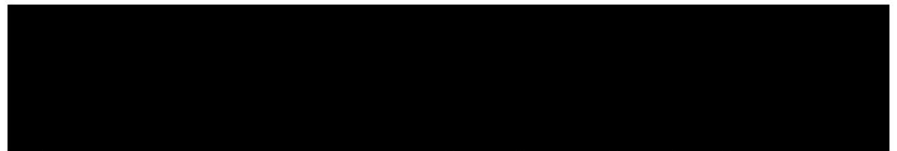


The Rigby

A growth strategy proposal



Project Managers: Michael Vitale & 

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Background and Value Driving Questions

The primary objective for Badger Consulting in consulting for Rigby is to assess current market share and offer growth opportunities through marketing, pricing, and operations strategy. In order to do so, Badger Consulting will conduct extensive internal and external research to gather insight on the industry and how it includes Rigby's brand.

Main Driving Questions

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

Secondary Driving Questions

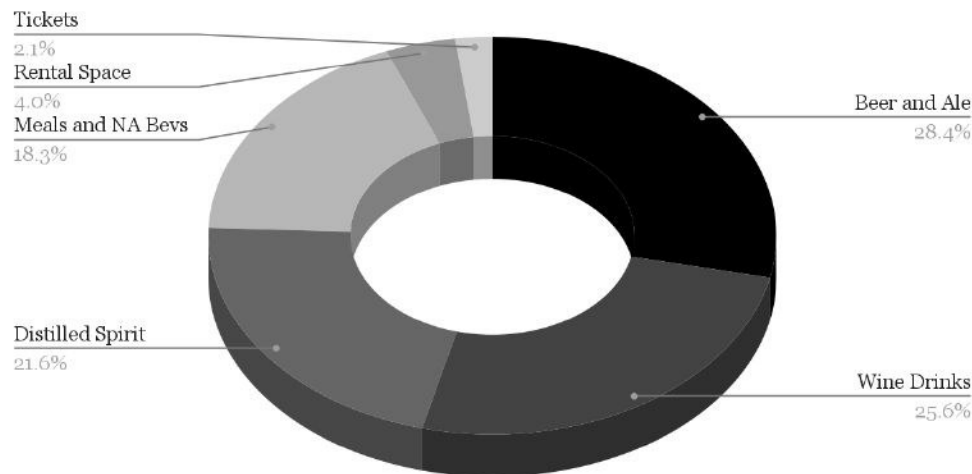
After conducting research, the following questions were found to be provoking and lead to further analysis. These questions allow for better analysis of the original scope, tapping into niche trends and larger market opportunities.

1. *What are the key indicators in reaching new market segments?*
2. *What is the competitive pricing breakdown?*
 - a. *How can this be leveraged for market share?*
3. *What platforms are available to streamline the online booking process?*

Industry Insights

Bar and Restaurant Breakdown

The bar and nightclub industry is valued at █████ in 2023, up from its █████ the previous year.¹ Constant growth is expected in the coming years primarily due to urbanization and the trend push towards experiential dining which demands more innovation and customization.



Factors Driving Growth

The 2024 alcohol expenditure growth rate is the lowest it's been in the decade, aside from one year of negative growth, 2020. There is continuous and sustainable growth projected for the next five years. Consumer spending is expected to similarly grow around 2% annually through 2029, with its valley being a year behind alcohol expenditures in 2025.²

While promising growth rates, the healthy eating index poses a risk to the bar and nightclub industry. NA drinks are expected to grow at 3.15% CAGR by 2032 and can take over alcohol sales.³ This risk can be mitigated with proper market segmentation.

Due to consumer preferences, a shift towards more experiential dining has redefined the bar industry such that hosted events and premier products are valued over traditional “nights out”. Take advantage of current Millennial spending capabilities and willingness to pay to establish a large market share and mitigate risk of economic health fluctuations.

Demographic Breakdown

The general area of Madison, WI shows a promising area of young professionals. The median age of Madison is 32.5 which is attributed to the markets of Industry Professionals and LGBTQ+ in the Madison area.⁴ In addition, the median income is ██████████ which is significantly above the national average.⁴ Not only is Rigby able to reach their target market but is able to do so on a fiscal advantageous basis. Most significantly is the education, health care, social assistance, and professional industries which make up over 50% of the professional demographic.⁴ Therefore, Badger Consulting advises Rigby to target both professionals and the emerging market of LGBTQ+ and their respective allies.

