where people can express themselves, connect with others, and experience the joy of karaoke. We aim to provide an unforgettable karaoke experience that celebrates Asian culture and fosters a sense of belonging. We are dedicated to promoting cultural exchange, embracing diversity, and nurturing talent, all while ensuring a fun and safe environment for everyone who walks through our doors.

Fonts

NOURD BOLD

For titles, all caps

LACQUER

For subtitles or accents, small caps

Public Sans

For body copy

Colors



ELEMENTS

Black and white Sketchify Japan illustrations, with different clothing, group size and genders



Blobs



Scribbles



Photography



SLOGAN & LOGO



SING IT YOUR WAY



OUR AUDIENCE

Demographics

AGE: 19 - 30

GENDER: All genders

MARITAL STATUS: Singles and young couples

INCOME: low and mid

OCCUPATION: students and workers

RACE: Asian

Geographic

We're aiming particularly people who live in Richmond or near areas, and are tired of having to go all the way to Downtown to have fun.

Psychographics

Our customers are popular, outgoing, and enjoy being out with friends. They are willing to spend on non-essential activities, likely go clubbing, and have singing as a hobby (without being necessarily good/professional). They also enjoy Asian food and culture.

Behaviour Response

Our customers enjoy singing, tend to prioritize social activity and spend more money on it.



CUSTOMER PROFILE

Our customers are young (19 - 30), they live to have fun and love to be out with their friends.

They are loud, vibrant, and outgoing, they are hard workers and don't mind spending money on themselves and their friends, because they deserve it.

They are mostly Asian, live close to Richmond, and are tired of going all the way to Downtown or Burnaby to have fun.



ADDED VALUE

- Private singing rooms
- Daily championship between rooms
- Playlist updated with latest songs
- Free snacks and chips, special discounts and pricing
- Costumes available for wearing
- Themed rooms



OUR SKILLS



UNIQUENESS

We hold championing every weekends, to engage and provide the best experience to our customers

VARIETY

Different concepts in every room, so customers keep coming back to try different atmospheres

CULTURE

We offer our clients a huge list of J-POP, K-POP and other Asian genres. We also welcome our international friends with a selection of different styles such as Rock, Hip-Hop and Latin music.

FRIENDLY

Great place to bring colleagues and friends together!

Strengths

- Unique Entertainment Experience
- Convenient Location
- Inclusive and Vibrant Atmosphere
- Private Rooms and Costume Availability

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Weaknesses

- Limited Target Audience
- Competing against more known Downtown Establishments

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Threats

- Economic Factors
- Changing Consumer Preferences
- Regulatory Compliance

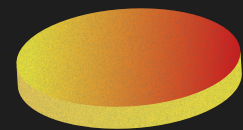
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Opportunities

- Growing Asian Community
- Partnerships and Collaborations

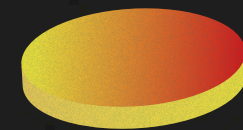
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COMPETITORS



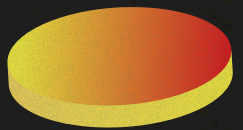
Fantacity Karaoke

[Robson] Has soundproof private rooms and a good price



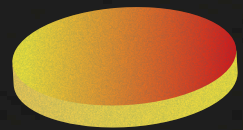
V-Show Karaoke

[Burnaby] Modern and chic, more expensive (defined by room size), selection of drinks and snacks



