



BUSINESS PLAN

KAB'SPORTS PARK

My why?

I grew up playing Soccer in the Congo. Soccer is a very big sport in Congo, so I was raised with a passion for the sport, playing it from a very young age, then in high school and club. Unlike the United States, the Congo doesn't have a lot of good infrastructure for Soccer, but because of our love for the sport, my siblings, my neighbors and I would play no matter the condition. We played in our backyards, on the streets, on sand, with or without a normal Soccer ball or shoes.

In 2019, I attended Fulton Montgomery Community College in Johnstown, New York where I received a Sports Management and a Business Management degree. Being an international student and Soccer player, I realized that the community in which I lived was lacking something.

An indoor Soccer facility is what is missing. There are a lot of Soccer fields in the area but none of them are indoors. That makes it difficult for Soccer players to be active during the winter/rainy seasons. The closest indoor facility is 35 - 45 minutes away from Johnstown/Amsterdam. While playing for the FMCC Soccer team, I noticed that during the winter, a lot of players from the college and the surrounding areas will go for that ride once or twice a week to play Soccer. The only other solution for us was to play

Soccer on the basketball court in college. I realized that not only college Soccer players had that problem. It was also the case for all the other Soccer players in the area; high school players, the younger ones and also the older ones.

Solution

From 2023 to 2025, I attended another college in Colorado that did not have a Soccer team, but I played a lot of indoor Soccer leagues. I played in Men's Division 2 and 3 leagues and Co-ed leagues. I loved the atmosphere of that facility and wanted to bring the same concept to the Johnstown area. While working toward that idea, I started to put together a bunch of Soccer-inspired games. Finally, I decided to put both ideas together (Soccer field and Soccer-inspired games) and called it "Amusement Soccer Park".

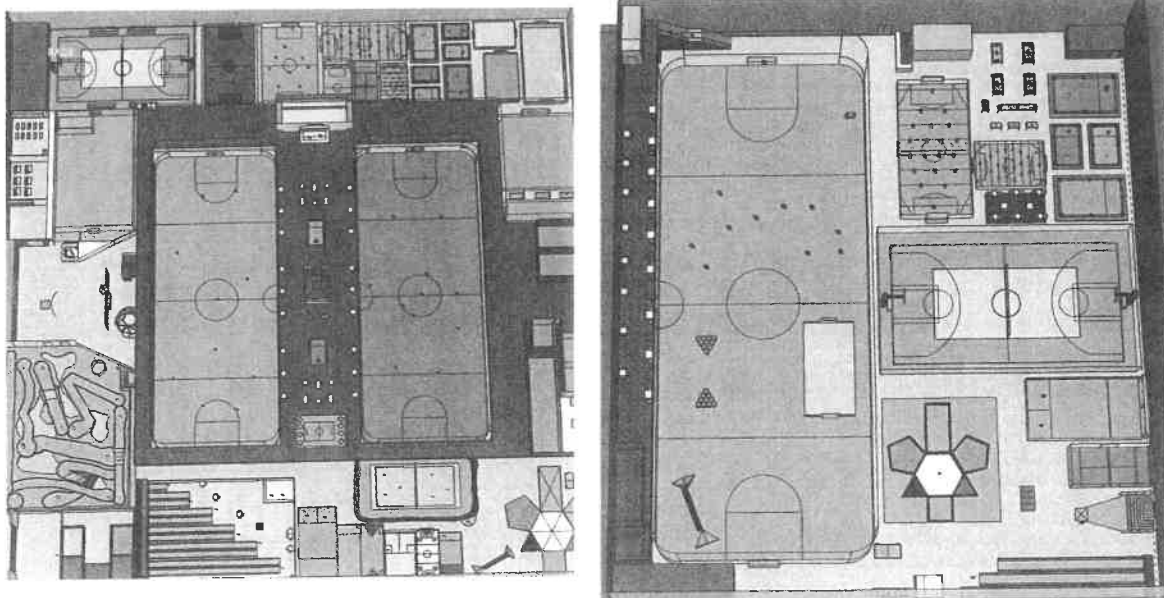
Executive Summary

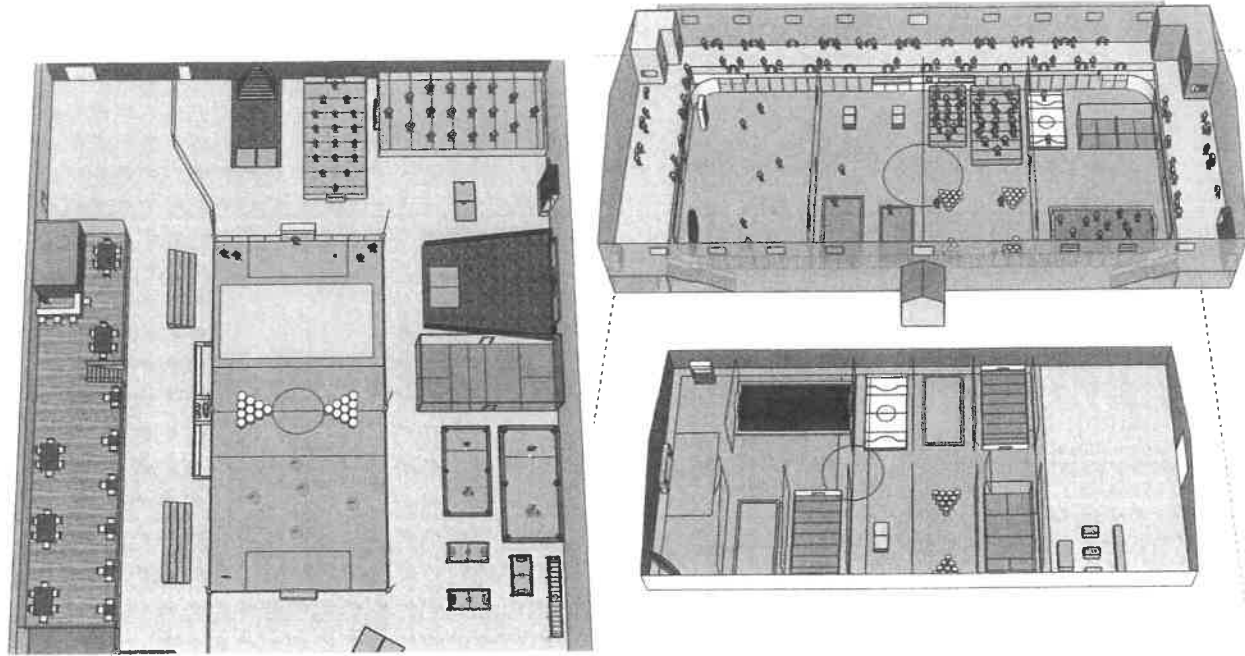
Kab'Sports Park is an amusement Soccer Park. Soccer parks are parks with a lot of Soccer fields, and amusement parks have a variety of games. We call Kab'Sports Park an amusement Soccer park because it doesn't only have Soccer fields but also a large variety of Soccer-inspired games. Our mission is to give people as much fun as possible with a Soccer ball whether they are Soccer players or not. For that purpose, we offer a large variety of collective and individual Soccer games (more than 20 games). The middle of the park will have a mini indoor Soccer field for leagues and tournaments which will be surrounded by most of the games. The park will be located in Johnstown or Amsterdam NY attracting athletes and sports enthusiasts from the 6-7 cities/towns around it. The large variety of our Soccer-inspired games make us unique in the whole