Broken down by generation, men and women, between the ages of 20 to 24, make up an average 100,000 persons/day in the bar industry.² Therefore, there is a high percentage of undergrad and graduate students along with young professionals make up a large market of the bar and nightclub industry.

Industry Trends

There are industry movements towards both NA beverages and minimalist drinks. Millennials cater towards, in conjunction to the health trend, minimalist ingredient drinks such that ingredients with three to four drinks are preferred. Accentuating flavors of each ingredient can focus on quality over quantity of ingredients used and market towards a more health-conscious cocktail. However, the industry is also valuing the response to the cost-of-living crisis such that budget friendly drinks are increasingly appealing. This plays into the rising prices of cocktails which are justified with creative names and strategic marketing. Offering *both* budget-friendly and creative, minimalist drinks can maximize the markets Rigby reaches.

With the increase of CBD and THC legality nationwide, the cannabis drink market is growing substantially. From 2024 to 2030, the expected CAGR is 19.2% leading to an approximate [REDACTED] industry value in the next seven years. While marketing can be difficult in compliance with various social platforms, offering these drinks will be pivotal in future success.

Market Analysis

Current Target Market

- I. **LGBTQ+ Community:** Younger (18-25), digitally savvy, values authenticity, social justice, and community. They prioritize loyalty to inclusive brands and are drawn to trendy, aesthetic content.
- II. **Blue-Collar Workers:** Aged 18-55, value reliability, family, and practicality. Spending focuses on value-driven decisions, with interests in sports and outdoor activities.
- III. **Industry Professionals:** Aged 25-45, value networking, quality experiences, and professional development. They tend to spend more on dining and appreciate craft food and drink offerings.
- IV. **Lesbian Moms:** Aged 40-50, financially stable, family-oriented, and likely to engage with fundraisers and community-driven events.

Proposed Target Markets

The target market for Rigby was determined to optimize customer retention and consists of three metrics: disposable income, willingness to pay, and anticipated growth.

Badger Consulting had determined that the LGBTQ+ community can bring in a considerable revenue stream per willingness to pay and their anticipated wage growth. However, the current Industry

Professionals have very high customer retention rates and should not be overlooked such that acquiring a new customer can cost five to twenty-five-times the amount as retaining a current customer.¹².

Millennials, specifically LGBTQ+ individuals and allies, can be reached through Rigby-hosted events as 78% of Millennials prefer to spend money on an experience over a physical good. Therefore, events can be pivotal in grasping consumers for market share.⁷

Four Target Markets to emphasize:

1. **Young Professionals:** The median age in Madison is approximately 30 years indicating a large number of young adults. There is an increasing population due to the growing Tech and Healthcare industries. This group is highly social and often looks for new venues to meet friends or network. In addition, they're active on social media which can amplify marketing efforts through shares and reviews. A significant 60% of millennials share their experiences on social media presenting a great opportunity for Rigby after they attend events such as live music, trivia nights, or themed parties.⁸
2. **College Students:** The university enrolls around 52,000 students making up a significant portion of the city's population. Of this, 85% of college students drink and 54% binge drink which is five or more drinks per sitting. This presents a market of 28,080 students who binge drink and therefore will likely buy *more than one* drink each time.⁹
3. **Event Planners and Group Organizers:** Madison hosts numerous businesses and organizations that regularly plan events and gatherings. Given the market for event planning is expected to grow by 11% by 2030 in the US, this presents a great advertising opportunity for Rigby. Recall millennials push towards spending money on experience - event planners can act as a liaison.¹⁰ Securing group bookings can provide consistent income through large parties, corporate events, and social gatherings. Providing tailored packages can make The Rigby Bar a preferred choice for various events.
4. **Folks Seeking a "Regular" Pub Experience:** Bain & Company conducted research showing that increasing customer retention rates by 5% can boost profits by 25% to 95% across various industries, including hospitality.¹¹ Similarly, The Harvard Business Review notes that acquiring a new customer can cost five to 25 times more than retaining an existing one.¹² By targeting returning customers, Rigby can significantly both reduce expenses while increasing revenues. Creating a welcoming environment encourages repeat visits and fosters a sense of belonging. Moreover, engaging with regulars can offer valuable insights for improving services and offerings.

