

Strategic Business Plan for Integrated Hospitality and Recreation: The Case of Rolliverse

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Abstract: In order to adapt to the changing lifestyle choices of young customers in Sibiu, Romania, this business plan examines the strategic development of Rolliverse, an inventive hybrid concept that combines roller skating with a coffee shop. Rolliverse provides a distinctive setting that blends sustainability, physical activity, and social interaction in response to the growing demand for experience-based venues. By providing accessible, pleasurable leisure activities in a laid-back, socially inclusive setting, the company hopes to promote wellbeing and fortify community bonds. Moreover, to determine Rolliverse's practical effectiveness and customer appeal, the study uses a secondary data analysis approach, looking at pertinent market reports, demographic insights, and scholarly literature. Pricing strategies, target client segmentation, service design, and operational efficiency are important topics of investigation. According to preliminary research, there is a considerable local demand for socially stimulating, health-focused venues, particularly among those between the ages of 15 and 30 looking for alternatives to conventional cafes or gyms. The concept's relevancy is further increased by incorporating eco-friendly techniques and community-focused programs. Additionally, Rolliverse presents itself as a company that promotes sustainable urban living and social goods in addition to being a business. The initiative shows how contemporary leisure businesses may support community values and economic growth by emphasizing diversity and lifestyle alignment. Rolliverse's motto, "Spin it. Sip it. Live it," reflects the larger trend toward meaningful and captivating consumer experiences by encouraging a culture of movement, connection, and creative expression.

Key words: Hybrid Leisure, Roller-Skating, Coffee Shop, Social Experiences, Active Living

JEL classification: L26, L83, M13

1. Introduction

The capacity to successfully combine innovation and smart financial planning is becoming more important in today's entrepreneurial environment. Businesses must move beyond conventional models as customer behavior changes toward experience-driven consumption and society places an increasing emphasis on sustainability, community involvement, and health. In addition to providing value through distinctive goods, today's businesses are expected to make a significant contribution to the welfare of their communities. These changing expectations are directly addressed by the hybrid idea Rolliverse, which combines a high-end coffee shop and a roller-skating rink in Sibiu, Romania. It suggests an area where social connection, experiencing leisure, and physical well-being come together to form a singular, multifaceted experience.

The creation and assessment of a comprehensive financial strategy aimed at facilitating the Rolliverse concept's successful launch and long-term viability is the main focus of this study. This study aims to determine whether such a business may succeed financially in the distinctive Sibiu environment. Therefore, the primary goal of this study is to assess the financial viability of launching Rolliverse using thorough financial modeling and reasonable market assumptions.

The analysis is guided by a number of secondary aims in order to accomplish this larger goal. The study's first goal is to identify and classify the essential financial elements such as renovation, equipment, employees, and marketing expenses needed to launch a hybrid company. Second, it takes into consideration both conservative and optimistic assumptions in order to forecast possible income scenarios depending on different levels of visitor turnout and spending behavior. Third, the study examines several funding options, from crowdsourcing and investor partnerships to small company loans and personal investments, assessing their applicability and accessibility for a capital-intensive, community-focused business.

The following research question combines these goals: What strategic and financial elements support the growth and long-term viability of a company such as Rolliverse in Sibiu? In examining this plan, the study highlights the strategic choices that support market entrance, community involvement, and long-term resilience in addition to the financial commitments and ongoing cost structures involved. This involves using flexible operational frameworks, realistic revenue modeling, and diversified funding to carefully balance risk and innovation.

By breaking down these fundamental financial and strategic elements, the study seeks to identify the circumstances in which a company such as Rolliverse might prosper in Sibiu's changing social and economic environment. By doing thus, it responds to the main study question: What strategic and financial elements support the growth and long-term viability of an experience-based hybrid company such as Rolliverse in Sibiu? Each element will be thoroughly examined in the sections that follow, offering insight into the viability of fusing active leisure and specialty hospitality into a single, neighborhood-focused business plan.

2. Literature review

As companies work to offer realistic immersive experiences that satisfy both entertainment and social needs, the combination of recreational and hospitality services has drawn more attention in recent entrepreneurial and urban development literature (Pine & Gilmore, 1999). In the "experience economy," where value generation is largely dependent on customer involvement and lifestyle alignment, the concept behind Rolliverse, a hybrid roller-skating rink, and coffee shops align with these more general trends.

Recent developments in consumer markets emphasize the economic potential of blending entertainment and hospitality services, as businesses increasingly prioritize creating value through experiential offerings. This shift reflects the rise of the "experienced economy," where competitive advantage hinges on engaging customers through multi-sensory environments that align with evolving lifestyle preferences. Rolliverse, a proposed hybrid model combining a roller-skating rink and café, exemplifies this trend by merging physical recreation with social leisure, aiming to capture demand for integrated experiential spaces.