country. Per person, we charge \$5.99 for pick-up nights and \$22.50 for daily access to all the games. The registration fee per team for a league is \$550 and \$150 for tournaments. Part of our estimated starting cost will be covered by investors and the remaining by the owner's equity and funds collected from donations/grants.

Description of Business

The park was originally designed for Soccer enthusiasts and Soccer players, but with our variety of games, we have more than enough games to entertain more than the Soccer community. We are all about giving our customers a lot of fun with a Soccer ball or Soccer balls. Some of the games are supervised by the staff due to the cost of our equipment. We run tournaments and leagues all throughout the year for Men, Women, and Coed. Below are models of the facilities we have depending on the space we have available.





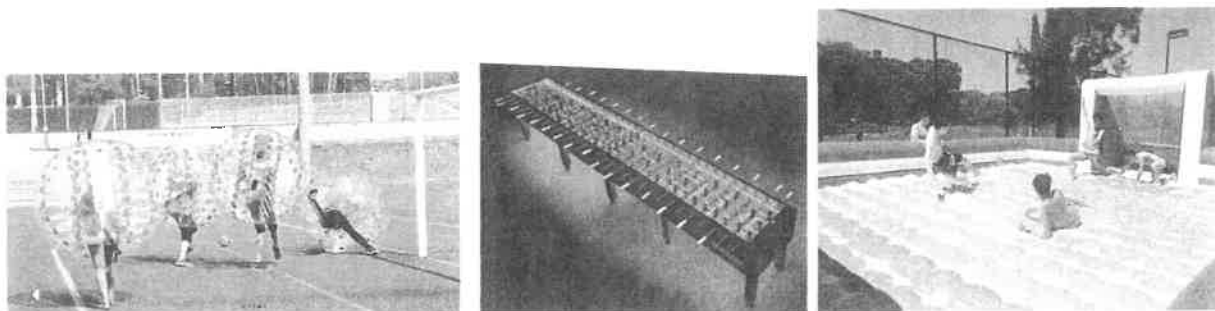
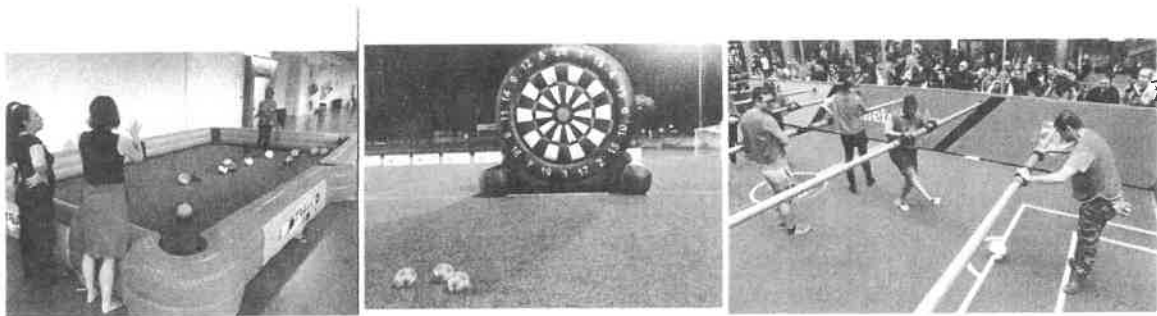
Ownership

Kab'Sports Park is owned by Daryl and Mercedes Kabasele. We designed and developed the park and some of the games during our years in college. Our staff and employees are hardworking and committed, most of which went to college with us. They are ready and trained to give the best customer service and fun to all our customers during their time at the park.

Marketing Mix

The mini Soccer field in the middle of the park is for 5v5 or 6v6 Soccer games. Our Soccer-inspired games are combinations of Soccer and other sports. Volleyball-Soccer and Bowling-Soccer are Volleyball and Bowling being played with a Soccer ball and with

feet instead of hands. Human-Foosball is Foosball physically being played by human beings. On top of that, we have Soapy/Slippery-Soccer which will be played in a bounce house with water and soap, making it challenging to play Soccer while sliding. Bubble-Soccer is Soccer that is played while being in a bubble. Beer-Pong Soccer is the same concept of Beer-pong but being played with Soccer balls and big garbage cans. Soccer players can play with their feet which is more challenging, but it can also simply be played by throwing the ball into the garbage cans. The same concept applies to our Connect-4 Soccer. These last two games can be played with hands or with feet. Billiard-Soccer is Billiard played with feet on a 10' by 20' area with Billiard designed Soccer balls. The same principles apply to our Tennis-Soccer, Golf-Soccer, Dart-Soccer, Ping-Pong-Soccer, and many more games. In addition to that, the park has Foosball tables, Billiard-Soccer tables, Ping-Pong and Teq tables. These do not include our weekend Special Night Games. Below are what some of our top games will look like..



Place

All our games are located at the park. The tickets to the park can be purchased on our website and at the park. Discounts and rewards are available for regular/constant customers and for those who have won prizes playing games at the park.

Promotion

We are going to arrange to bring some of our games to the most famous areas by the park. The first 20 winners will each receive a free ticket for the Grand Opening, and they will all be allowed to bring one guest with them. To advertise the park, there are going to be billboards at some of the most circulated roads of surrounding cities.

