

This example is a small leisure and entertainment business. The owner, an extremely creative individual, wanted to know how he could move forward from developing one off “events” to running a sustainable business with a smooth cash flow, allowing him to showcase his capabilities, develop his company, and increase his work satisfaction.

After analyzing his situation, we formulated a business plan for a leisure complex aimed at attracting a greater range of people than the normal target market of 15–30 year olds. This complex would contain a number of attractions demonstrating how his innovative concepts could create a much greater ‘Wow!’ factor for the public, and at the same time generate a much greater percentage return on investment than traditional theme parks.

However, this was apparently too complex—and hence too risky—for potential investors, who could only see things within the traditional theme park paradigm. So, the business plan was simplified to a single initial stand alone attraction and he found the investors were then very willing to take a chance.

At the time of writing, a second stand alone attraction has been launched to complement the successful Infinity attraction and the creative genius of

Gregg Thompson is now highly sought after in the world of special effects and entertainment.

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