From an economic perspective, leisure industries such as skating rinks have seen renewed growth in urban areas, driven by post-pandemic demand for communal activities that balance nostalgia with social interaction (Wilson, 2022). Simultaneously, coffee shops retain economic relevance as "third places" spaces fostering informal community ties outside home and work (Oldenburg, 1999). By integrating these two sectors, Rolliverse targets a market gap where consumers seek combined physical, social, and leisure utility, potentially enhancing local economic vitality through diversified revenue streams and extended customer dwell times.

In Romania, socioeconomic shifts are reshaping leisure consumption. Rising disposable incomes, particularly among younger demographics, have spurred demand for lifestyle-oriented services (INSSE, 2023). While coffee culture remains entrenched, roller-skating is emerging as a niche activity influenced by digital media trends, signaling untapped market potential. Despite this, Romania's hospitality sector lacks businesses that synergize recreation with casual socializing, suggesting a supply-demand mismatch. Rolliverse could address this inefficiency by capitalizing on complementary consumer segments: teenagers drawn to skating and adults seeking café environments, thereby broadening its consumer base.

Through a review of market segmentation methods, consumer behavior patterns, and the influence of socio-cultural factors on urban leisure demand, this paper assesses the economic feasibility of hybrid service models such as Rolliverse. It emphasizes how these kinds of endeavors can boost regional economies by drawing in a variety of demographics, creating micro-communities, and adjusting to the buying habits of people throughout the world. Rolliverse is a prime example of a strategic reaction to modern market dynamics by fusing leisure and hospitality services, providing insights into scalable business models in developing experience-driven economies. Ultimately, by creating a welcoming, health-conscious area that combines entertainment and community involvement, Rolliverse has the potential to completely transform Sibiu's leisure scene and establish a standard for creative business ideas that satisfy both social and economic demands.

3. Research method

This study adopts a **secondary data analysis framework** to evaluate the market viability, consumer dynamics, and economic sustainability of Rolliverse, a hybrid roller-skating and café venture in Sibiu, Romania. Secondary data analysis, defined as the systematic use of pre-existing datasets, offers a cost-effective method to derive actionable insights without primary data collection, aligning with resource constraints typical of entrepreneurial startups (Johnston, 2014). By synthesizing macroeconomic, industry, and behavioral data, this approach enables evidence-based decision-making while minimizing risks associated with market entry.

3.1. Data Sources and Economic Relevance

Data for this study was taken from different national and international sources to guarantee analytical rigor and contextual relevance. Important demographic information unique to the Sibiu area, such as population income distribution, and consumption trends, was supplied by the National Institute of Statistics (INSSE). When assessing local purchasing power and measuring the elasticity of demand for lifestyle and leisure services like those provided by Rolliverse, these data points were crucial. A well-founded evaluation of the market viability and possible customer behavior in the selected geographic area was made possible by an understanding of these socioeconomic factors.

Abroad data was also obtained from Statista and Euromonitor International to expand the analysis and place Rolliverse in a more general context. In order to estimate demand and find chances for competitive positioning for the company, this comparative method allowed for a deeper understanding of how global trends might affect or align with local customer inclinations.

A strong theoretical foundation was created as well by consulting specialized market studies and scholarly publications. These resources provided insightful information about hybrid business models, like the Rolliverse concept, that combine leisure, social engagement, and physical activity. Additionally, they provided frameworks for assessing consumer behavior focused on experiences markets, highlighting the growing importance of companies that provide memorable, meaningful experiences in addition to goods or services.

This study aims to develop an accurate, evidence-based analysis that supports the viability and creative potential of the Rolliverse business model by combining actual data with theoretical viewpoints.

3.2. Selection Criteria for Economic Validity

In order to represent regional economic conditions like wage growth and development, statistics centered on Romania and Eastern Europe were prioritized. Only data released after 2019 were included, reflecting changes in consumption and the effects of inflation following the COVID 19 pandemic. Additionally, the data was restricted to industries that were closely related to youth-oriented entertainment, hospitality margins, and leisure spending, all of which are important considerations when evaluating Rolliverse's potential revenue and market fit.

