

PART 1: Search Intent Deconstruction

Query: "Family Entertainment Center Business Plan PDF"

Understanding *why* a potential client searches for this term is critical to MARWEY's sales strategy. The intent is **Transactional** and **Navigational** with a high B2B intent.

- 1. The "Validation" Intent (Can I make money?):**
 - The user is likely an entrepreneur or investor in the "Feasibility Phase." They are looking for financial benchmarks (ROI, EBITDA margins, CapEx estimates) to prove the business model is viable to themselves or their partners.
 - *MARWEY's Response:* We provide concrete financial models based on real FUNDAY store data, not just theoretical manufacturing specs.
- 2. The "Authority" Intent (How do I look professional?):**
 - They need to secure funding (bank loans or private equity). They search for a "PDF" because they need a structured, formal document that looks authoritative to present to landlords for lease negotiations or banks for loans.
 - *MARWEY's Response:* We offer a "Turnkey Business Plan" service. We don't just sell machines; we give them the documentation needed to secure their location and funding.
- 3. The "Roadmap" Intent (What do I actually need?):**
 - They are overwhelmed by the complexity (zoning, safety standards like ASTM, staffing). They are looking for a checklist or a "fill-in-the-blank" guide to ensure they haven't missed critical compliance steps.

PART 2: Strategic Business Plan & Feasibility Study

Global Family Entertainment Center (FEC) Deployment

Prepared By: MARWEY Strategy Division

Date: December 2025

Project Type: Turnkey FEC Solution (Design, Manufacturing, Operations)

1. Executive Summary

1.1 The Strategic Opportunity: The "Experience Economy" Boom

As we close 2025, the global leisure landscape has decisively shifted towards the "Experience Economy." Consumers are moving away from passive consumption (traditional retail) toward active, participatory social experiences. The Global Family Entertainment Center (FEC) market is projected to grow from **\$34.4 billion in 2025 to \$93.5 billion by 2035**, registering a CAGR of **10.5%**.¹

This growth is driven by three macro-trends:

1. **Mall Transformation:** Retail landlords are desperate for "anchor tenants" that drive foot traffic and increase "dwell time" (time spent on site), replacing defunct department stores with experiential venues.
2. **Active Entertainment:** A societal push against sedentary digital lifestyles is driving demand for "Gamified Fitness" (e.g., trampolines, climbing, tag arenas).
3. **The "Third Place" Demand:** Families and Gen Z are seeking safe, weatherproof social hubs outside of home and work/school.

MARWEY stands at the forefront of this wave. We are not just a manufacturer; we are a **turnkey solutions provider**. Our mission is to transform investors into owners of high-yield, sustainable entertainment assets by leveraging our unique "Manufacturer-Operator" DNA.

1.2 The MARWEY Advantage: Manufacturer-Operator DNA

The FEC industry suffers from a critical disconnect: equipment manufacturers often lack operational reality, while operators lack engineering control. MARWEY bridges this gap.

Our Operational Proof (The FUNDAY Network):

Unlike competitors who only sell equipment, we run what we build. As of December 2025, MARWEY owns and operates the FUNDAY brand, a premier FEC chain in Southern China with 6 thriving locations:

- **4 Direct-Operated Flagships (The R&D Labs):**
 - *Puning, Jieyang, Guangdong:* The proving ground for Tier-3 city penetration strategies.
 - *Longhu District, Shantou, Guangdong:* Our urban center flagship testing high-density traffic flow.
 - *Chenghai District, Shantou, Guangdong:* Located in the "Toy Capital of the World," setting the standard for play quality.
 - *Ganzhou, Jiangxi Province:* Validating cross-provincial management systems.
- **2 Strategic Franchise Partners:**
 - *Rongcheng District, Jieyang, Guangdong:* Proving our franchise support model.
 - *Longhua District, Shenzhen, Guangdong:* Succeeding in a Tier-1 hyper-competitive market, consistently ranking #1 on Douyin (TikTok China) for local family activities.

These 6 locations serve as our "**Live Data Labs.**" Every arcade machine algorithm, every

trampoline spring, and every safety protocol is stress-tested by millions of real paying customers before it is sold to our global clients.

