



Image. Standret in Freepik, 2024.

Perinorte Bowling Alley: Fun is Guaranteed!

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BACKGROUND

It is estimated that over 95 million people practice bowling in more than 90 countries, mainly in the United States, Canada, Japan, and several European countries, where England and Italy stand out (AnTORCHA Deportiva, 2023).

There are two world organizations that support bowling, besides the Olympic Committee. The Fédération Internationale des Quilleurs (FIQ), founded in 1952 to promote amateur bowling (Pluckhahn, 2024); and the Professional Bowlers Association of America (PBA), founded in 1958 in the United States, which are home to the best professional players in the world, and who participate in the PBA Tour. In the PBA, players compete for cash prizes and titles, where legends such as Earl Anthony, Pete Weber,



Image. Gpointstudio in Freepik, 2024.

Although for many it is a fun recreational activity, the International Olympic Committee recognizes it as a sport.

and Walter Ray Williams Jr. have stood out (Martí, 2024). The most prominent Mexican player at that competition is Arturo Quintero (*Deporte Digital MX*, 2022).

In Mexico, this sport started gaining popularity in the 50's, when the Mexi-

can Bowling Federation was founded. In the 70's and 80's, the introduction of technology, such as pinsetting machines and automatic scoring systems, significantly contributed to its development and spreading (Salcedo, n.d.) (Bolerama Obregón, 2023).

ACQUISITION

Despite being a successful business for several years, in 2008 the owners decided to transfer it, as they believed there was a lot of competition and operation costs were high.

The Samperio family, regular customers at Bol Perinorte, and lovers of the sport, saw it as a good business opportunity; they knew bowling's rich history and its global popularity as an accessible and fun sport for all ages.

The Samperio family members practiced it since childhood and had belonged to the Punas Association; in fact, they had competed in different national leagues. To them, it was a family recreational activity, so they were enthusiastic with the challenge of together taking the business forward.

For decades, Bol Perinorte has been a popular recreation space for the families of the area and competitors of Mexico City (CDMX).