3.3. Analytical Framework

The study evaluated Rolliverse's market potential using both topic integration and descriptive analysis. Important trends in Sibiu's leisure sector, like the increase in disposable income among people under 35 and the concentration of coffee shops per capita, were measured using descriptive analysis. Potential demand gaps and saturation points were found with the help of these measures. This was supported by the application of thematic analysis to qualitative data on consumer preferences, which showed an increasing interest in activities motivated by nostalgia and a demand for "third spaces" that combine leisure and social contact. When combined, these techniques helped shape Rolliverse's distinctive value offer and brought it into line with both consumer demands and societal norms.

By focusing on three main areas, this study investigates Rolliverse's strategic potential. The market viability of a hybrid skating-café concept is first evaluated by examining Sibiu's customer patterns and competitive landscape. Second, it uses their buying patterns and engagement potential to identify high-value market segments, such young professionals and teenagers.

3.4. Strategic Implications

A number of strategic factors are incorporated into the business strategy to ensure both community benefit and financial sustainability. In order to create an income balance that appeals to a wide range of customers while maintaining profitability, the pricing strategy attempts to strike a balance between price-sensitive skating fees and higher-margin café goods. When it comes to cost-benefit trade-offs, the research compares the possibility of various revenue streams from events, food services, and merchandising with fixed costs like rink maintenance and equipment. The model also takes into account the local economy, predicting the creation of jobs and an increase in tourist traffic in the urban areas that are neglected.

This approach reduces the biases associated with speculative planning by establishing the study on secondary data, providing a financially responsible basis for Rolliverse's debut. It highlights how hybrid models can take advantage of missing demand in economies in transformation by utilizing connections between leisure and hospitality to improve urban economic resilience.

4. Research and discussions

4.1. Value propositions and value map

By fusing the thrill of roller skating with the welcoming, social ambiance of a specialty coffee shop, Rolliverse hopes to establish a new type of experience-based leisure in Sibiu. It appeals to both young and diverse audiences with its value statement, which is focused on experience, diversity, well-being, and community impact (Figure 1). In order to sustain this idea, the main objectives developed for this business plan are:

- To blend the thrill of roller skating with the joy of drinking coffee, offering a unique experience for the consumers.
- To encourage people of all ages to stay active, engaged and connected through hosting events and workshops (roller skating lessons, themed nights, community events).
- To attract a wide audience through the reinvention of the traditional roller-skating rinks by integrating a vibrant and captive atmosphere.

The following key features and benefits, as shown in the customer value map, highlight the essential elements that set Rolliverse apart from its competitors and better demonstrate how it satisfies customer needs and stands out in the market.

Newness- With a hybrid model, Rolliverse can offer you an experience that combines the enjoyment of roller skating and the comfort of a coffee shop. Our value proposition highlights the exclusive space where the people can enjoy physical activity, social connection and relaxation all under one roof. Whether you're seeking an adrenaline-filled skate session, a cozy spot to enjoy a cup of coffee, or a place to connect with friends and family.

Community hub by representing the goal of the company is to give the people the opportunity to enjoy a fun activity like roller skating because we want to create a new environment for the customers in order to build new connections and healthy relationships inside the communities.

Health-Conscious and Active Entertainment- Combining fitness with fun, Rolliverse promotes an active, healthy lifestyle by encouraging roller-skating as both a sport and a recreational activity, offering a fun alternative to traditional gyms or sedentary pastimes.

Sustainability and Innovation-Rolliverse focuses on eco-friendly operations—from sustainable products and energy-efficient equipment to local sourcing of coffee and snacks, aligning with the growing demand for responsible and innovative businesses.

A Social Hub for All Ages and Skill Levels—Designed for families, friends, and individuals, Rolliverse is an inclusive space where beginners and experienced skaters can enjoy a safe and engaging environment while also providing a place to relax with high-quality beverages.

The customer value map is a tool that helps track customers' perceptions of the product. It is a visual representation that compares the benefits of Rolliverse products and shows what we can do differently compared to others in the industry.