1.3 Financial Snapshot & Value Proposition

- **ROI Target:** 15% - 25% Net Profit Margin (vs. Industry Average of 10-15%).²
 - **Payback Period:** 14 - 24 months for optimized centers.
 - **Differentiation:** By sourcing directly from MARWEY (Factory Direct), investors save **20-30%** on initial CapEx compared to buying through Western distributors, while maintaining full **ASTM/CE compliance**.
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2. Company Overview & Brand Philosophy

2.1 Who We Are

MARWEY is a global leader in the design, manufacture, and operation of Family Entertainment Centers. Based in the manufacturing heartland of China, we provide an end-to-end service ecosystem: **Site Selection** \rightarrow **Design** \rightarrow **Manufacturing** \rightarrow **Installation** \rightarrow **Training** \rightarrow **Support**.

2.2 Core Values: The CCTV Philosophy

Our brand is built on four pillars that guide every piece of equipment we engineer:

- **Creativity:** We reject "cookie-cutter" designs. We use custom IP, theming (e.g., Cyberpunk, Jungle, Space), and sculpture arts to create immersive worlds.
- **Curiosity:** Our multi-level play structures are designed to encourage exploration, maximizing "Play Value" and extending visitor stay duration.
- **Vitality:** We champion **Active Entertainment**. Our products (Tag Arenas, Trampolines, Climbing) require physical movement, promoting health and wellness.
- **Technology:** We integrate IoT (Internet of Things) for remote diagnostics and revenue tracking, ensuring operational efficiency.

2.3 Strategic Validation: The FUNDAY Shenzhen Case Study

- **Location:** Longhua District, Shenzhen (Tier 1 City).
- **Model:** Franchise.
- **Performance:** Consistently ranked #1 on Douyin (TikTok China) Local Services for "Best Family Activity."
- **Key Learning:** The integration of "Social Currency" (Instagrammable spots) and high-replay arcade games (Key Master, Claw Machines) drove a **35% higher repeat visit rate** than local competitors. This location proves that MARWEY equipment thrives even in the most demanding, tech-savvy markets.

3. Market Analysis & 2025 Trends

3.1 Global Market Dynamics

The FEC market is segmenting into specialized zones. In 2025, **Arcades** remain the revenue king, accounting for **36.4%** of the market, while **Ticket Redemption** accounts for **41.2%** of income.¹

Growth Drivers:

- **Emerging Markets:** Asia-Pacific is the fastest-growing region due to rising middle-class disposable income.³
- **Adult-Centric Gaming:** The "Kidult" trend (adults playing games) is expanding. Venues are adding bars and high-end tech games to attract the 21-35 demographic.

3.2 Key Trends Shaping 2025-2030

3.2.1 Gamified Active Entertainment (Tag Arenas)

Traditional soft play is evolving into competitive "Tag Arenas" (like *Activate* or *Ninja Warrior*). Players wear RFID wristbands and score points by hitting illuminated targets in a physical obstacle course.

- **MARWEY Solution:** Our "Pixel Step" and "Laser Maze" modules offer high-throughput, high-energy gaming that appeals to teens and corporate team-building groups, a lucrative B2B segment.⁴

3.2.2 The Revival of the "Physical" Arcade

Despite VR's growth, tangible "Claw Machines" and "Prize Merchandisers" are booming.

- **The Data:** A well-placed claw machine can generate **\$400 - \$1,000 net profit per month**.
- **MARWEY Solution:** We manufacture specialized "Gift Game Machines" (Key Master, Barber Cut) with adjustable probability algorithms validated in our FUNDAY stores to balance player win-rates with operator profitability.

3.2.3 Immersive Reality (VR/AR)

The trend is moving away from heavy backpacks toward "free-roam" and "mixed reality" (e.g., ValoClimb).

- **MARWEY Solution:** We offer VR 360 chairs and AR interactive projection walls (ball toss, soccer) that require zero wearable tech, reducing hygiene concerns and staffing needs.
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4. Product & Service Ecosystem

MARWEY provides a "Whole-Park" solution. We do not just sell machines; we sell **Revenue Centers**.

4.1 Anchor Attractions (The Traffic Drivers)

These attract the initial footfall.