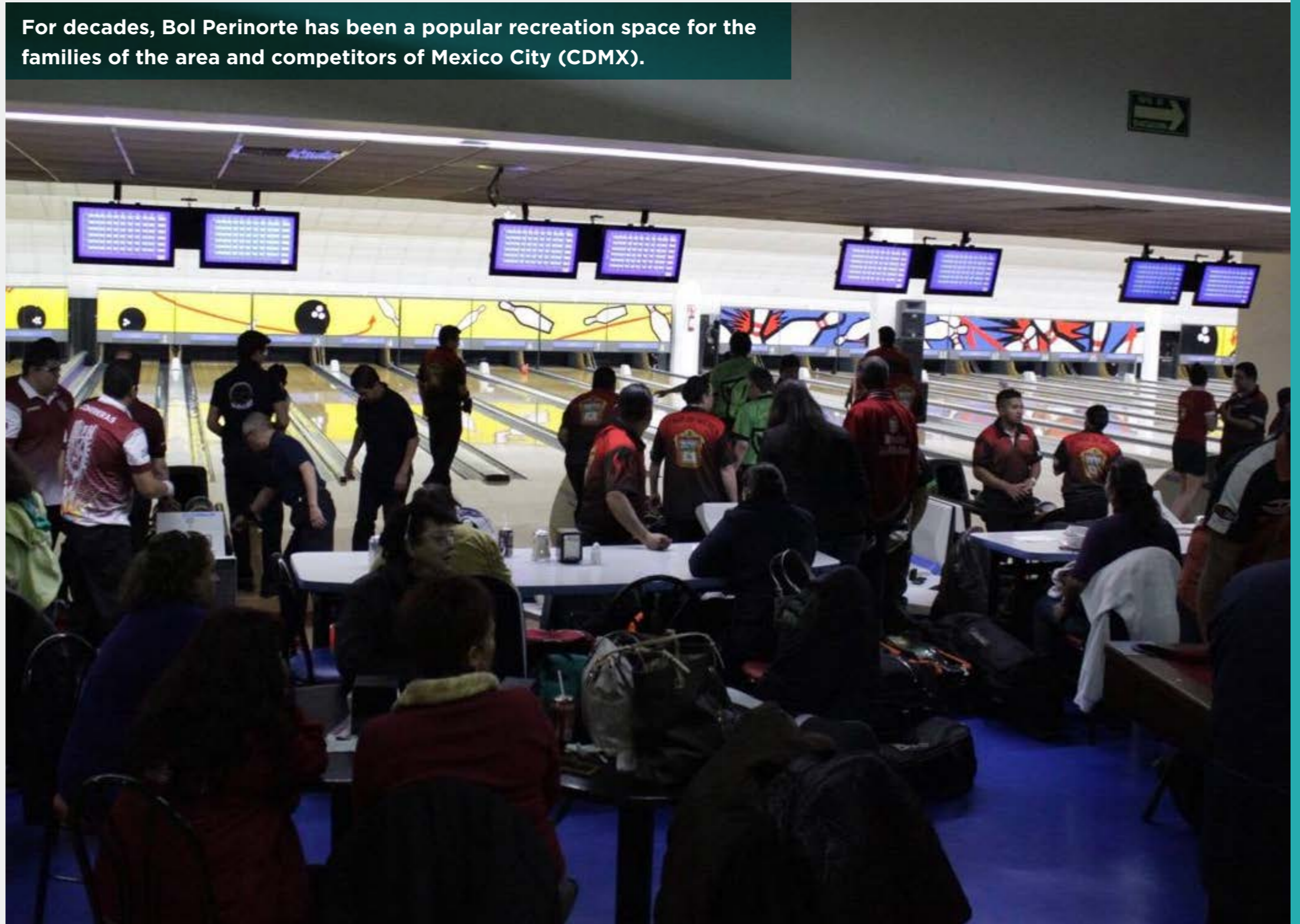


Image. Facebook Bol Perinorte, 2016.

POSITIONING

Bol Perinorte is a space that pursues to preserve the bowling tradition. Their value proposition focuses on offering customers “the perfect refuge for a break away from daily life, work, and anything else that overwhelms them”. It is recognized for the excellent maintenance they provide to their alleys and machines; alleys are oiled every day, generating less surface deterioration, less accident risks, and a more complex game for people, which attracts a more professional crowd. It is said that in the renowned and traditional tournaments at Bol Perinorte, “strikes are made at the next level”.

It is located in the municipality of Cuautitlán Izcalli, in the northern area of the State of Mexico, in the basement of the Galerías Perinorte mall, hence its name. The establishment occupies a surface of two thousand and seven hundred square meters. Today, they have 26 employees distributed in the two services they offer: bowling and restaurant.

In Mexico City and the Metropolitan area are Bolerama Coyoacán, AMF bowling alleys, and the Alboa’s with several branches. Nevertheless, out of the four, Bol Perinorte is the largest and most renowned of the northern area.

CORPORATE PHILOSOPHY



Mission

“To provide a fun and entertainment space for people of all ages, where they can enjoy the game and being together, creating memorable experiences, and promoting a healthy atmosphere”.



Vision

“To be acknowledged as the best entertainment place in the city, providing a safe and welcoming atmosphere, with quality service and several activities, remaining as leading edge with the new trends and technologies”.



Values

“Honesty, quality, passion, respect, inclusion, transparency, fun, social responsibility”.

Images. **Freepik and Smashicons in Flaticon, 2024.**

CUSTOMERS

Bol Perinorte serves three types of customers: bowlers, companies, and the general public. Those who live off bowling, play tournaments every day, and in different spaces of the city pursuing prizes. Depending on the number of dates and players enrolled in the tournament, there are approximately seventy thousand pesos (MXN) distributed in individual and team prizes. In many tournaments or bowling alleys, the venue keeps a large part of these prizes, and at Bol Perinorte, they try to maintain high prizes.

Companies seek the venue for private events, they want a personalized service and integration plans. On the other hand, the public sees an entertainment option in bowling, looking for quality, promotions, and accessible prices.

Bol Perinorte has an accessories shop, with special balls, shirts, patches, gloves, cleaning articles, and ball drilling service, among other things. They have certifications on drilling and maintenance from the United States, which results in having bowlers from different states coming to purchase and drill their balls.



Image. Rawpixel.com in Freepik, 2024.