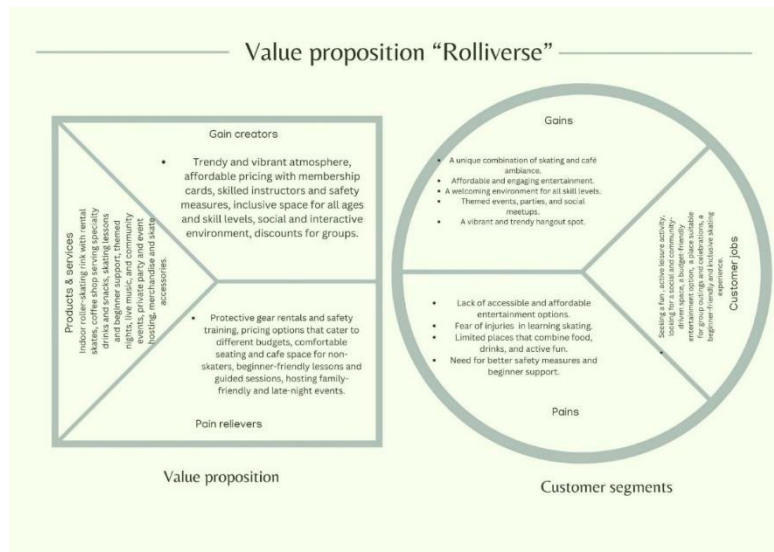


Figure 1. Value map

Source: Author's own sketch using Canva

Gains are the advantages that consumers are looking for, what brings them joy, and what may encourage them to accept a value proposal (Coleman, 2022). These benefits may be emotional such as enjoyment, a sense of community, or a sense of efficiency or practicality-like quality, convenience, or efficiency. Gains in the Rolliverse environment revolve upon the special fusion of community involvement, wellness, and enjoyment. Consumers seek out meaningful experiences, enjoyable ways to be active, and friendly spaces where they can interact with others, not just a place to skate or get coffee. Rolliverse increases customer pleasure and fosters enduring loyalty by recognizing and delivering these benefits.

A unique recreational and social experience will be brought to the city by Rolliverse, which combines a roller-skating rink with a café. Customers of this dual-concept establishment have the option of relaxing with a cup of coffee or enjoying a fun physical activity like roller skating. Also, by providing engaging and participatory experience at a competitive pricing point in comparison to other entertainment options, Rolliverse seeks to increase accessibility to recreational activities. From novices to pros, the facility is made to make room for people of all skating skill levels. Rolliverse fosters diversity and encourages participation from people of all ages and ability levels by providing a secure, friendly, and entertaining environment.

Rolliverse will hold social gatherings, private parties, and themed events to further improve customer experience and provide more incentives for guests. These gatherings encourage a feeling of community involvement in addition to broadening the range of entertainment alternatives

Pains - the unpleasant situations, feelings, and dangers the client can possibly encounter while getting the job done (Coleman, 2022).

Many people find it difficult to locate affordable, interesting recreational activities. By providing an integrated area for socialization and active enjoyment, Rolliverse bridges this gap. Also, beginners may be deterred by fear of harm or learning challenges. Rolliverse fosters a friendly atmosphere for players of all skill levels by placing high priority on safety precautions and guided assistance.

Moreover, drinks, beverages, and lively entertainment are rarely combined in one location. Rolliverse distinguishes itself by providing a vibrant, one-stop social and leisure center and this company offers a lively, user-friendly environment with a particular emphasis on beginner support and safety.

Customer jobs- the goals, difficulties, and desires that consumers are striving to achieve in terms of their functional, social, and emotional demands (Baker, 2021). Seeking a fun and active leisure activity because many people want to stay active while having fun, and roller skating provides a unique and enjoyable way to do so.

Also, looking for a social and community-driven space, the customers often look for places where they can meet new people and spend time with friends in an engaging setting and they are also searching for a budget-friendly entertainment option, because many people want affordable entertainment that doesn't compromise on experience and quality.

Interested in a place suitable for group outings and celebrations, customers often seek venues that can accommodate birthdays, team-building events, and casual group hangouts and they are hoping for a beginner-friendly

and inclusive skating experience, because some people may feel intimidated by roller skating, so they look for a space that supports all skill levels.

Gain creators- how the platform can benefit the clients and how it gives them extra value (Marshall, 2019).

Trendy and vibrant atmosphere because Rolliverse stands out as a stylish and lively place that appeals to young adults, families, and social groups, and a place with affordable pricing and membership cards because budget-friendly entry fees and membership deals encourage repeat visits.

Skilled instructors and safety measures, professional guidance and proper safety precautions ensure a smooth experience for all and also an inclusive space for all ages and skill levels where everyone, from kids to adults, beginners to pros, can enjoy the space without feeling left out.

Social and interactive environment, the venue is designed to foster connections and create memorable experiences, and also, we want to offer discounts for groups and recurring visitors. Special deals encourage customers to bring friends and return frequently.

Pain relievers- an explanation of how Rolliverse specifically relieves client difficulties (Marshall, 2019).

Protective gear rentals and safety training, providing helmets, pads, and training reduces injury risks and builds confidence. Also, the pricing options that cater to different budgets to ensure affordability for a wide range of customers.

Comfortable seating and café space for non-skating where even those who don't want to skate can enjoy the atmosphere with friends and family, and we can offer beginner-friendly lessons and guided sessions to help new skaters learn without feeling overwhelmed.