Gal Chae Karaoke

[Burnaby] 50% discount weekdays, outdated decor



Switch

[Robson] Private rooms, focused in Japanese culinary

PRICES

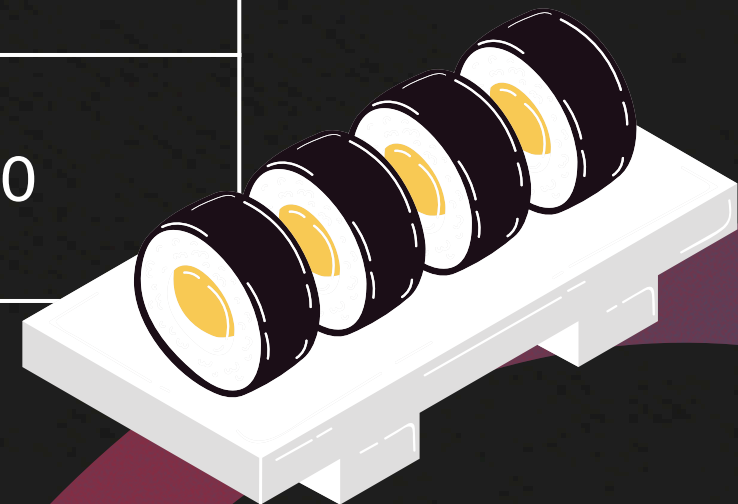
PAY FOR A ROOM JUST FOR YOU AND YOUR FRIENDS OR ENJOY OUR OPEN SPACE

Room	Capacity	Price/hr
Jungle	10	\$ 60.00
Macau	10	\$ 60.00
Mountain Fuji	15	\$ 85.00
Panda	15	\$ 85.00
White Beach	20	\$ 110.00
K-pop	20	\$ 110.00
Open space	-	\$ 10.00



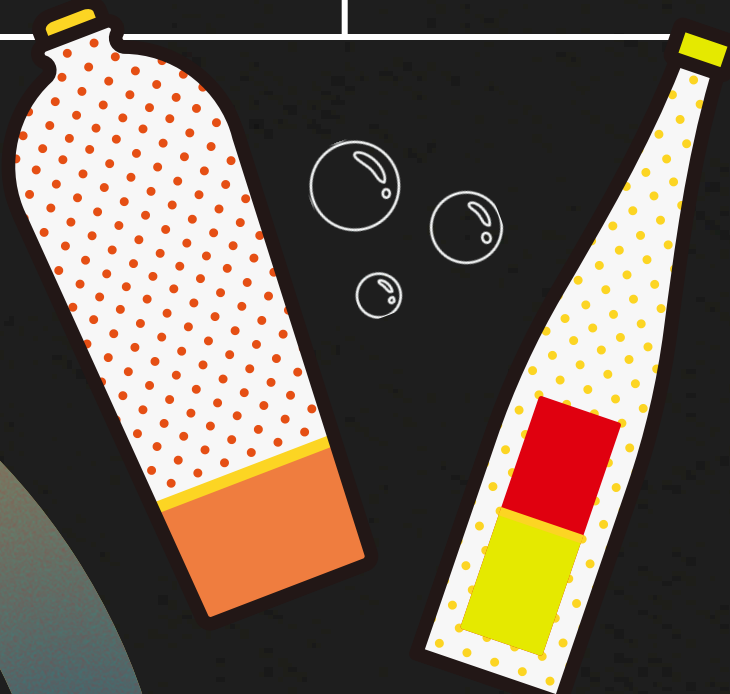
FOOD MENU

Food	Price	Food	Price
Takoyaki (6 pieces)	\$5.00	Poutine	\$10.00
Dumpling (10 pieces)	\$15.00	Classic Burger	\$18.00
French Fries	\$4.55	Crispy Chicken Sandwich	\$19.00
Kimbap (8 pieces)	\$15.00	Beyond Burger	\$18.00
Tempura	\$16.00	Fried Chicken	\$14.00
Sushi Combo (18 pieces)	\$17.00	Ice cream (chocolate/vanilla/strawberry)	\$2.70



DRINK MENU

Drinks	Price
Asahi	\$6.00 - pitcher \$24.00
Craft beer / Ginger beer / Budweiser	\$8.00 - pitcher \$24.00
Stella	\$9.00 - pitcher \$24.00
Corona / Heineken	\$11.00 - pitcher \$26.00

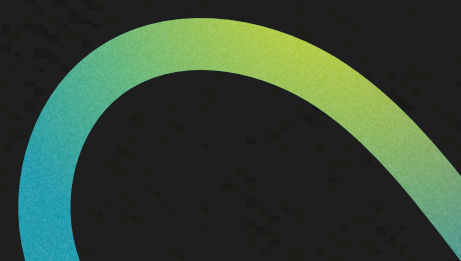


Drinks	Price
Cider	\$6.00 - bottle \$20.00
Sake	\$12.00 - bottle \$50.00
Soju	\$12.00 - bottle \$40.00
Soft drinks	\$3.00 - \$4.00
Strong alcohol	\$10.00 - \$ 25.00
Cocktails (non-alcoholic/alcoholic)	\$6.00 - \$ 18.00
Wines (red, white)	\$7.00 - bottle \$70.00