Bar Exploration Methodology

How people find new bars will shape how Rigby reaches new customers and the target markets it assumes. Consider both cost and credibility of advertising with respect to this bar exploration methodology. The more detached the brand is, the more likely a consumer is to believe which makes consumers perceive consumer-generated-content to be most credible.

1. **Online Searches and Reviews:** A large 82% of consumers read online reviews for local businesses.¹³ This is heightened for travels, where 90% of people visiting a town utilize platforms such as Yelp and TripAdvisor to influence their decisions on bars and restaurants. Therefore, increasing Rigby's Yelp Review is crucial (see *Online Review Incentives*, pg. 10)
2. **Social Media Platforms:** 90% of consumers use social media to find a local business, as of 2023. Consumer generated content is the most credible and least expensive form of marketing. 83% of respondents say they trust recommendations from people they know.¹⁴ Capitalizing this opportunity can reduce expenses while increasing brand awareness.¹⁵
3. **Event Listings and Local Media:** Between event calendars and local publications, Rigby can effectively reach a large audience increasing the chances of customers. A large local media platform to consider is RSO outreach to target UW-Madison students in their bar exploration.

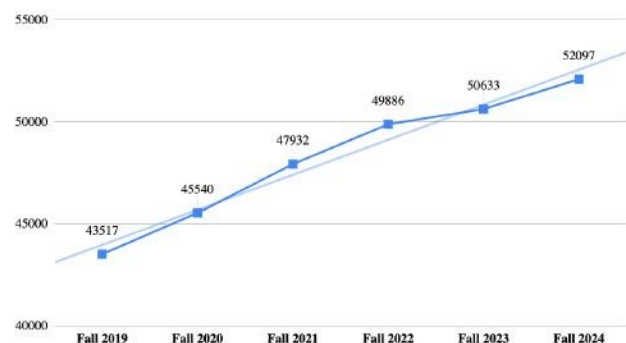
Market Opportunities and Tactics

Hosted Events & Local Events

The Madison area is consistently ranked both one of the best places to live and a top travel destination in Wisconsin resulting in high foot traffic. Rigby should optimize its competitive position by hosting various events to increase brand awareness thus customer retention. The following events have proven to reach the target markets and optimize presence on high foot traffic days.

1. **UW-Madison Kick off Events:** Students at UW-Madison make up one of the largest shares of the downtown Madison population and are the highest growing segment of the population. With an annual growth rate of 3.11% over the last five years, UW-Madison students present a promising opportunity. Hosting kickoff events for students during welcome week can grab the attention of new customers early on. (research graph)

UW-Madison Enrollment



2. **Football Tailgates:** Badger Football brings in 1.8 million fans per season and hosts almost 60,000 fans in Camp Randall each gameday weekend.¹⁶ With this large influx in football fans, Rigby should capitalize on the increased market of young professionals staying at hotels. Overnight fans need a great place for a pregame beer before heading towards the stadium. Consider hotel advertising here. Throwing tailgates with food and/or drink deals can attract visitors and increase sales.

3. **Sunday Night Football/Super Bowl:** Hosting watch parties for SNF and the Super Bowl would be attractive to adults and students. Focusing on sales on beer during these events is important as it is the people's choice for watching football games such that 38% of people prefer beer to any other drink during football games. The high profit margins on this will bring a highly profitable night for Rigby. The menu could also be expanded to include gameday items such as Pizza, Nachos, and Chips and dip.

Participating in Local Events

1. **Advertising During Events:** Downtown events such as the Farmer's Market and Marathons near the Capitol along with Campus events such as Lilie's Classic and Mifflin Street Block Party bring in visitors to Madison. Advertising to these large groups of travelers can increase the number of people Rigby reaches, thereby increasing the customer base.
2. **ROAM ON Hosted Scavenger Hunts:** This event is [REDACTED] per player and offers discounts as players hit historic landmarks, restaurants, and buildings around Madison to learn more about the history of the city. Rigby should reach out to join this opportunity, but while on the waitlist should heavily increase marketing and advertising.
3. **Winter Carnival:** This four day celebration of winter includes games and activities during the beginning of February. The Rigby could promote participation in this event by having certain discounts for those who go or featuring special festive holiday cocktails specifically for the event. This limited time promo can attract customers.

