**Hookah Bar Business Plan**

**Executive Summary**

Arz al-Lubnan Hookah Bar (Cedars of Lebanon) is a new hookah bar concept which will focus on a combination of Middle Eastern customers and customers over 22 years in age to offer a more adult alternative to hookah bars frequented by college-age customers. The first bar will be established in Trendytown, and managed by the business founders, Sayed and Yasmine Batroun. The business will generate revenues through the sale of flavored tobaccos, non-alcoholic drinks, and appetizers. The business seeks angel investor funding to launch its first bar.

The business projects to become profitable in its first year with good profit from strong sales in the first year. Sales will triple by the third year of operation. Net profit of sales will be respectable due to the high margin on the products sold. Exit for investors is possible from sale of the franchise to a chain of bars looking to expand their market.

**Objectives**

Arz al-Lubnan Hookah Bar seeks to achieve the following objectives with the launch of its first hookah **lounge:**

To establish a community of hookah smokers who contribute programming, events, and culture ideas to Arz al-Lubnan Hookah Bar resulting in 50 events or programs held in its third year of operation.

To maintain a Facebook Fan page of 5,000 individuals by the end of its third year as a sign of its community.

To become profitable in its second year through the sale of tobacco, food and drinks.

To establish a franchisable model for hookah bars and initiate fundraising and planning for franchising by its fifth year of operation.

**Mission**

The mission of Arz al-Lubnan Hookah Bar is to provide a comfortable environment, sometimes relaxing and sometimes energetic and stimulating, around which those who love hookah smoking, as well as new converts, can come together. The environment will draw on elements of Middle Eastern culture as well as the culture of the local environment.

**Keys to Success**

The keys to success for Arz al-Lubnan Hookah Bar are:

Create a comfortable environment

Provide high quality tobacco, food, drinks, and hookah equipment

Establish a loyal core following

Expand the market of hookah smokers in the Trendytown area

Energize the customer base to generate their own culture and events at Arz al-Lubnan Hookah Bar