Hosting family-friendly and late-night events, offering events at different times of the day makes Rolliverse accessible to various customer groups.

Products and services- the way that this hangs out benefits the consumers, eases their discomfort and supports the production of value for them (Marshall, 2019).

Indoor roller-skating rink with rental skates where customers can enjoy skating without needing their own gear, making it accessible to everyone and at the same time a coffee shop serving specialty drinks and snacks. The café provides a cozy atmosphere for visitors who want to relax or watch other skate.

Skating lessons and beginner support, professional instructors help beginners gain confidence and improve their skills that can lead to participation in themed nights, live music, and community events. Engaging activities add variety and attract different types of visitors.

Private parties and event hosting where groups can book the venue for birthdays, corporate events, and special occasions followed by merchandise and skate accessories because customers can purchase skating gear, apparel, and accessories to enhance their experience.

Rolliverse combines a roller-skating rink with a coffee shop to provide a dynamic combination of leisure and relaxation. By providing a joyful, inclusive, and health-conscious environment that promotes social contact, physical activity, and community involvement, it meets the emotional and practical demands of its clientele through its distinctive value propositions. By addressing common consumer issues and maximizing benefits through considerate services, affordability, and innovation, Rolliverse establishes itself as a unique experience-driven business model that satisfies the needs of contemporary living while encouraging enduring client loyalty.

5. Market research & Analysis

5.1. Industry overview

Due to the growing need for entertaining, active, and sociable activities, the roller-skating sector has seen a comeback in popularity. But there aren't enough places in our city that can accommodate this demand, which emphasizes the necessity for a creative recreational offering. By launching a novel, industry-leading idea that blends roller skating with a communal café experience, Rolliverse aims to close this gap.

A new trend that improves consumer engagement by offering dual experience is the incorporation of coffee shops into leisure areas. Rolliverse develops a dynamic atmosphere that serves a diverse audience by fusing social contact and leisure in one location, encouraging both active involvement and relaxation.

5.2. Target market and customer profiles

a.Consumer markets-B2C

Rolliverse creates value for **B2C** (Business-to-consumer) and the main approach for the business is to deal with a **segmented market**.

b.Demographic

Age range (12-50)

The age range is a common demographic for people who are likely to be interested in recreational activities, social experiences, and fitness alternatives. Families with Kids, parents seeking a fun and safe activity for their children (Figure 3).

Fitness Enthusiasts, people interested in an enjoyable way to stay active, also **event planners & groups** like corporate teams, birthday parties, and social gatherings and also, **for non-skaters**, like coffee lovers who want a unique

café experience with a vibrant atmosphere or a fun activity for **budget-conscious customers**, people that are looking for an affordable, high-value entertainment option that includes socialization and fitness (Figure 2).

c. Psychographic Factors

The goal of Rolliverse is to draw in creative people who appreciate individuality and self-expression. Clients attracted to themed events, creative decor, and adaptable activities will discover a lively and captivating atmosphere at the location. Additionally, the well-planned atmosphere of the café and skating rink will appeal to people who value fine details and artistically built areas.

Socially and community-minded people who like interactive experiences and group activities will also find Rolliverse interesting. The location offers the perfect environment for social events, group excursions, and community involvement by cultivating a warm and inclusive culture.

d. Behavioral Factors

Seeking New Experiences, customers looking for fun, unique recreational activities and fitness-oriented individuals who prefer engaging and enjoyable ways to stay active and also, the trend followers, individuals who keep up with entertainment and lifestyle trends will be drawn to a modern, immersive experience.

f. Occupations

By using professional networking, social connections, and entertainment, Rolliverse appeals to a wide range of users. While professionals and company owners may utilize the café for networking or informal gatherings, homeowners and residents are looking for interesting local activities. Rolliverse is a popular venue since young professionals and students seek out recreational areas to relax and socialize.

Roller-skating is also a great alternative workout for trainers and fitness fanatics, and event planners find it to be a perfect location for private parties, business events, and social gatherings. By serving these varied populations, Rolliverse establishes itself as a vibrant community center that encourages interpersonal relationships, active living, and career involvement.