Expanding Food and Drink Options

Pub Food: As previously mentioned, Rigby does offer pub food however it is exclusively done during their Late Night menu. Offering these items during other times such as during sporting events can help cater to those looking for a place to enjoy some good food while watching the game. These simple "game day" foods make Rigby the perfect place to watch Wisconsin beat Iowa. Another more chic idea would be to offer combos or flights of different items. Marketing this value-style food can cater towards consumers who are typically cost-conscious during long sports games, especially in this high-inflationary period.

Seasonal Drinks: Continue the seasonal rotating taps and cocktails to allow Rigby to stand out. However, doing so more frequently can keep customers engaged and more excited for their next visit. It can also offer a taste for everyone, including flavors that match a variety of customers.

Increased THC/CBD offering: As demand for THC/CBD infused products increases, especially in Madison, the Rigby can become a first mover in this market by offering more of these drinks. Leading the way in a 19.2% CAGR market will be pivotal in Rigby's long-term revenue. Often these drinks have a low cost but can be marked up to the price of a premium cocktail.¹⁷

Increase NA Beverages: This market segment is redefining the bar industry. By including more options, Rigby can target these customers more. In addition, these cocktails are in high demand and can be competitively priced with alcoholic beverages. This brings large profit margins.

Speed Dating

Rigby is the first bar to pop up on Google when searching for “speed dating near me” which Rigby should leverage to host their own speed dating nights. Offering promotions for couples to return can boost customer retention. As previously mentioned, this is an extremely effective way to boost profits by making a marginal difference in customer retention.

People are pushing towards more casual first dates, such as speed dating, such that 84% of people prefer a casual date to a fancy dinner with wine. Moreover, why waste time on a bad date when you could speed date? 60% of people know within five minutes if they want a second date or not. Streamlining this casual first date to second date process can offer a great opportunity for the singles in Madison.¹⁸

About 40% of men and women seek a second date with the intention of finding a long-term relationship.¹⁹ Therefore, incentivizing this can create a nostalgic feeling of Rigby for the couple. Their first, and second (or close to second) date is at Rigby - what are the odds they become returning customers? High. This would largely increase Rigby revenue by simply hosting a Speed Dating event.

While unsuccessful in the first event, Rigby should consider giving Speed Dating another shot. We found an [REDACTED] breakeven ticket, without any promotional offerings during the event, simply netting operating costs. Considering the current third-party charges about [REDACTED] Rigby can both raise prices to meet competition while also staying below their pricing as leverage. Badger Consulting suggests Rigby offering a promotion, such as a drink token, to returning couples. As previously mentioned, drink tokens or other promotional offerings to get people back in the door almost immediately generates profit.

Promotions

The following opportunities have been identified as beneficial and profitable as they increase market share, customer retention, and/or sales.

1. **Drink Flights:** When ordering beer flights versus traditional beer pours, tabs increase by roughly 44%.²⁰ Using these small portions of various drinks can help customers get a sense of the bar’s theme and encourage longer restaurant stays. This can be supplemented with a drink token - *Your favorite tap is on us, or come back at a later time!*
2. **Drink Tokens:** Drink tokens have a positive ROI contingent there is greater than one drink drank. Considering the binge drinking culture of the Madison area, it is likely multiple drinks will be on a tap, with frequent purchases of food, too. The following table displays ROIs for one, two, and three consumers with drink tokens. Consider the people to be in one group *and* one one tab such that the *number of drinks* considers total drinks across all people. There is positive ROI at drinks

$\geq n+1$ when n =patrons in a group. The cost of a rail drink of [REDACTED] was used as the average total cost (ATC) per drink with [REDACTED] as the average total revenue per drink.