MARKETING STRATEGY

As a brand new entertainment complex, our initial aim is to raise awareness about business inside our target segments. The awareness stage will start 3 to 5 weeks before opening, as we get ready printed material and secure advertising positions with Translink and Billboard holders. As those customers consider and try our Karaoke Paradise, we'll move into a loyalty phase, bringing in influencers and ads to inspire people to keep coming back.



ADVERTISEMENT - TRANSIT

WHO?	People that use normally bus in their routine
WHAT?	We'll make use of original content and try to get new customers.
WHERE?	Bus stops, stations, and side of buses in routes in or leading to Richmond to get new potential customers.
WHEN?	At the beginning and we will see the audience to keep it in the future.
HOW?	The marketing designer will produce a general ad to put on the buses.

ADVERTISEMENT - TRANSIT



ADVERTISEMENT - TRANSIT



ADVERTISEMENT - TRANSIT



VANCOUVER MAGAZINE

WHO?	People who are enthusiastic to check local news or fun place to visit
WHAT?	We'll raise people's awareness of our presence, promote our differentials and invite clients in. Since the magazine is well-known for 56 years here in Vancouver, an endorsement from Vancouver Magazine can boost our credibility.
WHERE?	Paper magazine & online article
WHEN?	First month of the launch
HOW?	Describe outlines of our added values, foods, and drinks.

VANCOUVER MAGAZINE

SING IT YOUR WAY MEET RICHMOND'S NEWEST HOTSPOT

Karaoke Paradise opens June 30th in Richmond, and we bring you a sneak peek of the brand new entertainment center with modern, fresh rooms and songs

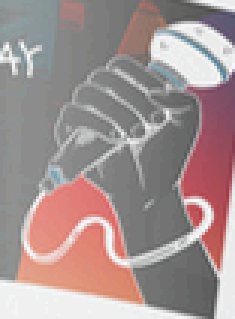


Are you ready for a full karaoke experience? Look no further than Karaoke Paradise, the perfect destination for music enthusiasts seeking a place to sing, compete, and create unforgettable memories.

At Karaoke Paradise, the fun never stops. Participate in daily championships between karaoke rooms, where you can show your talent and compete against friends or other groups.

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IT'S TIME TO
SING IT YOUR WAY
GRAND OPENING
FRIDAY, JUNE 30TH
KARAOKE
PARADISE
1000 8 LISA RICHMOND ST



The perks of Karaoke Paradise don't end there. We offer complimentary snacks and chips, providing you with fuel to keep the energy high during your karaoke session. Additionally, we have special discounts and pricing options, making your experience even more accessible and affordable.

Exclusive view of one of the decorated rooms available. The Mountain Fuji, decorated in classic Japanese style, can welcome up to 15 singers

Want to add an extra touch of excitement to your performance? Explore our selection of costumes, available to you to wear and transform into your favorite music icons. Let your imagination run wild! Immerse yourself in our themed rooms, add an extra layer of fun and melody to your karaoke adventure. Come and join us at Karaoke Paradise, where singing, competing, and being a diva are all part of the experience. Let your inner superstar shine and sing it your way!



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INSTAGRAM

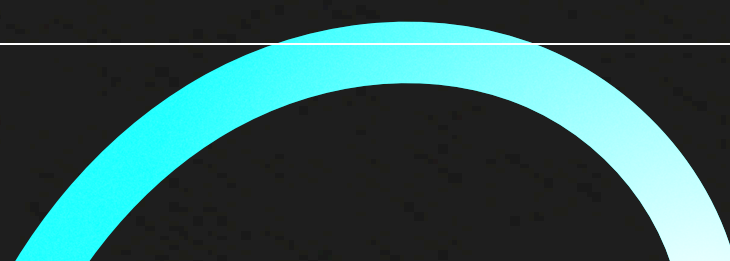
WHO?	Our target is young Asians living near Richmond, who interact with posts/profiles/hashtags of parties, entertainment, events, and restaurants
WHAT?	We'll raise awareness re: Karaoke Paradise, promote our differentials, and invite clients in. We'll make use of original content, to be posted by influencers, as well as paid static ads as Stories.
WHERE?	Our chosen influencers are Urban Vancouver, Curiosity Vancouver, and Vanstu Events
WHEN?	We'll have two phases. Phase I will hit the targets based on demographic around each media's busiest time, announcing the soon-to-be-open business. Phase II will be after the launch, with content produced by influencers during their visit, as well as original content made/posted by ourselves.
HOW?	Each influencer will have a set of four posts: 2 reels to be posted in their stories + 2 public posts to be posted in their feed (one pair for each phase)