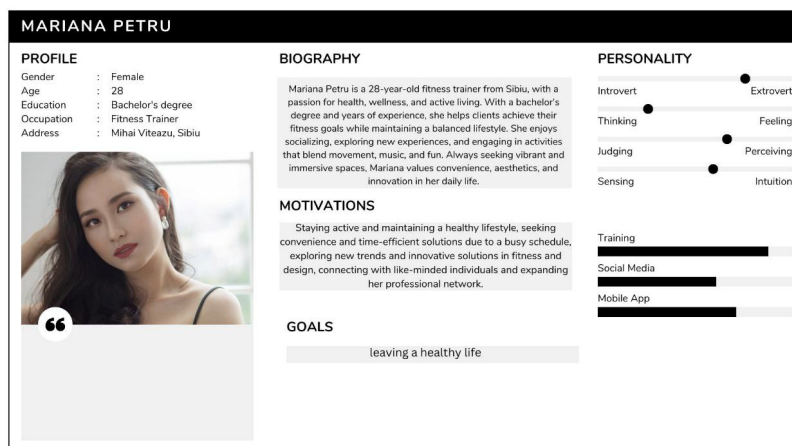


Figure 2

Source: Authors' own sketch using Canva

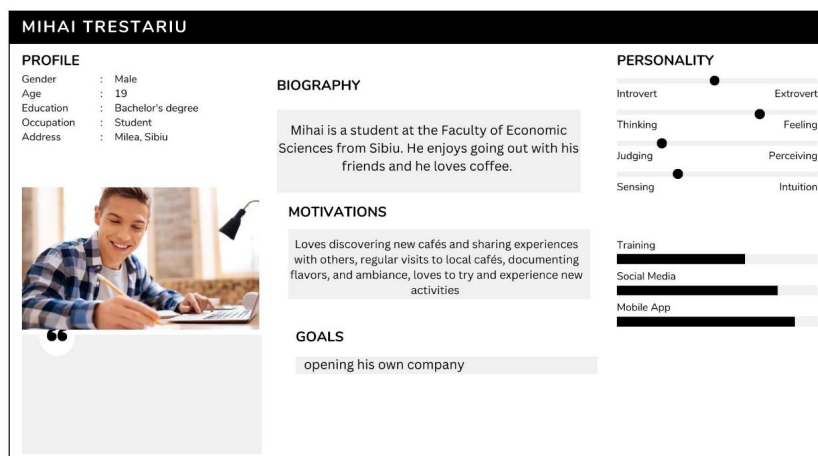


Figure 3

6. Competitive Analysis

6.1. Industry overview

"A winning strategy consists of that integrated set of actions that leads to a sustainable competitive advantage" (Michaels, 1988). In this context, the revival of roller-skating, which is driven by social media influence, fitness fads, and nostalgia, presents an opportunity for companies that can set themselves apart. In a competitive environment, skating rinks that go above and beyond provide distinctive experiences, a wide variety of beverage options, community-driven events, and themed nights will have a stronger chance of standing out. By combining all of these components into a hybrid leisure model, Rolliverse takes advantage of this chance to establish a strong, experience-focused brand identity that encourages client loyalty and long-term market relevance in addition to providing a venue for enjoyment.

6.2. Direct competitors

Since Sibiu doesn't currently have a specialized roller-skating rink, Rolliverse has a rare chance to become a unique entertainment destination. Nonetheless, its market standing may be impacted by a number of companies. Obor Skate Park, which opened in 2019 and is the biggest and most advanced skate park in Romania, is one such rival. It supports a variety of sports, such as BMX, roller-skating, skateboarding, mountain riding, and scootering. Although it offers a place for roller-skating fans, it is lacking on the entertainment and social part that Rolliverse seeks to provide, such as a coffee shop that is organizing planned events and theme parties.

Imperium Pub is a competitor as well because of its excellent location and reputation for a lively evening that includes karaoke and live music. Located in the heart of Sibiu, it draws both residents and visitors looking for a vibrant social environment. However, it lacks the active, fitness-focused experience that Rolliverse offers, even while it promotes entertainment and social connection.

Rolliverse can establish a distinctive niche in Sibiu's entertainment industry by combining skating, social gatherings, and café culture to appeal to a wide range of consumers.

6.3. Indirect Competitors

The small companies that have already impacted Sibiu's market must be taken into account while examining indirect competitors. There are several coffee shops in the city that act as gathering places for people, drawing a constant stream of patrons looking for a spot to unwind and make connections. Hug The Mug, a reputable café known for its welcoming ambiance and superior coffee, is one notable example.

These places serve a comparable demographic seeking leisure activities and social connection, even though they don't provide roller skating or energetic entertainment.

6.4. Marketing strategies

a.Branding

Both online and in-person audiences are drawn to the brand's contemporary, colorful look. Customers can become brand ambassadors by creating attractive spaces with vibrant colors and dynamic lighting that inspire user-generated content. Through storytelling, interactive surveys, and behind-the-scenes content, a strong online presence on Facebook, Instagram, and TikTok increases engagement.