1 patron, 1 token (one tab)		
1 drink		[REDACTED]
2 drinks		[REDACTED]
3 drinks		[REDACTED]
2 patrons, 2 tokens (one tab)		
2 drinks		[REDACTED]
3 drinks		[REDACTED]
4 drinks		[REDACTED]
5 drinks		[REDACTED]
6 drinks		[REDACTED]
3 patrons, 3 tokens (one tab)		
3 drinks		[REDACTED]
4 drinks		[REDACTED]
5 drinks		[REDACTED]
6 drinks		[REDACTED]

3. **Online Review Incentives:** Rigby remains competitive in Yelp and Google Reviews, however, should pursue opportunities to increase ratings which can be leveraged to gain new customers. Roughly 90% of people use the internet when finding a new bar emphasizing the need for positive consumer feedback.²¹

A local bar average was calculated by determining geographically and bar type relativity to Rigby for Google and Yelp reviews where $n=27$. The local bar average Google Review was [REDACTED] and Yelp was 3.97. Rigby out-performs on Google with a stellar 4.5/5 stars. However, Rigby underperformance on Yelp only scoring 3.7/5. While Google is the first review to appear and is frequented by many consumers, locals often use Yelp to find the “real scoop” on the bar.

Credit Card Implementation

Badger Consulting recommends Rigby implement credit card sales due to the personal benefits for staff as well as total firm cash flows. There is an average 15% margin between cash and credit card transactions, boosting Rigby sales. This is supplemented by impulse buying - given the nature of binge drinking in the Madison area, we expect sales to boost by greater than market margins. For staff, there is a typical 4.3% increase in tipping when using a credit card.²¹

We anticipate that the monthly costs for a credit card system will be around [REDACTED] with six terminals, depending on the company. They are portable and can be exchanged around the different floors depending on the event. One stationary terminal would be kept behind the main bar to allow for a larger screen, cash drawer, and consistent receipt printer.

One company, Merchant One, distinguishes themselves with their all inclusive services. They offer reliable servicing to the machines. In addition, they offer next day funds. Any credit card revenue will be deposited into Rigby's bank account. There is a 1.55% fee for most credit cards while AmEx has a slightly higher fee of 2.5%. Debit cards only charge 0.29%. Each transaction incurs a [REDACTED] charge.

Transaction fees can be placed on the consumer, especially given the current bar trend to place additional fees on consumers. This will not be "out of the normal" and Rigby customers will likely easily pay this minimal charge for the convenience of using a credit card. If not, they can opt to use the ATM for [REDACTED]

Credit Card Analysis

In getting these calculations, the assumption is [REDACTED] of sales are drinks while [REDACTED] of sales are food. This was gathered from Rigby's cash flow in October.

Revenue	Average Number of Drink Sales Needed Per Month	Average Number of Food Sales Needed Per Month
[REDACTED] (Current)	[REDACTED]	[REDACTED]
[REDACTED] (Equal to ATM Profit)	[REDACTED]	[REDACTED]
[REDACTED] ([REDACTED] Higher)	[REDACTED]	[REDACTED]

The average drink price was assumed to be [REDACTED] measured by weighing the price of drinks to the volume of sales. Spirits and cocktails were split 50/50 to be rail drink sales and craft cocktail sales. The actual number when calculated was an average sale price of a drink at Rigby to be [REDACTED]. A more conservative number of [REDACTED] was used to hedge risk of other factors.

On average, bars gain an increase in sales of around 10-20% when switching from cash only to credit card sales. Assuming a 15% increase total sales would be:

Revenue	Average Number of Drink Sales Needed Per Month	Average Number of Food Sales Needed Per Month
[REDACTED] (Current)	[REDACTED]	[REDACTED]
[REDACTED] (After Switch to CC)	[REDACTED]	[REDACTED]

This assumption of 15% sales increase implies the switch would cover the revenue gained by the ATM currently, but would not reach [REDACTED] more in revenue that Rigby currently aims for. However, given large profit margins relative to the categorical percentage of sales, Badger Consulting suggests [REDACTED] is overly conservative when projecting out cash flows to determine usage of credit card terminals.

Implementing credit card sales is not the only factor in boosting sales and will be supplemented by careful operational tactics. Binge drinking, promotional tactics to increase the number of drinks sold, and other opportunities identified in this deliverable contribute to the overall increase in sales thus profit which are boosted by credit cards. Consumers are able to spend with greater ease and impulse driving sales which is heavily increased by the binge drinking culture of Madison. When using correct market segmentation, Badger Consulting predicts Rigby sales will boost by greater than 15%, exceeding market averages and will be a profitable business strategy.