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WHAT?	We'll raise awareness re: Karaoke Paradise, promote our differentials, and invite clients in. We'll make use of original content, to be posted by influencers.
WHERE?	Our chosen influencers are Urban Vancouver, Daniella_atk and Deanawoo
WHEN?	Post no. 1 should be published two days after the opening. Post no. 2 should be 4 to 6 weeks after opening.
HOW?	Each influencer will post two videos. One after launch during their first visit, showcasing the decor, sound selection, and promos. The second a month later, as they "loved it and want to try again", focusing more on food, drinks, and generally having fun with their friends.

THE DAILY HIVE VANCOUVER

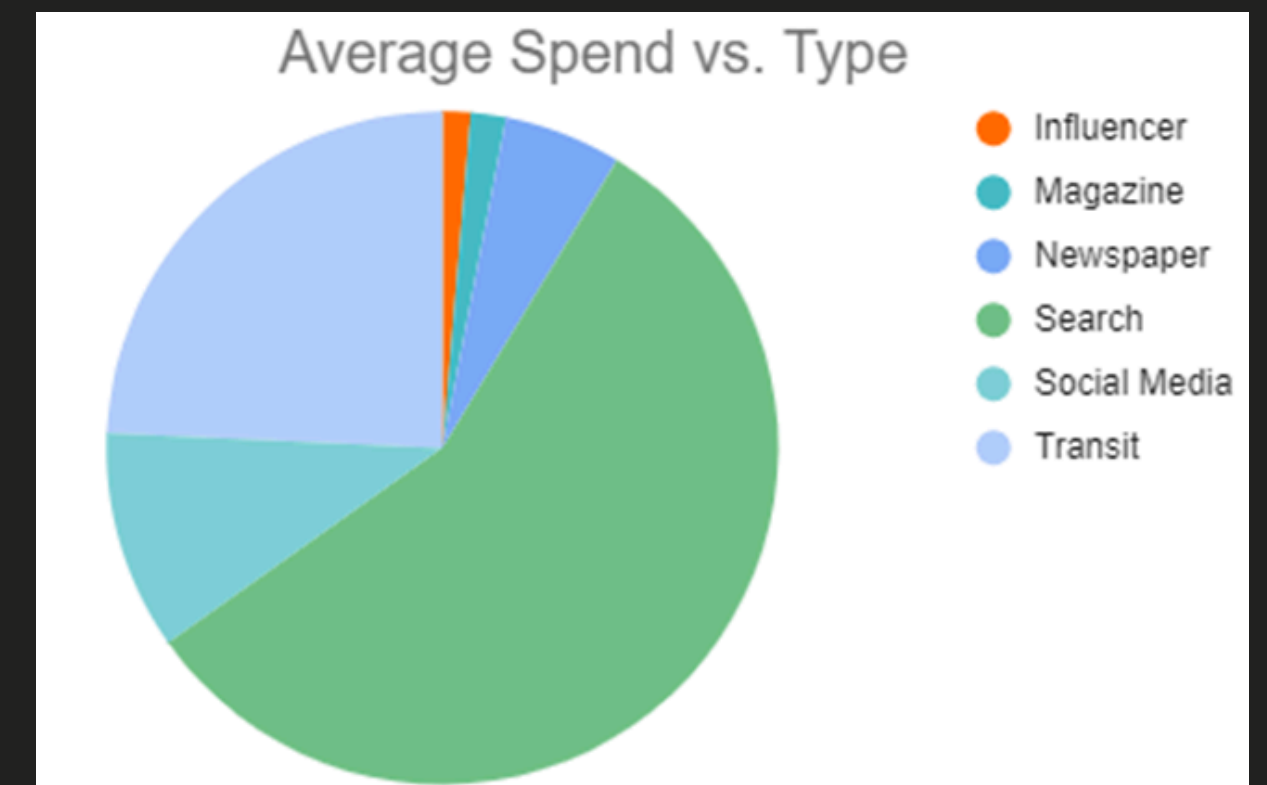
WHO?	Our target is young Asians living near Richmond
WHAT?	We'll raise awareness re: Karaoke Paradise, promote our differentials, and invite clients in. We'll make use of original content, to be posted by online news specialists.
WHERE?	Advertisement in the mapped section.
WHEN?	Advertisement should be published five days after the opening.
HOW?	Online presentation of the business. Description of the service, operational hours, and prices.