The brand's core is customer experience. Every element promotes diversity and connection, from welcoming baristas to well-planned common areas. As a result, the café becomes a gathering spot for people rather than just a location to get coffee.

b.Promotions

Hype is created with an exuberant big opening that includes free coffee, skate demonstrations, and giveaways. Credibility is increased by partnerships with regional skaters and influencers, while student discounts and loyalty programs promote return business. Offerings are kept fresh by seasonal promotions, such as summer smoothie sales and winter coffee discounts (KPMG, 2022).

The venue transforms into a vibrant entertainment center with themed events including disco nights, skate championships, and barista battles. For instance, a "Retro Roller Night" featuring specialty coffee cocktails and old-school music produces a distinctive, immersive experience that enhances corporate branding.

The brand positions itself as a must-visit location for both coffee enthusiasts and skaters by fusing aesthetics, internet engagement, and clever promos.

6.5. Operation Plans

a.Enhanced Design & Space

The location combines retail, socializing, and entertainment into one vibrant area. A cutting-edge skating rink with shock-absorbing flooring for performance and safety is complemented with an immersive lighting and music system that can be adjusted to fit themed events. The café, which is next to the rink, has comfortable seating, handcrafted drinks, and areas for socializing with board games and Wi-Fi. Skates, safety equipment, and branded goods are available for purchase and rental at this store.

b. Effective Employee Management & Client Interaction

A skilled workforce guarantees efficient operations. While skating teachers teach lessons and police safety regulations, the rink manager is in charge of logistics. Café employees provide prompt, amiable service, and event planners plan themed evenings to increase their participation (Osterwalder & Pigneur, 2010). Customer service, loyalty programs, and maintenance are managed by a specialized support staff.

c. Safety and Compliance First

There are strong safety precautions in place. First-aid stations are positioned strategically, and trained personnel receive emergency response training. Enforcing explicit rink regulations and requiring protective gear for minors are mandatory safety procedures. While monthly audits maintain fire, and occupancy regulations, routine maintenance guarantees the security of the floor and the operation of the equipment.

6.6. Rolliverse Business Launch and Financial Overview

a. Startup Costs

Setting up the Rolliverse venue requires several one-time expenses. Initially, a facility rental deposit of approximately €3,000 is needed for a three-month period. To build and refurbish the ice rink into a secure, attractive, and fully outfitted space, an investment of €12,000 is planned. Additionally, €4,000 is allocated for acquiring skating equipment, including both rental skates and supplementary gear (Figure 4).

For the café segment, the expense breakdown is equally detailed. Equipment will cost around €6,000, while investing €1,000 in branding, including signage and logo designs, the venue's identity. Creating a comfortable and stylish ambiance through seating and decor is expected to cost roughly €3,000. Moreover, an initial stock of food and beverages is budgeted at €1,500. Legal requirements such as obtaining licenses and paying fees will consume about €800, and first-year insurance expenses are projected at €1,000.

To spark initial interest and build momentum, an early marketing and launch campaign is estimated at €2,000. Finally, a contingency reserve of €4,000 (approximately 10% of the overall startup cost) is included to manage unexpected expenses. In total, these investments bring the projected launch cost to €38,300.

b. Ongoing Monthly Expenses

After launch, Rolliverse will need to cover several recurring monthly costs to maintain smooth operations. Rental expenses are estimated at €1,000 per month, while the combined payroll for five to six employees is expected to cost around €6,000. Utilities, including internet, water, and power, add an additional €700 each month.

The café will require continuous inventory replenishment with a monthly budget of €1,200. Routine maintenance and cleaning services are forecast to cost about €400 per month. Furthermore, the business plans on spending approximately €500 monthly on marketing and community-related events. Monthly insurance premiums are estimated at around €85. Collectively, these operational costs total about €9,885 per month.

c. Projected Revenue Scenarios

Revenue estimates are driven by foot traffic and average spending. Under a moderate forecast, the venue expects 30 guests on weekdays and 80 on weekends, with each customer spending an average of €9, which would accumulate roughly 11,160 per month. In an ideal scenario, increased traffic—60 visitors on weekdays and 150 on weekends—with a raised average spend of €12 per guest, could push monthly revenue up to €28,800.

d. Break-even Analysis

A critical metric for financial viability is the break-even point. With an average contribution margin of €6 per visitor (calculated from a €10 revenue per visitor minus €4 variable costs), Rolliverse needs around 1,648 visitors each month to cover the fixed monthly expenses of €9,885. This translates to about 55 visitors per day—a target that seems achievable given the local market trends and the planned marketing strategies.