Marketing Strategy Assessment

Existing Marketing Performance Review

The Rigby demonstrates strong digital engagement, particularly on Instagram, with over 3,200 followers and consistent posting. Their branding, including bright, alternative graphics and the pink flamingo logo resonates with LGBTQ+ culture, symbolizing pride and inclusivity. However, engagement metrics (10-50 likes per post) suggest opportunities for improvement, such as utilizing a posting schedule and template, using strategic search words for Google Ads, and implementing a cohesive brand image that patrons can easily recognize and associate with The Rigby.

Types of Ads The Rigby Can Utilize

1. **TikTok Ads:** TikTok ads are particularly effective, as many resemble user-generated content, which could be useful for showing others enjoying themselves at the Rigby. For example, an ad could feature someone having a great time at the bar.
2. **Email Newsletters:** Email newsletters sent weekly to subscribers can help keep customers coming back. These newsletters could include a link on Instagram or Facebook, inviting followers to stay connected with updates. They make customers feel valued, as the newsletters are personal and tailored for them. Additionally, newsletters allow tracking of customer interactions, such as identifying which content catches their attention, whether they open the email, or if they click on specific links.
3. **Twitter Ads:** Twitter ads provide targeting options to reach users based on location or interests, which is helpful for reaching specific target markets. Different types of ads can be tailored to appeal to different demographics. Twitter offers 25 interest categories with around 350 subcategories, allowing highly targeted advertising.
4. **Flyers:** Flyers are another effective option, with 89% of individuals remembering receiving a flyer—the highest percentage of memorability among advertising methods. Approximately 78%

of consumers glance at a flyer, and 23% read through them. Flyers can be used to promote deals or events that catch the eye of consumers walking in the area.

Effectiveness of Google Ads for Bars and Restaurants

Google Ads can be a valuable tool for bars and restaurants, though its effectiveness varies based on search terms. The Rigby does not appear for common searches like “cool bars near me,” “happy hour specials near me,” or “gay bars near me,” but it does show up for “speed dating” searches. Google Ads can range from [REDACTED] to [REDACTED] per month, with costs averaging [REDACTED] to [REDACTED] per click and [REDACTED] to [REDACTED] per 1000 impressions. While Google Ads tend to be more expensive, they provide high-intent targeting and complex analytics, making keyword selection crucial. In contrast, Facebook Ads are generally more affordable, offer creative flexibility, and appeal to a broader, more passive audience. Instagram ads are similar to Facebook and are also easy to use, providing an alternative to Google’s higher-cost options.

Public Data Request System for Email Campaigns

The Madison Capitols marketing team uses the University of Wisconsin-Madison’s Public Data Request system to efficiently access student email lists. They send out virtual flyers for their [REDACTED] beer night, which are created using [Intuit Mailchimp](#). This process begins by completing the [Data Request Intake Form](#), which requires a clear and detailed explanation of the intended use of the requested data, for university regulation purposes. The specific data being requested, such as email addresses or other contact details must be outlined on how it aligns with the goals of the campaign. Once submitted, the request is reviewed, and if approved, the marketing team receives the necessary email list, helping them reach the desired audience while maintaining proper documentation of the process.

Proposed Social Media Template

To improve brand consistency and engagement, interns should follow these social media guidelines:

1. **Post Frequency & Balance:** Limit to 4 posts per week to maintain consistency without overwhelming followers. Also space out similar types of posts to create a visually appealing, varied feed. This will keep followers engaged and more willing to read/look at the post itself.
2. **Visual Consistency & Aesthetic Filters:** Use a consistent color scheme and style for digital flyers to align with Rigby’s brand image. Also incorporate images of food, drinks, or



ambiance to enhance the feed and keep it engaging.

3. **Personality-driven Posts:** Showcase real people through staff spotlights and customer reviews to build authenticity and community. Featuring an employee that matches one of your target markets is ideal.
4. **“This Week at the Rigby” Posts:** Keep weekly updates concise, visually aligned, and informative to maintain engagement every three posts.



Competitive Analysis

This section will serve to provide Rigby with insight on relative pricing and product comparison in industry and the overall competitive landscape Rigby faces. Thorough competitor and market risk is reflected but research collected by Badger Consulting is *not* exhaustive.