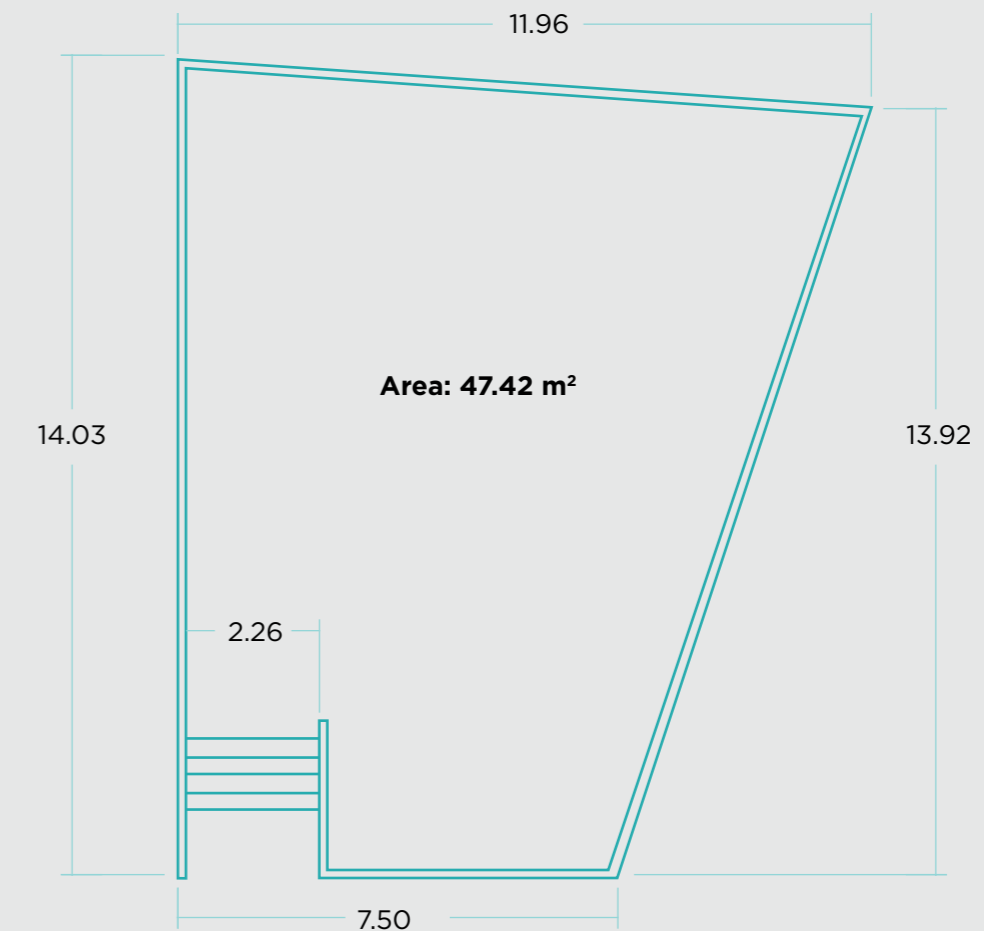
Approximately 60% of the public are regular customers.

PROJECT

Bol Perinorte has a maximum capacity of 150 people. Before being purchased by the Samperio family, it used to have a bar that was closed due to a lack of staff; today it is a storage room. The family believes that this space is an opportunity to develop a new entertainment area that attracts a different type of customer and increase the average ticket. They have several ideas, such as a billiards area, batting cages, axe throwing, and race simulators. Another option is to use it as a space for private events.

Some important considerations of the project are the following:

- They want to define an attractive monetization model, as customers are price-sensitive.
- Being a well-defined physical space, the wall can be used for an “instagrammable” area that will generate publicity from their own customers.
- This new area can be a mechanism to attract more and better customers, which would increase the average ticket, thus it is convenient to optimize it in the best way possible.
- It is quite relevant to comply with the restrictions imposed by the State Civil Protection.
- The family is aware that in today’s world technological trends are a key element to boost innovation, so they believe it is important to incorporate new technologies.
- Space distribution and size must be considered.



Source. Bol Perinorte, 2024.

THE DECISION

The company has approached a group of consultants on entertainment centers to develop their project and decide which of the previous options is convenient to open in this area. Their goal is to have it ready by January 2025.

The estimated budget they will assign will be of one million pesos (MXN). For the family, reactivating this space means offering an additional value that will differentiate Bol Perinorte.

The consultants' team must propose a project that will answer the following: which planning and administration project processes must Bol Perinorte consider to develop their new recreational area and broaden the scope of their different interest groups successfully, considering time, costs, and quality?

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