



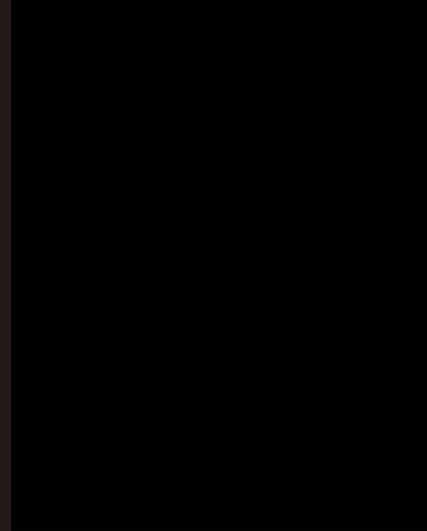
Rigby Business Plan

A Badger Consulting Collaboration

Project Managers



Michael Vitale



Analyst Team

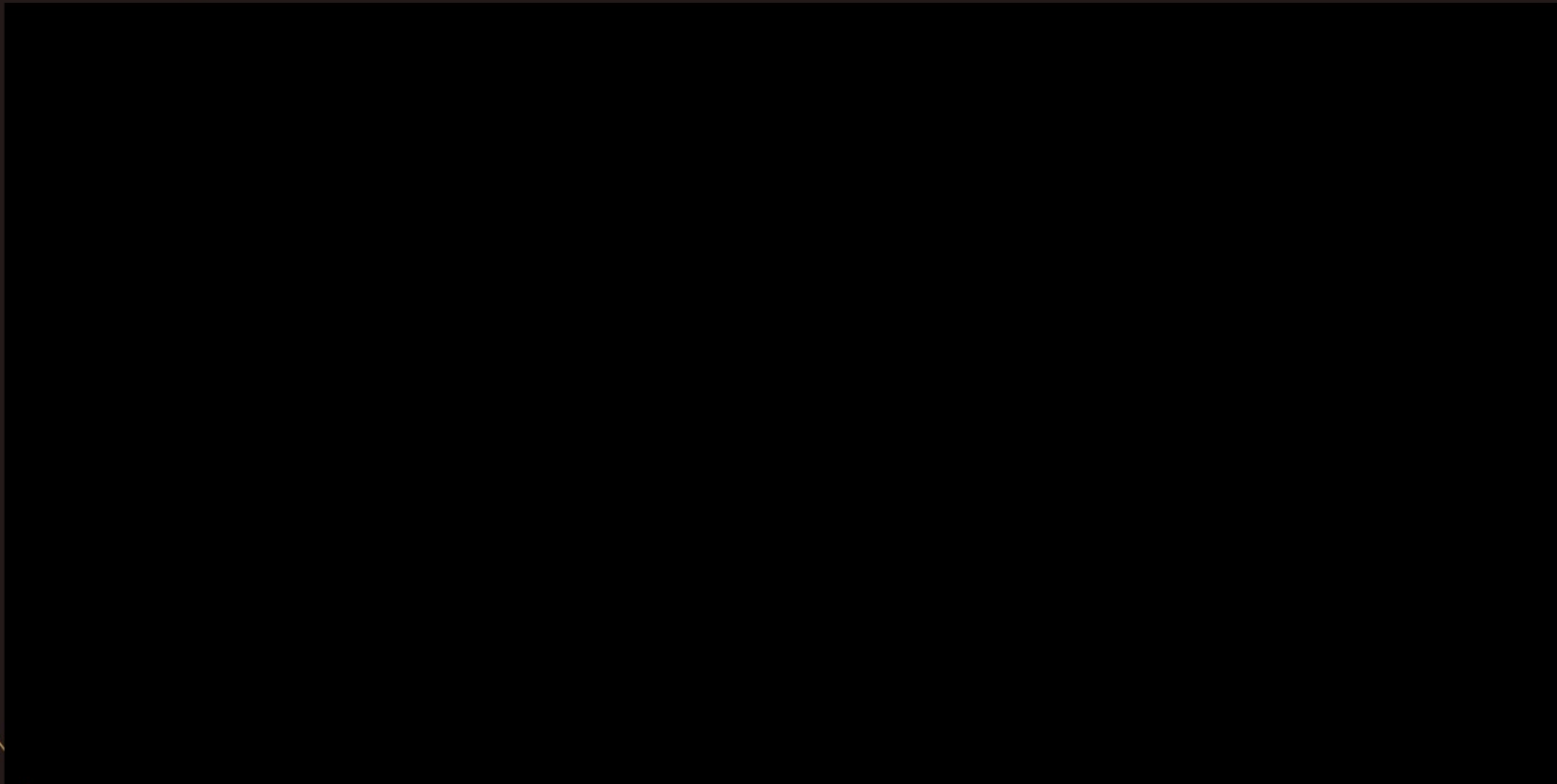


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01

Background & Scope

Internal Analysis

1. *What events should Rigby host to increase brand awareness?*
2. *Would introducing credit card sales increase profitability?*
3. *How can Rigby streamline the online booking process?*
4. *What platforms are available to streamline the online booking process?*