The Rigby operates in a competitive market with several nearby bars and lounges, each offering unique features, pricing strategies, and customer experiences. To position itself effectively, The Rigby must leverage its strengths while addressing gaps and opportunities in comparison to its competitors.

Direct Competitors

1. **Genna's Lounge:** Genna's Lounge is a nearby competitor that offers an outdoor seating area and a selection of cocktails priced slightly lower than The Rigby's. Most of Genna's cocktails fall between [REDACTED] and [REDACTED] compared to The Rigby's consistent [REDACTED] price point for cocktails. Genna's offers light appetizers but lacks substantial food options, which gives The Rigby a competitive advantage, especially for private events. Additionally, The Rigby differentiates itself with a stage for live entertainment, including karaoke and band performances, which enhances the customer experience. Despite its unique outdoor seating, Genna's pricing and limited food menu may deter budget-conscious patrons, positioning The Rigby as a more affordable and versatile option.
2. **Lucille's:** This bar/restaurant caters to a higher-end market with house cocktails averaging [REDACTED] significantly more expensive than The Rigby's offerings. Its focus on food, including wood-fired pizzas and festive-themed experiences, draws customers seeking a restaurant-style atmosphere. Lucille's private event spaces, which include communal tables, a second floor, and an outdoor patio, make it attractive for hosting gatherings. Seasonal experiences like the "Lucille Miracle," which features themed cocktails and decor, further enhance its appeal. While Lucille excels in these areas, its high prices and focus on food leave room for The Rigby to attract budget-conscious customers seeking affordable drinks and live entertainment.
3. **Oz By Oz:** They differentiate themselves with a zodiac-themed concept and creative cocktail names. Its drinks are priced between [REDACTED] and [REDACTED] making The Rigby's cocktails, which average [REDACTED] less per drink, a more economical choice. Oz By Oz lacks private event spaces, limiting its flexibility for larger groups or special occasions. In contrast, The Rigby offers private event hosting and unique specialty drinks like infused vodkas and specialty shots. While Oz By Oz appeals to niche audiences with its theme, The Rigby's affordability and versatile offerings position it as a more inclusive and practical option.

Indirect Competitors

1. **The Great Dane:** The Great Dane operates as a brewery and pub, offering house-made beers alongside a wide range of cocktails, starters, and entrees. Their beers, priced between [REDACTED] and [REDACTED] are comparable to The Rigby's offerings. However, The Great Dane's cocktails are more expensive, averaging [REDACTED]. Additionally, its extensive food menu, with items like burgers and pub favorites averaging [REDACTED] targets patrons seeking a full dining experience. While The Great Dane excels in variety, The Rigby's competitive pricing and unique features like infused vodkas and live entertainment provide a distinct alternative for customers focused on drinks and events rather than food.
2. **Tipsy Cow:** Tipsy Cow emphasizes its casual atmosphere with cocktails ranging from [REDACTED] to [REDACTED] and wine priced at [REDACTED]. While its pricing aligns with The Rigby's, Tipsy Cow lacks distinctive