Price

In regard to the games that we offer, we have no competition. The only other indoor soccer facility is located 30 miles away from our community. We charge \$5.99 for pick-up nights and \$22.50 for a daily admission fee. The registration fee per team for a league is \$550 and \$150 for tournaments.

Target Market

Kab'Sports Park was originally designed to fit the level for competing Soccer players only. Due to our large variety of games, we were able to have some games for highly skilled Soccer players and some that do not require much Soccer skills. For that reason, we are targeting young athletes and families who love fun/quality time and competitive games.

SWOT ANALYSIS

Strengths

Our biggest strength is that we are the only ones in this area to have an indoor Soccer facility. There are a lot of high schools in the area with turf Soccer fields, but they are all outdoors and not suitable for the Winter season. Our facility will allow athletes to stay in shape and compete during Winter. On top of that, we are also the only ones to offer multiple games indoors. The area has roller skating facilities, pool and bowling halls. We will not only bring indoor Soccer but also a lot of other fun games. That will be great for the families of the communities who don't want to just go out for one activity.

Weaknesses

One big weakness would be to get the workers to supervise the games and make sure all of them are being used the right way. Some of our games are very costly, so keeping an eye on them can reduce the risk of money waste.

Another issue is that Gloversville city is being referred to as the poorest city in this region, but it is only one of the 7 cities around the park.

Opportunities

For our first location, the more space we have, the more games we can have in the park. In the future, we are looking to expand into different locations and bigger cities; Saratoga, Albany, then we would also open more parks in different states in the country.

Threats

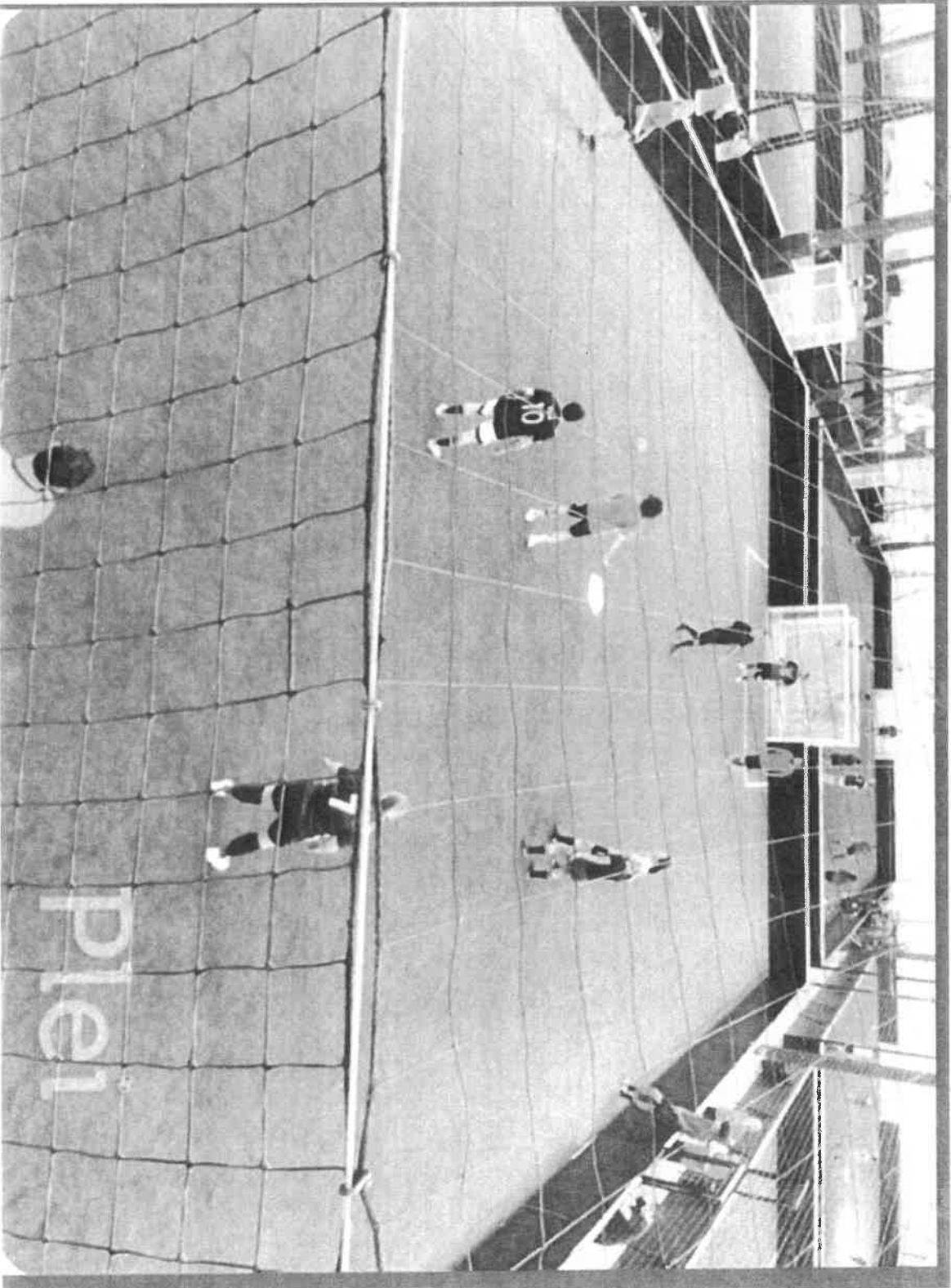
The competition is part of the threats. There is Afrim's Soccer in Albany. That is the only

competition we have. They have nice Soccer facilities, but Kab's Soccer Park will be located 45 minutes (35 miles) away from Afrim's. Another threat in the area is the economy of Gloversville.

