

DAVE & BUSTER'S

Client Report

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The history of Dave & Buster's dates back to the early 1980s when two entrepreneurs came up with a crazy idea for their businesses. It all started in the Missouri Pacific Train Station where a man named Dave and a man named Buster were running separate (and quite different) businesses along this historic site. Buster ran a watering hole that served food in a warm and eclectic atmosphere full of history and wonder. On the other side of the hall, Dave's "Slick Willy's World of Entertainment" drew people in by grabbing their interest in innovation. His games were outrageously fun and exciting. With Buster's taste in food and Dave's taste in games, they each managed a well developed business.

Later, these two businesses became fast friends when they noticed all the attention they have been getting. They wanted more. They came up with a crazy idea to take two very distinct businesses and merge them into one—and that is exactly what they did. They spent years drawing up plans of this new merging business, collecting start up cash, and rounding up a few friends to help out along the ride. Then, they went off searching for the perfect location for their new business.

They had developed a system of market requirements to satisfy their business plan. The location must be in 1 million SF retail, have a population 100 thousand daytime within a 3 mile radius, and have a population of 500 thousand within 10 miles. The site must be free-standing and have dining room seating for 125 persons, bar seating for 90, midway seating for 50, and special event seating for 200. The parking lot must consist of 400 parking spaces of which some may be shared for bus parking. The site must also have a 2-story front façade and clear a height of ± 16 feet. The perfect spot was "Restaurant Row" in Dallas, Texas where they found an empty 40,000 square foot warehouse for sale. These two businessmen had little trouble getting all started.

By December of 1982, the two entrepreneurs opened its doors as “Dave & Buster’s.” Their mission was “To deliver an unparalleled guest experience through the best combination of food, drinks, and games in an ideal environment for celebrating all out fun.” These men did not take that lightly.

They soon developed a list of what the company values most. Their number one most important value is People. This not only includes their customers, but their employees. As “Dave & Buster’s,” we look for the best talent and we help them utilize that talent with motivation, empowerment, and good training. Everyone has an opportunity to flourish in this business, and we recognize and reward their accomplishments. These men made a list of which they wanted their target audience to be. They wanted singles, married couples, families, and what they called “fun seekers.”

Next is Respect and Caring for the People. We realize that we are all diverse in background and in the way we see life. So, we collaborate and bring our thoughts and ideas together to become an awesome team member in our community and business.

Honesty and Integrity is our third set of values. With respect comes honesty; and with honesty comes respect. In order for our people to work as a team, we build trust relationships with honesty to better our working environment and each other.

As stated before, Teamwork is essential in all other values of our company. We bring together our ideas and talents to formulate an experience that leads to success and better decision making.

What brings our People and our Teamwork together is our Service. It is naturally our passion to serve our customers with the respect and caring as well as food and games. Going above and beyond loyalty for our customers keeps our guests coming back for more.

Our next value is Excellence. We strive to commit to quality and innovation beyond reason. Taking it to a whole new level sustains our competitive advantage and maintains a good company image.

Lastly, we bring all these values together to form the most important value in all – Fun. An outstanding experience and excellent service comes from a team of honest and caring people who strive for the enjoyment of our guests. With all that said, we can finally state our slogan: “There’s no place like it.”

Our slogan says it all. We compete with both restaurant and entertainment facilities. These competitors include Buffalo Wild Wings, Damon’s, AMF Bowling, Applebee’s, Hooters, and Palace Entertainment. To keep our business in the hotspot, we invest in numerous forms of commercial advertising and promotions. With the NBA Playoffs underway, we have been promoting a new sweepstakes sponsored by Sprite in which participants have a chance to win a trip to the NBA Playoff Finals. For more details, visit www.daveandbusterssweepsentry.com/sprite. For more information about Dave & Buster’s, visit www.daveandbusters.com.

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