

# MINT LOUNGE

## CASE STUDY

# MANCHESTER CLUB SET TO MAKE A MINT

Manchester's nightlife is already the toast of the region, but a real jewel in the crown has emerged over the past five months.

Mint Lounge, on Oldham Street, is Manchester's first and only burlesque bar and is proving a real success as it finds its niche in the Manchester club scene with **vital support from Business Finance Solutions**.

Marcia Manderson and her two business partners Sade Oyewobi and Laine Dallas embarked on their dream just over a year ago, and are now beginning to enjoy the fruits of their labour.

**Marcia recalls how it all began: "I wanted to do something for myself, so first of all I opened a retail shop. As time went on I realised I wanted more of a challenge, something more entertainment-based. Sade initially approached me with the idea of opening a bar, and then I spoke to Laine. It was then that the ideas came together to open somewhere a bit different."**

Having thoroughly researched the market, including trips to burlesque clubs across Europe and the United States, the team have found a formula that they believe is right for Manchester. They have pooled their various skills and experiences in TV Production (Marcia), professional acting (Laine), and I.T. (Sade) to great effect. As a result, Mint Lounge has gone from strength to strength since opening in August 2004.

### COMFORTABLE RELAXED SURROUNDINGS

Although open during the week, it is on the weekend that Mint Lounge really comes to life, pulling in a large, varied crowd, with acts ranging from live jazz bands and cabaret acts to the popular Mint dancing troupe.

Marcia says: "Everyone who comes in loves it. As you walk in you don't know what to expect - but as you come down the corridor it is like walking into a New Orleans jazz club. Some people come here dressed up in feather boas, pearl necklaces and top hats if they want to ditch the suit and feel a bit more decadent. We help put a little bit of excitement into your night in chic surroundings serving top quality continental beers, and we are the only bar in Manchester that houses the "Vom Fass".

Marcia explains: "We wanted a fun environment where people could come and enjoy themselves in comfortable relaxed surroundings. A place where you can get together, enjoy the entertainment, have a chat and a dance. Mint Lounge offers a fun time that everyone can enjoy."



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### ORIGINALITY

Marcia, Sade and Laine were unsure how Business Finance Solutions would react when they proposed their unconventional idea and asked for a loan to help get them started. However, Business Finance Solutions thought that the management team's unique combination of creative and commercial backgrounds combined with the originality of the Mint Lounge concept meant they were on to a winner, especially in light of the growing importance of Manchester's night time economy.

Bob Marchant, (then) Manager of Business Finance Solutions said: "From the moment I met the team I was impressed by the enthusiasm and the experience they had. I was confident they could run a business but the only question was whether the public would go for a concept as unusual as Mint Lounge. Marcia, Sade and Laine convinced me there was a gap in the market and they've since proved that there is - I wish them the best of luck in the future."

For more information on the **Mint Lounge** call **0161 228 1495** or visit their website **www.mintlounge.com**