1. **Trampoline Parks:** Built to **ASTM F2970-22** standards.⁵ Features include Slam Dunk zones, Dodgeball courts, and Professional Performance beds.
 - *Capacity:* High throughput (100+ guests/hour).
2. **Indoor Playground (Soft Play):** Multi-level structures complying with **ASTM F1918**.
 - *Features:* Donut slides, spiral slides, ball pits, and rope courses.
 - *Target:* Ages 3-12 (The "Pester Power" demographic).
3. **Ninja Courses & Tag Arenas:** Modular obstacles for teens/adults. High replay value due to competitive leaderboards.

4.2 Revenue Generators (The Profit Makers)

These maximize revenue per square foot.

1. **Redemption & Merchandiser Arcades:**
 - **Machines:** Claw Machines, Coin Pushers, Ticket Redemption.
 - **MARWEY Edge:** We provide the "Prizing Strategy"—teaching operators how to source high-perceived-value / low-cost prizes to maintain a **25-30% COGS (Cost of Goods Sold)** on prizes.
2. **Sports Simulators:**
 - **Types:** Boxing, Basketball, Skiing, Racing.
 - **ROI:** Low maintenance, high durability. A boxing machine is often the #1 ROI item per sq. ft. in an arcade.
3. **VR Zone:**
 - **Hardware:** VR Egg Chairs, 6-Seat VR Spaceships.
 - **Strategy:** Priced as a premium "add-on" per ride (\$5-\$10 per play).

4.3 Turnkey Services

1. **Design (CAD/3D):** Custom layouts optimizing "Traffic Flow" to force guests through the arcade (high margin) to get to the play area (anchor).
2. **Compliance:** All equipment comes with documentation for local certification (CE for Europe, ASTM for USA).
3. **Installation:** MARWEY sends engineers globally to supervise assembly.
4. **Operational Training:** Partners can send staff to FUNDAY Shenzhen or Ganzhou for "Shadow Training"—learning real-world operations, maintenance, and customer service.

5. Operations Plan: The "FUNDAY" Standard

Based on the operational success of our 6 FUNDAY locations, we recommend the following operational structure for a standard 20,000 sq. ft. facility.

5.1 Staffing Model & Ratios

An FEC is a service business. Efficient staffing is critical to safety and profitability.

Table 5.1: Recommended Staffing Ratios (Based on 20k sq. ft. model)

Role	Ratio (Staff:Guest)	Primary Responsibility	Certification Required
General Manager	1 per Store	P&L ownership, HR, Marketing	Business Mgmt
Front Desk/Check-in	1 : 50	Ticketing, Waivers, Upselling Socks	POS Training
Active Zone Marshal	1 : 20	Safety , Rule Enforcement (Trampolines)	CPR / First Aid
Soft Play Attendant	1 : 40	General supervision, cleanliness	Customer Service
Arcade Tech/Attendant	1 : 60	Fixing jams, restocking prizes, helping guests	Basic Mechanical
Party Host	1 : 15	Dedicated host for birthday groups (High Tips)	Party Training

5.2 Safety & Compliance Protocols

Safety is the primary risk factor in this industry. MARWEY protocols include:

- **Daily "Pre-Flight" Inspection:** A 50-point checklist performed 1 hour before opening (checking springs, padding, netting tension).⁶
- **Waiver Management:** 100% digital waiver compliance required for all active participants.
- **Height/Age Segregation:** Strict separation of toddlers (under 5) from older jumpers to prevent collision injuries.
- **ASTM F2970 Compliance:** All MARWEY trampoline courts are engineered to meet or exceed these specific load-bearing and impact-attenuating standards.

5.3 Maintenance Schedule

- **Daily:** Cleaning of high-touch surfaces, visual inspection of soft play netting.
- **Weekly:** Deep cleaning of ball pits (ball washing machine), bolt tightening on steel frames.
- **Monthly:** Arcade machine sensor calibration (claw strength, ticket dispensers) to ensure target payout rates (e.g., 30% payout).
- **Quarterly:** Full structural audit by a certified technician.

6. Marketing Strategy: Driving Footfall

Our marketing strategy is adapted from the highly successful tactics used at FUNDAY Shenzhen.

6.1 The "Viral Loop" & Social Currency

- **TikTok/Douyin Strategy:** Create "Challenge" zones. For example, a "Hang Bar Challenge" or "High Jump" wall with a dedicated camera mount. Guests film themselves and post to social media, providing free advertising.
- **Influencer Seeding:** Invite local family influencers (Mommy Bloggers) for a private "Hard Hat Tour" 30 days before opening to generate pre-launch buzz.