External Analysis

1. *What are Rigby's target market segments?*
2. *What are the key indicators in reaching new market segments?*
3. *What is the competitive pricing breakdown?*
 - a. *How can this be leveraged for market share?*



02

Industry & Markets

Industry Insights

1.49%

Growth in per capita
alcohol expenditures
in 2025

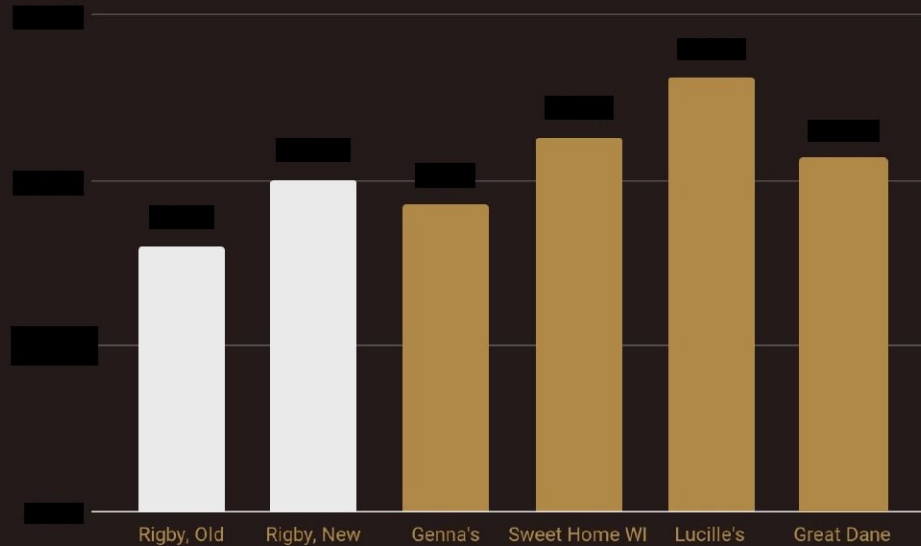


Value of Bar &
Nightclub Industry

3.40%

Expected increase in
NA bev sales, 2025

Competitive Landscape



Following a 25% increase in cocktail prices, Rigby remains within competitive pricing.

Rigby v. Market Sales

Client sales mix by category: figures redacted

Target Markets



Young Pros

LGBTQ+ Community

Event Planners

Pub Seekers

College Students

Bar Exploration Methodology

82%

Of consumers
read online reviews

90%

Find new bars
through the internet





03

Growth Strategy

Margin between cash and credit card transactions

Increase in tipping when using a credit card



Proposed Events

- Rigby-hosted speed dating
- ROAM-ON events
- Football watch parties
- Event collaborations e.g. Madison Marathon
- Winter Carnival



RSO Outreach

- Fill out data request intake form for student list
- Utilize list for mass "Welcome Week" email
- Draw in students for private club events
- 55,000 students attend UW

Ad Opportunities

Tik Tok Ads

- Customer-generated content
- Simple add creation process

Email Newsletter

- Offer rewards/promotions
- Include upcoming events

Flyers

- High rate of remembrance
- Cost effective

Twitter Ads

- Can target ads to groups
- 70.8% of users 18-34 yrs old



Residential Partnerships

Leverage low prices

- Relative low pricing
 - Leads to higher demand
 - Market towards college kids



Drink Promotions

- Drink tokens
 - High ROI
- Beer flights
 - Increase tabs



4.5/5

Google Reviews

3.7/5

Yelp Reviews





04

Implementing Changes

Strengths

- Rail drinks make up [REDACTED] of monthly sales and have a profit margin of [REDACTED]
- High profit margin on apple pie shots - [REDACTED]
- Various private event spaces

Opportunities

- Engage in local events e.g. Madison Marathon
- Tap new market - UW-Madison students
- New health trend brings emerging NA market growing at 3.15% CAGR by 2032

Weaknesses

- Social media and marketing lack consistent theme triggering mixed target markets
- Low wine sales relative to market

Threats

- Low industry revenue growth (2005-2024) IBIS WORLD
- Industry has highly volatile revenue
- High and increasing competition

Questions?

We plan on sending you a written deliverable next week!