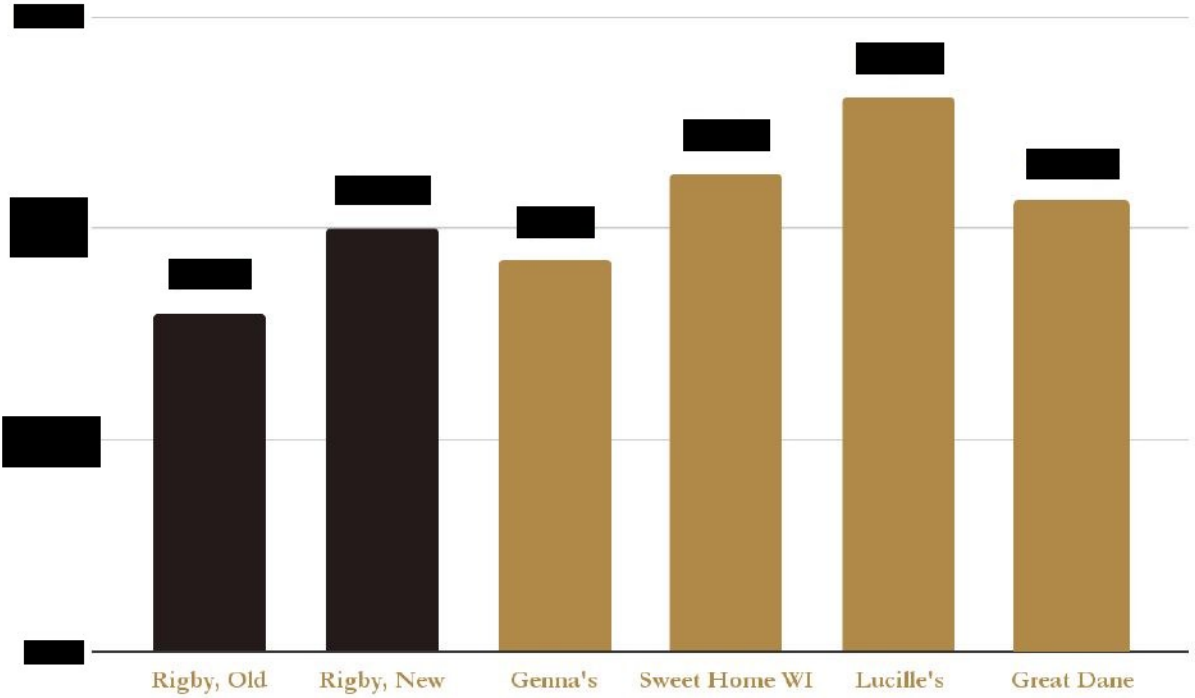
features like live entertainment or private event hosting. This makes The Rigby a stronger choice for customers seeking a more dynamic and engaging bar experience.

3. **Vintage:** Known for their summer patio, Vintage targets a cost-conscious audience, with cocktails priced at [REDACTED] or below and beers ranging from [REDACTED] to [REDACTED]. This pricing structure is highly competitive but comes at the expense of premium offerings or unique experiences. The Rigby can compete effectively by emphasizing its live entertainment and specialty drink options, which Vintage does not provide.
4. **Sweet Home Wisconsin:** Sweet Home Wisconsin caters to niche audiences with cannabis-infused cocktails and mixologist-approved creations priced between [REDACTED] and [REDACTED]. While this offers novelty, the higher pricing places it at a disadvantage compared to The Rigby's more accessible pricing. The Rigby's lower price points and specialty shots provide a strong value proposition for customers seeking affordable yet creative drink options.

Tabular Competitive Analysis

Competitor	Price Range (Cocktails)	Unique Features	Food Offerings	Private Event Capability
The Rigby	[REDACTED]	Live entertainment, infused vodka, specialty shots	Limited	Yes
Genna's Lounge	\$ [REDACTED]	Outdoor seating	Light appetizers	Yes
Lucille	\$ [REDACTED] average	Seasonal themes, 3 private areas	Extensive (pizza, appetizers, desserts)	Yes
Oz By Oz	\$ [REDACTED]	Zodiac theme, creative cocktails	None	No
The Great Dane	\$ [REDACTED] average	House-made beer, extensive menu	Extensive (starters, burgers, entrees)	Yes
Tipsy Cow	\$ [REDACTED]	Casual atmosphere	Limited	No
Vintage	[REDACTED] or below	Low-cost drinks	Minimal	No
Sweet Home Wisconsin	\$ [REDACTED]	Cannabis cocktails, mixologist-approved drinks	Minimal	No

Competitive Pricing



Client sales mix by category: figures redacted

Rigby offers competitively low cocktail prices which can attract cost-conscious customers in the young professional and college student markets. This segment of sales is the overwhelming majority of Rigby total sales and offers the opportunity to optimize cocktail profits. Between strategic pricing and market segmentation, Rigby can increase profit margins *and* number of drinks sold.

SWOT Analysis

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	Weaknesses • Social media and marketing lack consistent theme triggering mixed target markets • Low wine sales relative to market
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	Threats • Low industry revenue growth (2005-2024) IBIS WORLD • Industry has highly volatile revenue • High and increasing competition

Notes on Data Analysis

Estimates were calculated to the best of Badger Consulting's ability given figures found in research. Anticipated sales for marketing opportunities and credit card terminals are subject to variability. The research included in this proposal includes a variety of sources.

Sources

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