



Start Your Own Bar and Club: Sports Bars, Nightclubs, Neighborhood Bars, Wine Bars, and More (StartUp Series)

By Liane Cassavoy, *Entrepreneur magazine*



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An updated edition of the fifth best-selling book of the successful *Startup Series*, *Start Your Own Bar and Club* is a comprehensive guide that shows aspiring entrepreneurs how to create the perfect blend of passion and profits within the bar industry. Updated with the latest industry trends, news, and resources, readers learn about the hottest bar and club opportunities including sports bars, night clubs, neighborhood bars, wine bars, and more. The experts at Entrepreneur take aspiring business owners step-by-step through start-up basics including scouting locations, researching their market, and licensing requirements. Eager entrepreneurs learn first-hand from industry experts how to research their market, design an attractive atmosphere, create policies and procedures, woo their patrons and keep them coming back. Also covered is the latest equipment such as new cash register systems and HDTVs, and expanded information on the Special Occupancy Tax, liquor liability insurance, and third-party liability insurance.



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Editorial Review

From the Back Cover

Create the Perfect Blend of Passion and Profits!

Are you interested in being the toast of the town, the life of the party—and a successful entrepreneur? Do you dream of designing a fun-filled atmosphere to house friends, family, and other patrons? If so, then the bar/club industry may be for you!

Detailing today's hottest bar/club opportunities, including sports bars, night clubs, neighborhood bars, and more, our experts take you step by step, from scouting locations and licensing requirements to creating policies and attracting loyal customers. Use worksheets, checklists, and resource lists to streamline your startup, and efficiently manage day-to-day operations. Plus, gain priceless insight, advice, and tips from already successful bar/club entrepreneurs!

Learn how to:

- Research your target market
- Find the perfect location
- Hire a knowledgeable staff
- Navigate the red tape that accompanies serving alcohol and food
- Understand the logistics of inventory and equipping your bar
- Compete with other bars and nightlife venues
- Keep your clients entertained—and keep them coming back
- And much more!

Start today, and cheers to your success tomorrow!

About the Author

Entrepreneur Media, Inc. is the premier content provider for and about entrepreneurs. Their products engage and inspire with advice, solutions, and resources that fuel the bold and independent way entrepreneurs think. After 31 years, nobody reaches more growing businesses. **Entrepreneur Press**, based in Irvine, CA, is a leading small-business trade publisher, providing aspiring, emerging, and growing entrepreneurs with actionable solutions to every business challenge — ultimately, leading them from business idea to business success. **Liane Cassavoy** lives in Boston.

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