

APPLICANT'S NARRATIVE

Business Plan: Claw Mania Kingdom

We are excited to join the community of Carrollton and we are seeking consideration for

- Re-zoning of Manna Plaza from O-2 to LR-2 (the current zoning for the surrounding like business centers.)
- Future land use map amendment for Manna Plaza.
- Special Use Permit for arcade use.

Executive Summary

Claw Mania Kingdom is a vibrant, family-oriented entertainment destination designed to bring joy and unforgettable experiences through a variety of interactive arcade games. With two highly successful locations already thriving in Houston, Claw Mania Kingdom is expanding to provide a larger-scale arcade experience featuring **100 claw and arcade machines**, catering to families, individuals, and groups of all ages. Our focus on creating a wholesome, fun-filled environment makes us a unique and valuable addition to the community.

Mission Statement

At Claw Mania Kingdom, we aim to foster moments of joy, laughter, and family bonding by providing an immersive entertainment experience in a safe, inclusive, and family-friendly environment.

Business Model

Our business model combines modern arcade technology with timeless family fun. Here's how it works:

- 1. Revenue Streams:**
 - ◊ **Pay-to-Play Machines:** 100 state-of-the-art arcade games with varying play costs, tailored to different skill levels and interests.
 - ◊ **Prize Redemptions:** Claw machines with high-quality prizes, encouraging repeat visits.
- 2. Customer Experience:**
 - ◊ A clean, safe, and friendly environment.
 - ◊ High-quality machines maintained for smooth operation.
 - ◊ Attentive customer service to assist with gameplay and enhance satisfaction.
- 3. Marketing Strategy**
 - ◊ **Local Outreach:** Collaborate with schools, youth organizations, and community events to establish brand presence.
 - ◊ **Digital Campaigns:** Leverage social media and email newsletters to promote new games, events, and promotions.

Operational Details

- ◊ **Location and Facility:**
 - ◊ A spacious venue with a bright, colorful design.
 - ◊ Clear signage, comfortable seating areas, and ample parking for family convenience.
- ◊ **Games and Machines:**
 - ◊ 100 high-quality arcade machines consisting of
 - 58 - Claw
 - 10 - Small Claw
 - 8 - Scissor Rope Cutting
 - 24 - Toy Capsule dispenser
 - ◊ Regular updates to the game selection to maintain guest excitement and satisfaction.

- **Staffing:**
 - Well-trained team members dedicated to maintaining a fun, safe, and efficient experience.
- **Daily hours of operation shall be limited to**
 - 11:00am to 10:00p Monday through Sunday.

Track Record of Success

Our existing Houston locations have demonstrated the popularity and profitability of our model:

1. Positive community feedback and high customer retention rates.
2. Proven ability to operate at high capacity while maintaining exceptional service quality.
3. [1200+ Google Reviews with 4.9 out of 5 Star rating.](#)

Target Audience

Our primary audience includes:

1. Families seeking affordable, fun outings.
2. Youth groups and schools organizing events.
3. Casual gamers and arcade enthusiasts.
4. Tourists exploring local entertainment options.

Community Benefits

- **Family Entertainment:** A safe, enjoyable place for families to bond and make long lasting memories.

Media Links

- [News Article secrethouston.com](#)
- [Instagram](#)
- [Facebook](#)
- [Tik Tok](#)
- [Google Reviews](#)