6.2 The Birthday Party Engine

Birthday parties are the highest margin product (**80%+ gross margin**).

- **The Package:** 2 Hours Play + Private Room + Pizza + Host.
- **The Strategy:** Every child attending a party is a potential future customer. We provide "Return Passes" (Free 30 min play) in every goody bag to ensure they come back with *their* parents.

6.3 Membership & Loyalty (Recurring Revenue)

- **Memberships:** \$20-\$30/month for unlimited play during off-peak hours (Mon-Thu). This fills the facility during "dead" times and guarantees cash flow.

- **Data Collection:** Use RFID wristbands to track which games are played most, allowing for data-driven layout optimization.

7. Financial Plan & ROI Analysis

Based on a standard 20,000 Sq. Ft. (1,850 \$m²) FEC model.

7.1 Startup Capital Expenditure (CapEx) Estimates

Table 7.1: Estimated Startup Costs (USD)

Category	Cost Estimate	Notes
Lease Deposit & Fees	\$50,000 - \$100,000	Varies by location (3-6 months rent)
Build-Out & HVAC	\$400,000 - \$600,000	Lighting, Flooring, Bathrooms, Cafe
MARWEY Equipment Package	\$500,000 - \$800,000	Factory Direct Pricing (Includes Arcade, Play, Install)
POS & IT Systems	\$30,000 - \$50,000	Gates, Card Readers, Servers
Pre-Opening Marketing	\$30,000 - \$50,000	Ads, Launch Event
Working Capital	\$100,000 - \$150,000	3-6 months operating runway
TOTAL INVESTMENT	\$1.1M - \$1.75M	Typically \$150-\$200 per sq. ft. ⁷

7.2 Pro Forma Profit & Loss (Year 1 vs Year 3)

Table 7.2: Financial Projections

Metric	Year 1	Year 3 (Optimized)	Notes
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	(Stabilization)		
Total Revenue	\$1,500,000	\$2,800,000	Based on \$25 spend/head
- Admissions (40%)	\$600,000	\$1,120,000	Anchor Attractions
- Arcade/Games (30%)	\$450,000	\$840,000	High Margin (90%+)
- F&B / Parties (30%)	\$450,000	\$840,000	High Margin (70%+)
COGS	(\$225,000)	(\$420,000)	Prizes, Food Cost
Gross Profit	\$1,275,000	\$2,380,000	
OpEx (Rent, Labor)	(\$1,000,000)	(\$1,200,000)	Fixed Costs
EBITDA	\$275,000	\$1,180,000	
EBITDA Margin	18%	42%	<i>Target: 30%+</i>

7.3 ROI Projections

- **Revenue Potential:** A well-run 20,000 sq. ft. facility generates **\$100 - \$150 per sq. ft.** annually.
- **Break-even Point:** Typically months 14-18.
- **Equipment ROI:** A single MARWEY Claw Machine can pay for itself in **3-5 months** due to low hardware cost and high cash intake.

8. Risk Management

8.1 Operational Risks

- **Risk:** Injury claims.
- **Mitigation:** Strict adherence to ASTM F2970; Mandatory digital waivers; CCTV coverage

of all active zones (stored for 2 years); Staff certified in First Aid.

8.2 Financial Risks

- **Risk:** High rent eating into profits.
- **Mitigation:** Negotiate "Percentage Rent" deals (Base Rent + % of Revenue) with landlords who need your foot traffic.

8.3 Equipment Obsolescence

- **Risk:** Games becoming boring.
- **Mitigation:** MARWEY's "Game Swap" program advice—rotate the bottom 10% performing arcade machines every 12 months. Our modular manufacturing allows upgrading software/components without buying entire new cabinets.

9. Conclusion

The window of opportunity for Family Entertainment Centers is wide open in 2025. The market is demanding high-quality, active, and social offline experiences.

MARWEY offers the only path that combines **Factory-Direct Economics** with **Proven Operational Expertise**. By partnering with us, you are not just buying steel and plastic; you are buying a business model validated by the success of our 6 **FUNDAY** locations across China (Puning, Longhu, Chenghai, Ganzhou, Rongcheng, and Longhua).

We invite you to visit our manufacturing headquarters and our flagship **FUNDAY** stores to see the future of family entertainment in action.

Let's Build the Fun.