WHO?	Our target is young Asians living near Richmond
WHAT?	We'll raise awareness re: Karaoke Paradise, promote our differentials, and invite clients in. We'll make use of original content, to be managed through the biggest search engine worldwide.
WHERE?	Google Search Ads.
WHEN?	During 1 week, starting 6 days after the launch.
HOW?	Online presentation of the business. Description of the service, operational hours, and prices. Added promoting videos, focusing on showing our added values. Facilities, daily championship between rooms, costumes available for wearing, and themed rooms.

A thick, light blue curved line is located at the bottom center of the slide, forming an arc that points upwards.

Our Budget

Paid Media Monthly Budget Planning and Reporting Template			July	
	Business Goal	Create business awareness		
	Monthly Budget		\$32,500.00	
	Total Spent		\$31,140.00	
	Remaining Budget		\$1,360.00	
Type	Date(s)	Name of Platform, Site, or Publication	Description	Spend
Newspaper	July 5th	The Daily Hive Vancouver	Ad in mapped section	\$1,500.00
Search	July 6th - July 11th	Google	Google Search Ads	\$15,000.00
Social Media	July 1st - July 20th	Tik Tok	Opening Ad	\$2,600.00
Social Media	July 1st - July 20th	Instagram	Opening Ad	\$3,000.00
Magazine	July 10th	Vanvouver magazine	Article on our karaoke opening	\$450.00
Influencer	July 8th	urban vancouver,	Insta post from urban vancouver	\$1,000.00
Influencer	July 13th	Daniella_atk	Tik tok post from Daniella_atk	\$500.00
Influencer	July 24th	Deanawoo	Tik tok post from Deanawoo	\$200.00
Transit	July 3th - July 15th	Advertisement in transport (bus)	Ad in bus stops and in the sides of the bus	\$6,450.00
Influencer	July 10th	curiocityvancouver	Insta post from curiocityvancouver	\$250.00
Influencer	July 18th	vanstu_events	Insta post from vanstu_events	\$190.00
Transit				
Influencer				\$0.00
Other				



The monthly budget is \$32,500

Measurement of success and Expected results

Our main objective is to bring fun and connect people through music.

Our business goals are to:

- Bring in at least 150 customers per hour every day;
- Be rated over 4.5 stars on Google Review, with positive comments and social mentions;
- At least 95% customer satisfaction;
- Grow our Instagram and TikTok accounts to 5K followers in our first year;
- Become the most popular Karaoke in Vancouver;



Expected results & first year in review:

Bring in at least 150 customers per hour every day;

- **We surpassed our original goal, with average of 156 customers per day** (135 customers on most weekdays and over 200 during weekends);

Be rated over 4.5 stars on Google Review and 95% customer satisfaction

- **We reached 4.2 stars on GoogleReviews and 88% customer satisfaction**, with mostly positive reviews. Negative reviews are normally related to waiting times during the weekend.

Grow our Instagram and TikTok accounts to 5K followers in our first year;

- **Our accounts have average of 7k followers**

Become the most popular Karaoke in Vancouver;

- **We are #3 on review platforms and search engines, on the way to #1**

**THANK YOU FOR
LISTENING!
REACH OUT FOR
ANY QUESTIONS.**

**KARAOKE
PARADISE**

