

# Top 5 Tips for Opening a Game Room Business

## 1 Demographics

Know who you want to sell to and where they live. You can obtain some free demographics through the U.S. Census website. You can drill down to state, city or even zip code. Here's the link.  
<http://quickfacts.census.gov/qfd/index.html>.



## 2 Industry Data

Seek out your national associations such as the [Amusement and Music Operators Association](#) and find your local branch to find similar business and gather industry info. Visit similar businesses or facilities for ideas. Ask the owner questions to find out what works or doesn't work. Don't forget governmental regulations and licensing.

## 3 Suppliers

Compile your list of suppliers for major purchases and ongoing maintenance. Obtain at least 3 quotes for major items. Games, fixtures, furniture and other capital expenditures will add up quickly.

## 4 Marketing, Advertising & Sales

No matter where you are getting your games, you will need a detailed marketing and advertising plan to show how you will generate traffic and revenue. You need to create a yearlong plan to get people into your door. Word of Mouth is not enough in today's market. Don't forget social media in your mix.

## 5 Business Plan

Write a detailed business plan! It is essential to obtain any funding whether through capital venture companies or traditional banks. Too many businesses fail in the first few years even with a business plan. You can find templates all over the internet. [Score](#) and the [SBA](#) are good resources.

## Temporary Game Room Rentals

Phoenix Amusements has been in the gaming industry since 1959 and we have set up some game rooms in the past. We have since evolved into a game rental company that brings the games to your event. When we say rental, we mean for a short period of time for a particular event such as an annual employee conference. The majority of the game rooms we setup are for the family members of the employees at the conference. Most temporary game room setups are from 3 days to 3 weeks. Games rooms for tradeshow or conferences can vary from 5 games up to 80 based on your anticipated attendance.



**Call us for more information for game room rentals for special events. 866-767-4420. We go nationwide and tend to be more affordable than local businesses.**