e. Sources of Funding

To finance the initial €38,300 launch outlay, the funding strategy is diversified. Rolliverse plans to secure €5,000 from personal savings or student loans. A small business loan is expected to bring in an additional €15,000, while crowdfunding or local sponsorships are projected to raise €8,300. The final portion, €10,000, is anticipated to come from startup competitions or angel investors. This diversified funding model not only minimizes financial risks but also integrates community engagement into the financial framework.

f. Profitability and Return on Assets (ROA)

In an optimistic revenue scenario, Rolliverse could potentially generate €345,600 in annual revenue. After deducting yearly expenses of €118,620, the projected net profit stands at €226,980. This suggests a remarkable Return on Assets (ROA) of approximately 592.64%, indicating a highly lucrative and sustainable business model based on the initial investment of €38,300.

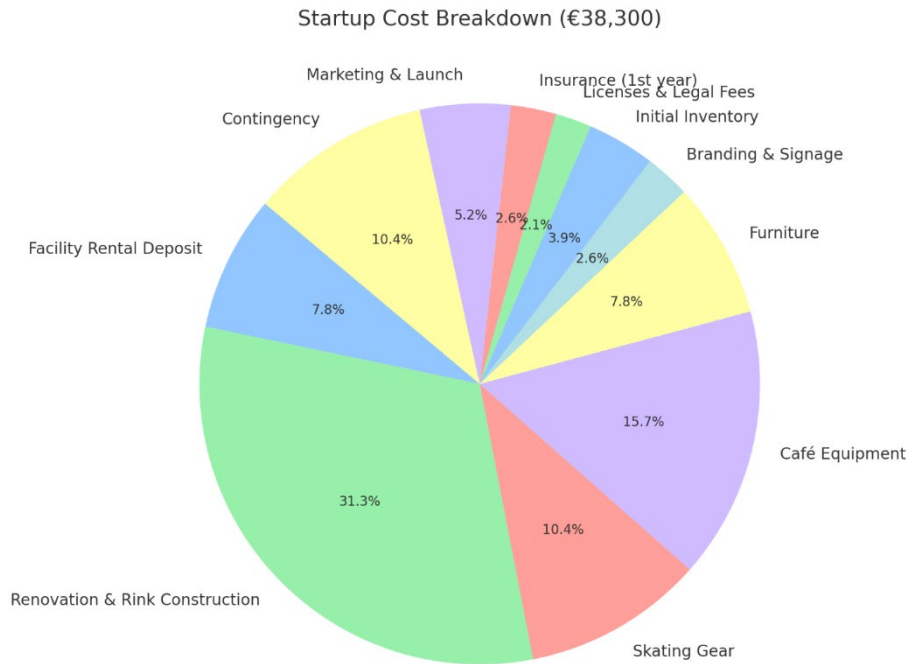


Figure 4. Startup Cost Breakdown
Source: Author's own graph using Canva

7. Conclusion

Rolliverse expands what a modern business can be by fusing physical exercise with a warm, community-focused setting. Its distinctive fusion of roller skating and café culture offers a novel approach to urban leisure that is in line with current themes like social engagement, sustainability, and wellbeing. This creative model demonstrates how memorable, immersive experiences, rather than merely goods or services, may add value. Rolliverse bridges a significant gap in the local market by providing an inclusive environment for individuals of all ages and abilities, promoting active lifestyles with a focus on cost, environmental consciousness, and interpersonal relationships. These qualities greatly increase their attractiveness in an economy that increasingly values meaningful engagement.

Aspiring business owners can learn a lot from Rolliverse, which demonstrates that innovation and community service don't require a large initial investment. Its community focus, mission-driven methodology, and strategic planning show how careful planning and responsible execution can be the foundation of success. The venture's asset-efficient and scalable structure also offers other companies looking to strike a balance between social responsibility and financial sustainability a reproducible model.

In the end, Rolliverse goes beyond conventional business structures. It represents a forward-thinking vision where creativity, diversity, and well-being come together to create a valued community resource that enhances people's lives in addition to being a viable business.

The main goal of this study, which was to assess the strategic underpinnings and financial feasibility of launching Rolliverse in Sibiu, has been accomplished. Secondary goals have also been covered, such as figuring out the initial and ongoing expenses, investigating possible revenue and break-even points, and evaluating funding options that promote long-term development and community involvement. We have addressed the research issue with this analysis: What strategic and financial elements support the growth and long-term viability of a company such as Rolliverse in Sibiu?

The results demonstrate that when these elements come together, businesses such as Rolliverse may be financially successful while also enhancing the social and cultural fabric of their local communities.

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