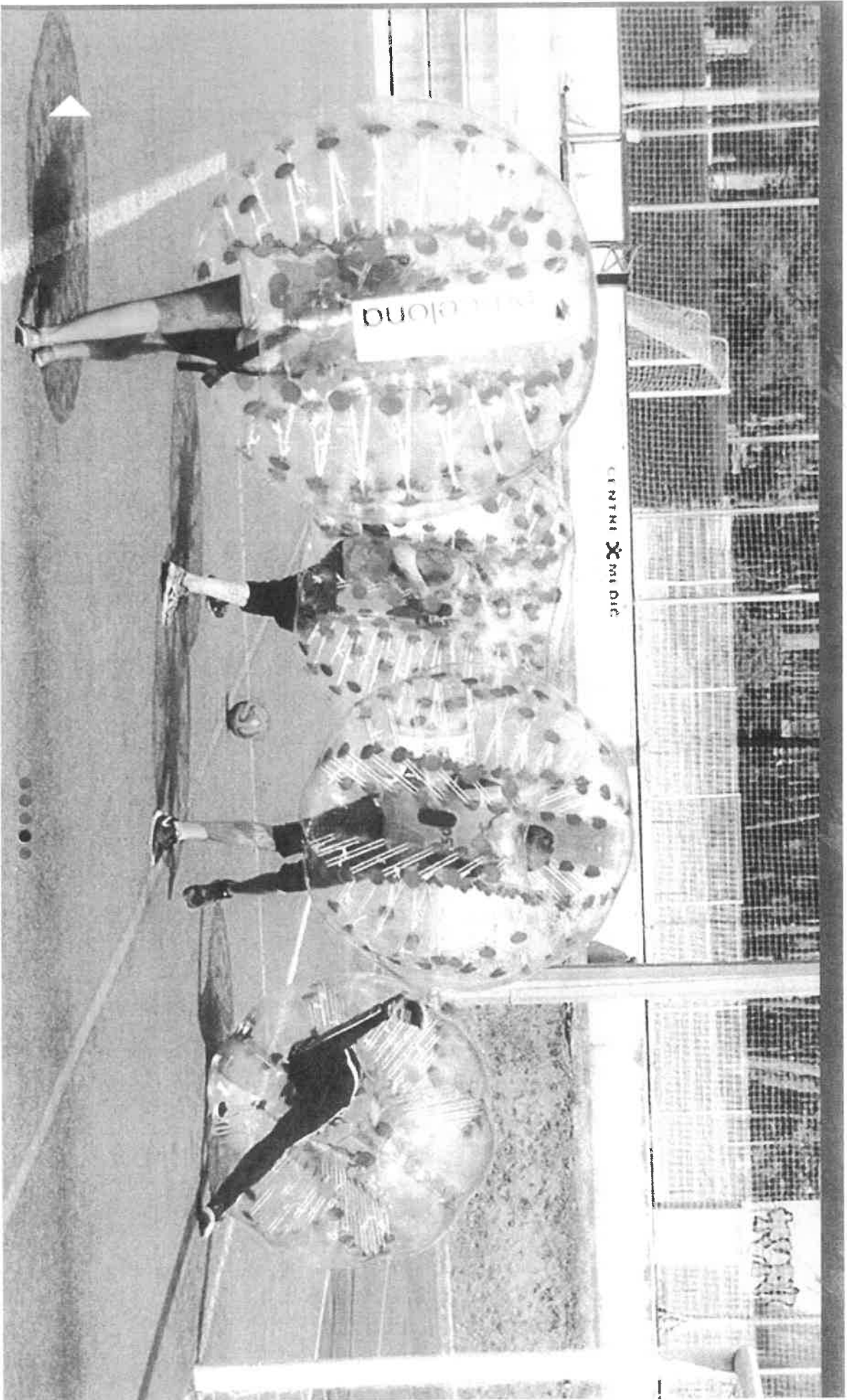
FINANCIAL PLAN & FUND REQUEST

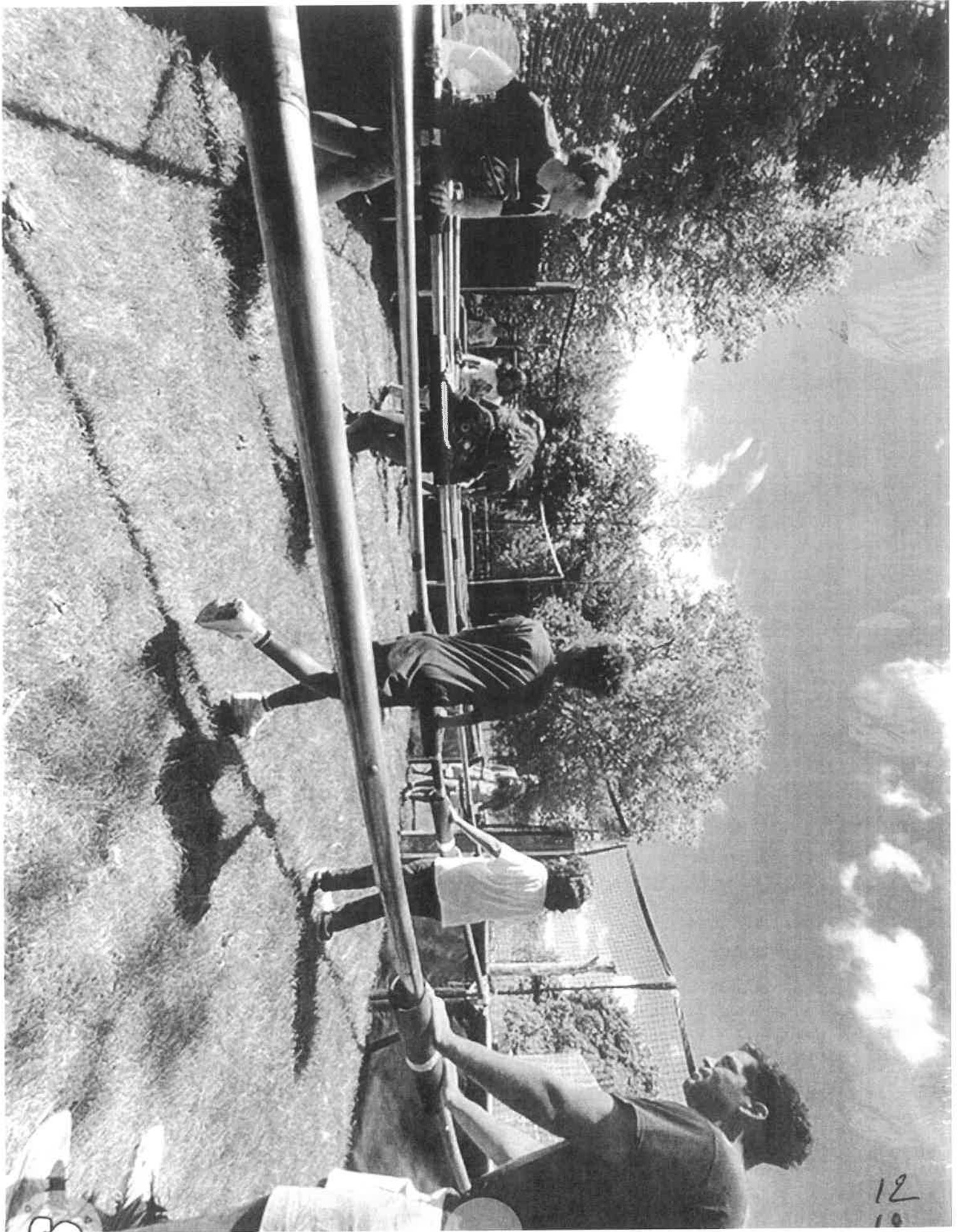
We charge \$5.99 per person for our pick-up nights and \$22.50 for daily access to the park. We charge about \$550 for leagues and \$150 for tournaments. We also charge renting fees hourly (\$100) and are currently working on memberships. Other incomes come from our kitchen and from our mini Soccer store. Our estimated profit for the first year is \$189,000 which will increase over the years.

The Kab's Soccer Park has all its fields and games indoors. All fields and some games are going to be built and installed by experienced companies who have decades of experience. It is going to be done professionally. The other brand new games are going to be designed by the owners and their teams to reduce the expenses. Our estimated starting cost is \$101,500. We would like to request \$50,000 or more from our investors. This amount will mostly cover the field (turf), repairing fees and some labor. The rest of expenses will be covered by our sponsors and donations collected.

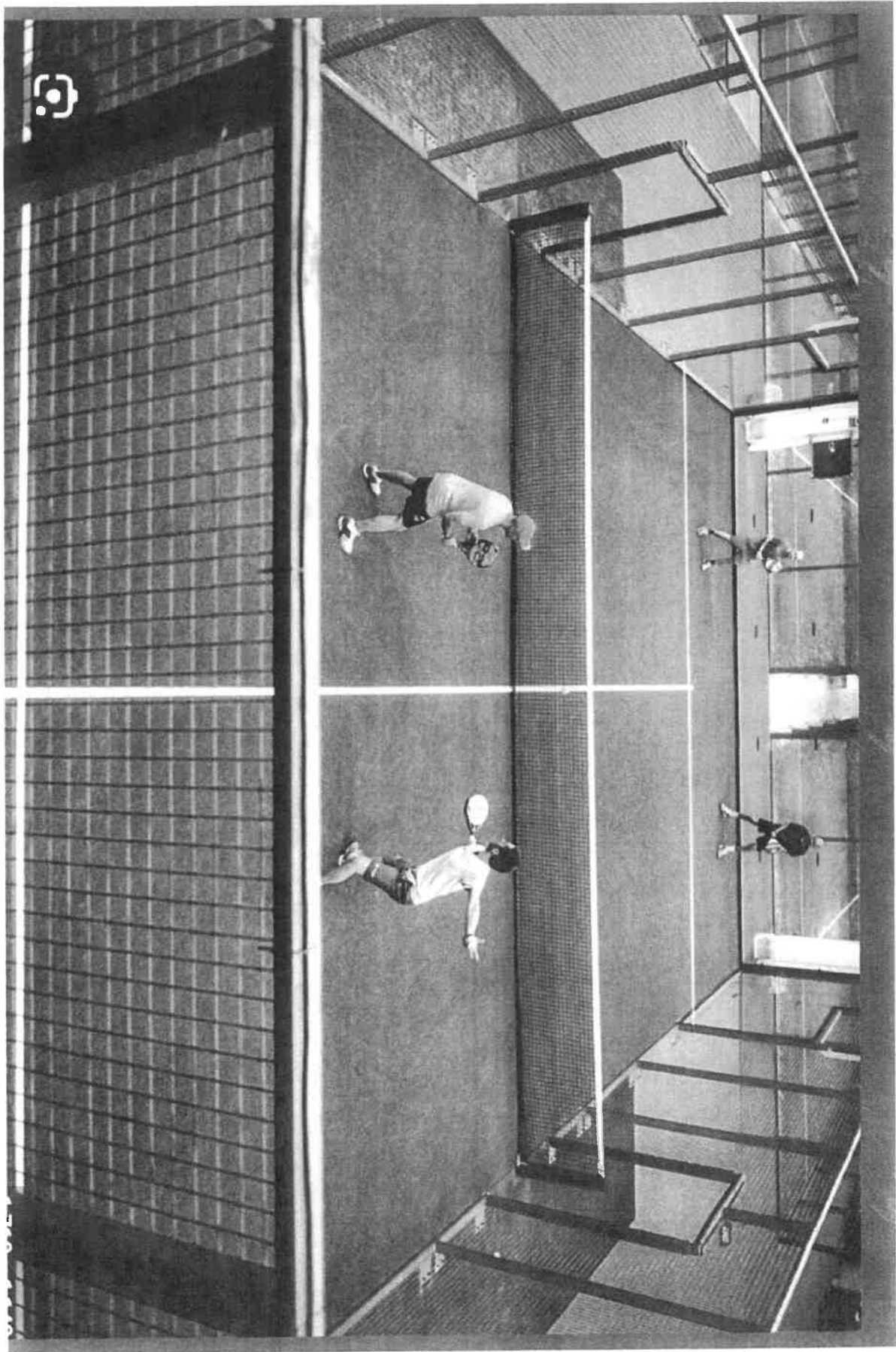




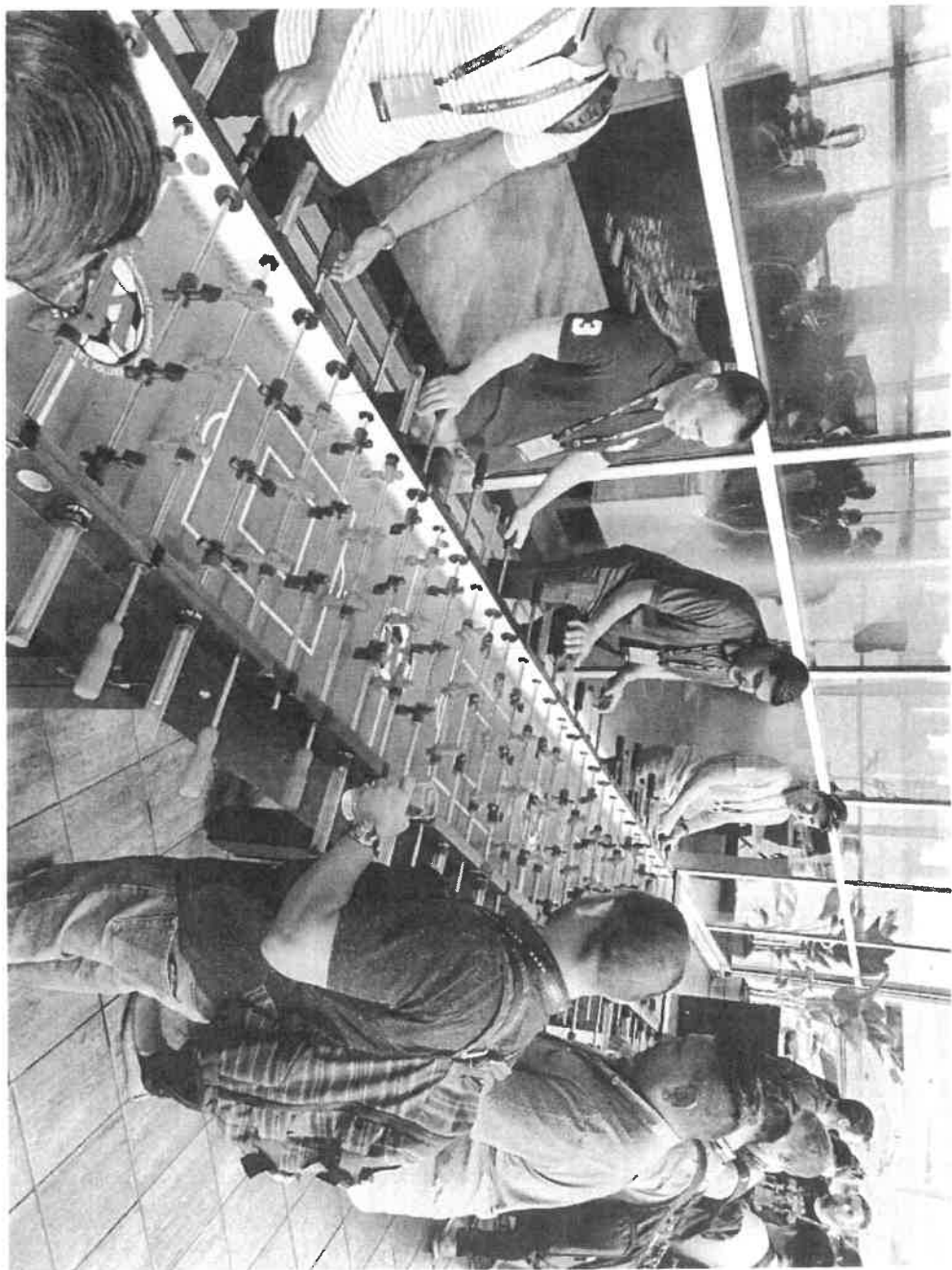




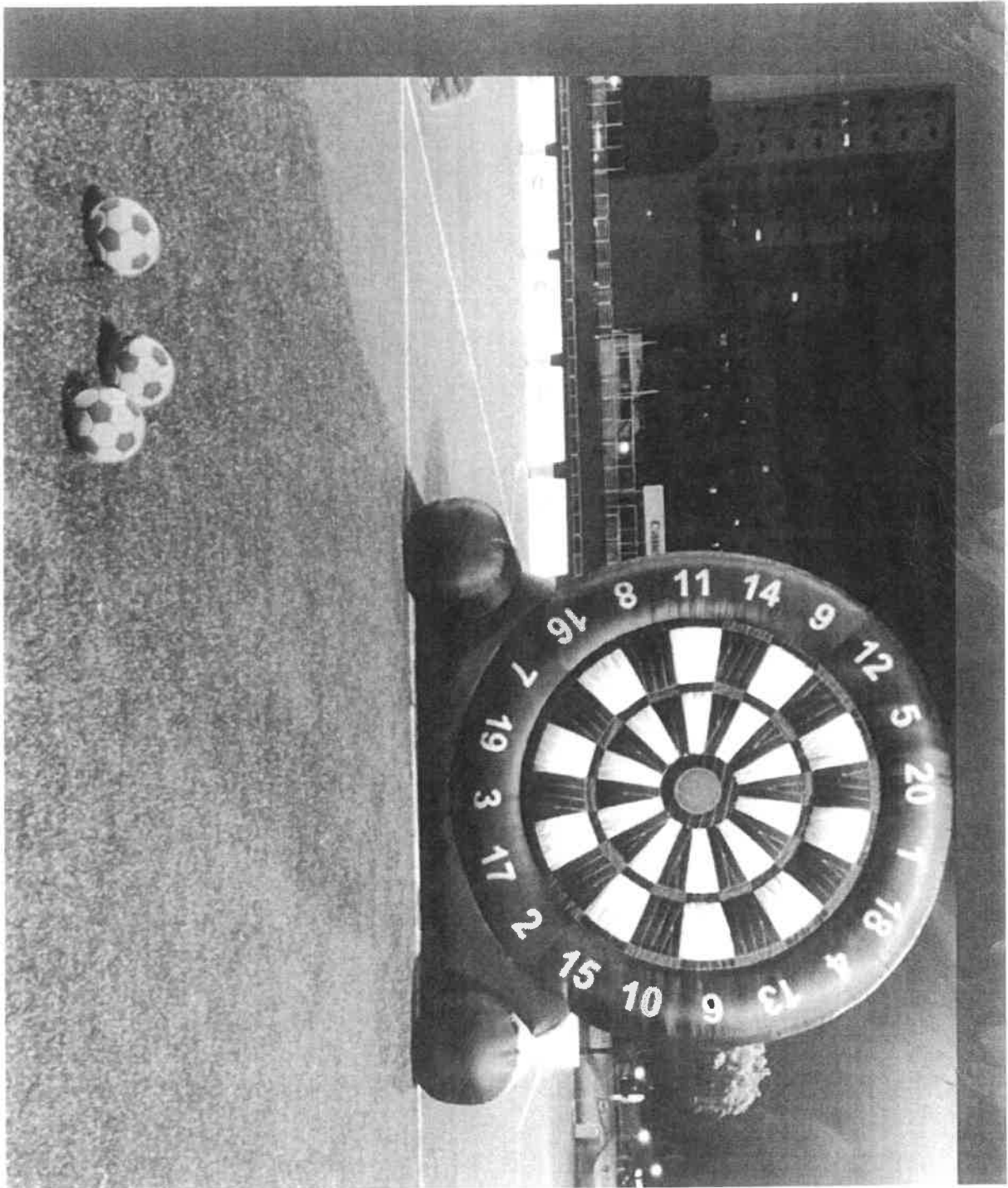
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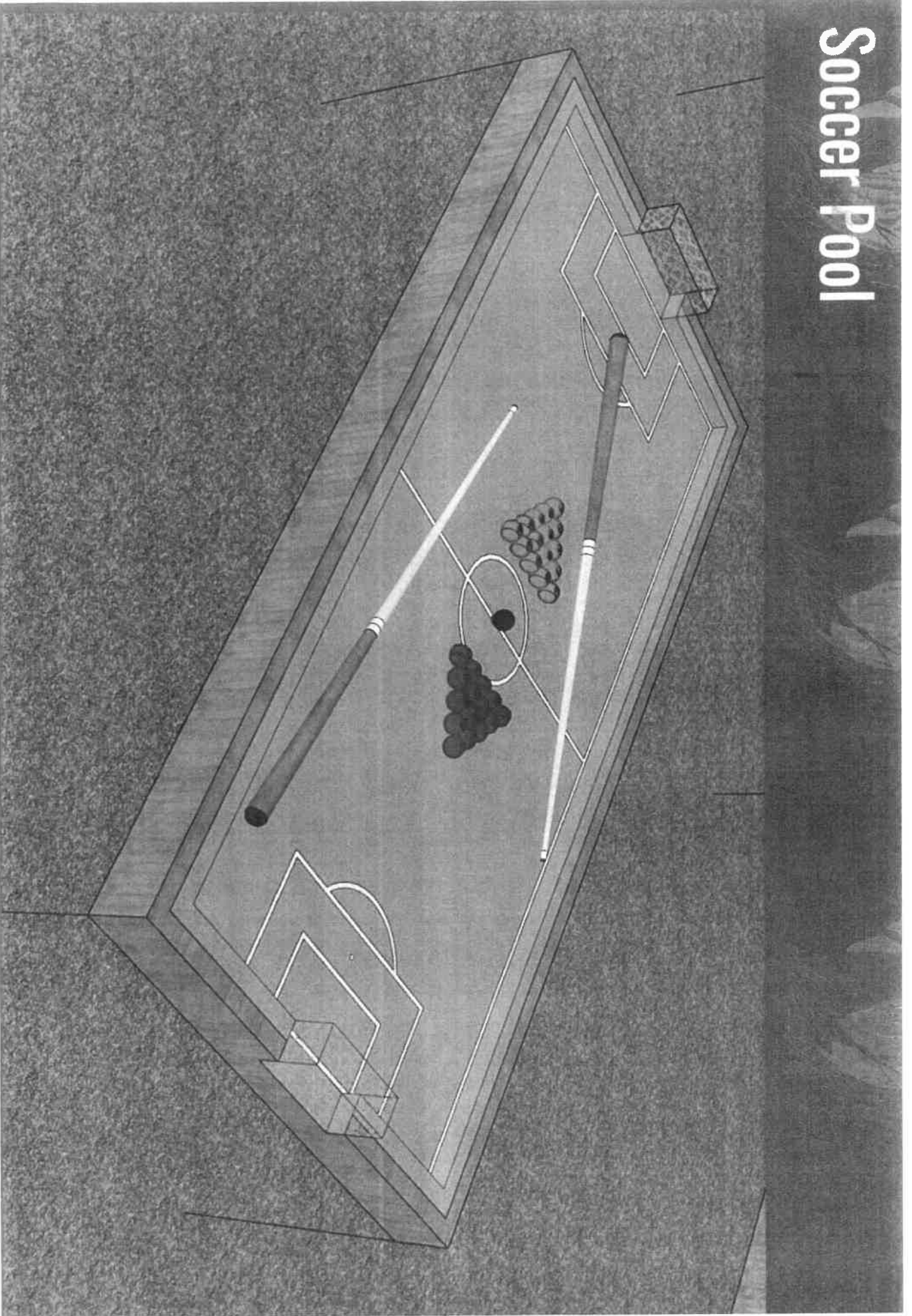


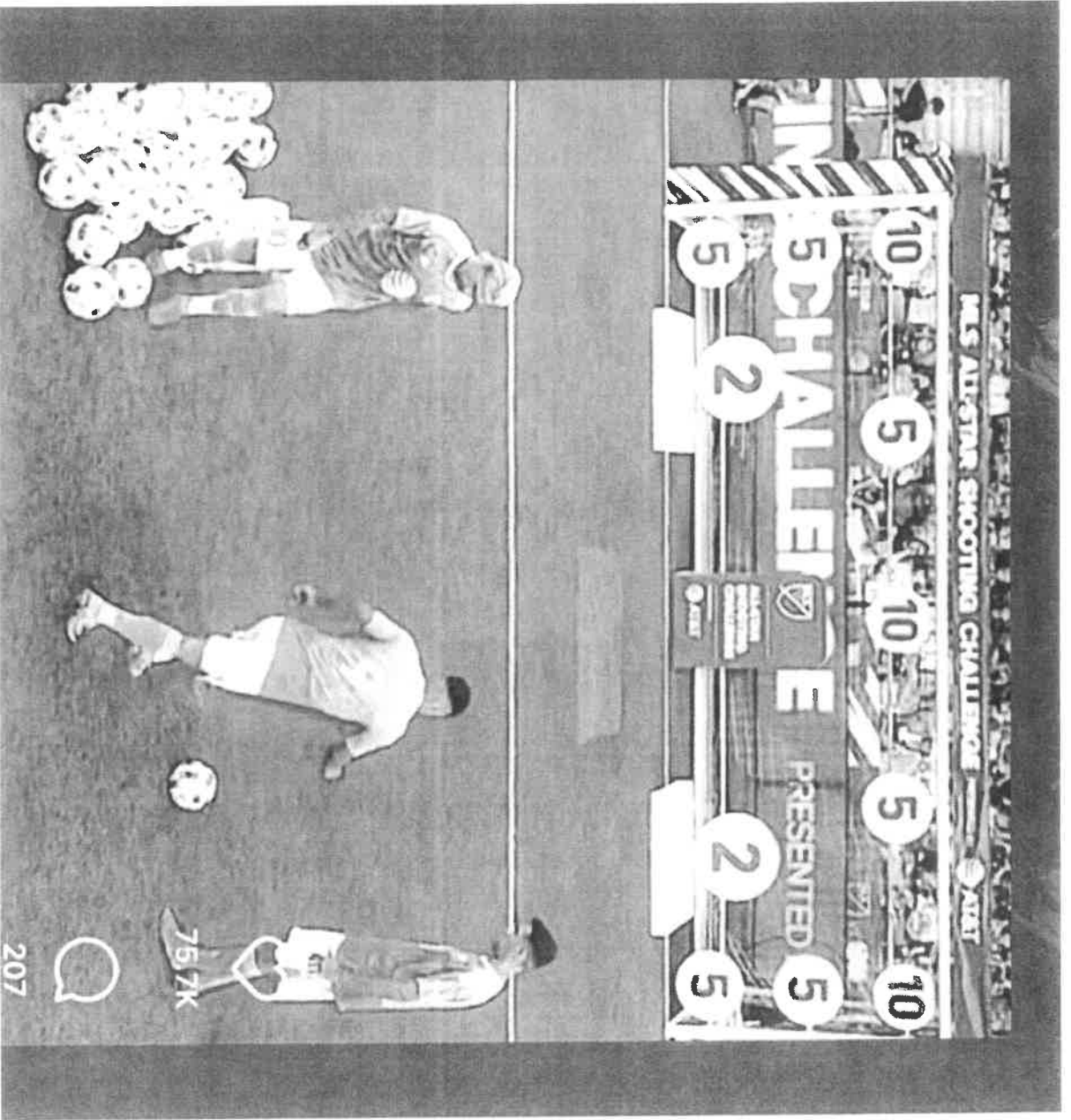


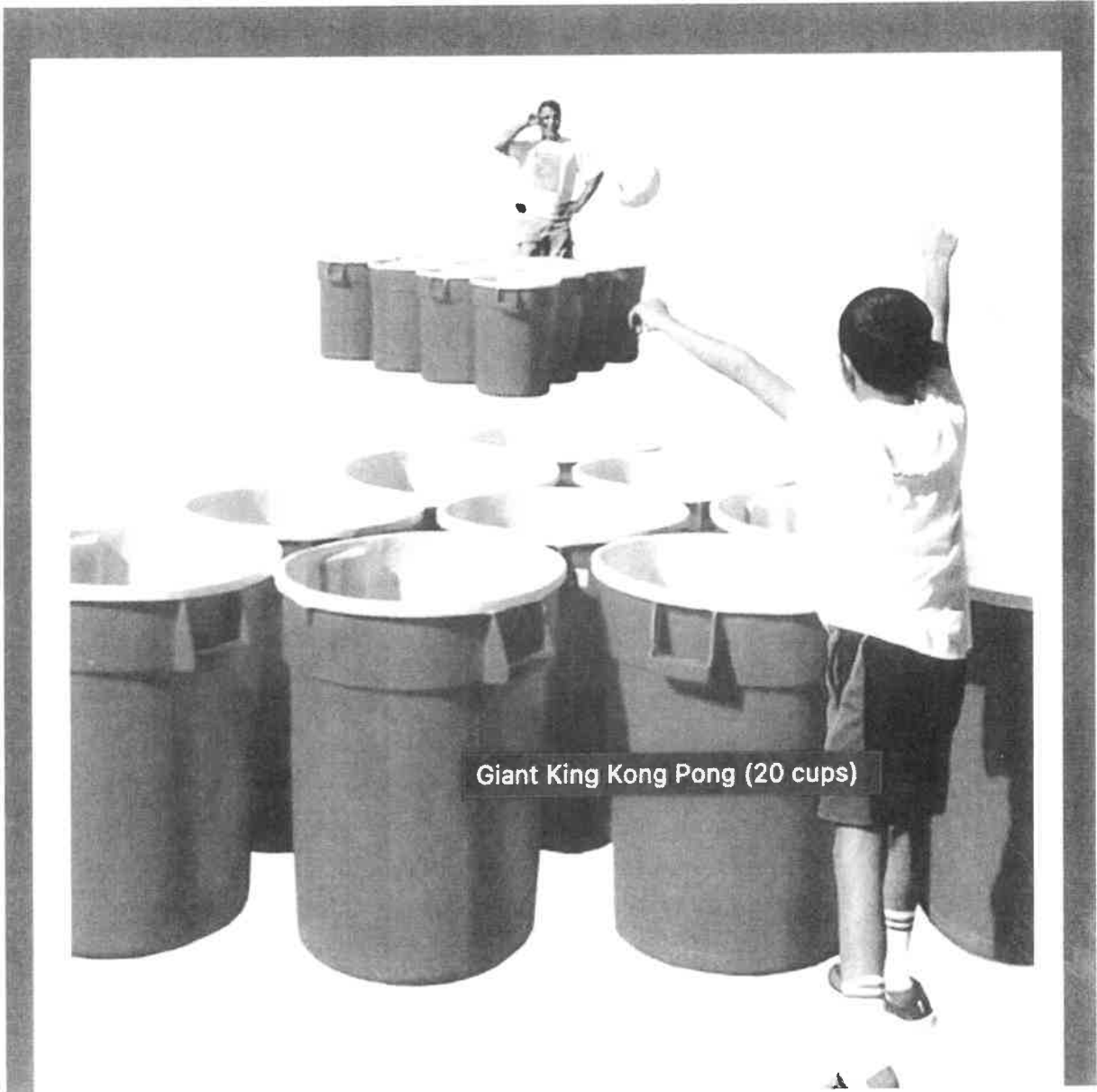
1948



Soccer Pool







Giant King Kong Pong (20 cups)

FOR LEASE

4 INDUSTRIAL PARKWAY

JOHNSTOWN, NY



[Click to View Video Tour](#)

28,000± SF

Property Highlights

- 5 Dock Doors
- 1 Drive-In Door
- 14' Ceilings
- Office Space
- Motion Sensor Lights
- Public Water & Sewer
- Estimated Taxes - \$6,496.43
- Easy access to Route 30A and 13.5 miles from I-91 NYS Thruway.

Demographic	1 Mile	3 Miles	5 Miles
Population	2,352	26,681	32,910
Households	924	11,096	13,318
Average H H Income	\$69,620	\$59,008	\$61,743
Daytime Employees	3,359	12,845	16,591
Source			ESRI 2021

Traffic Counts	
N Perry Street	5,842 AADT
Maple Ave	3,259 AADT
ESRites	NYS DOT

