

## **DIPLOMA**

## **DIPLOMA BAR**

By David Gwodziak

**A New Art of Service, Entertainment and Cultural Lifestyle**

**An Evolutionary Concept with Global Horizons - Franchises**

**The world's first and only bar - cafe with a unique cultural concept that utilizes university diplomas from around the world as its central theme.**

**Diplomas will be received from people worldwide who will “hang their diplomas” on the establishment's walls, enriching the atmosphere with a vast variety of academic history. Rich in style and elegance, the atmosphere will accommodate an aura of seriousness and at the same time a relaxing atmosphere.**

**Inter-connecting business with pleasure facilitates immense possibilities.**

**Diplomas symbolically represent excellence and achievement. Being part of an establishment that promotes reward and success is observed in the name and interior of the bar. Diplomas from around the world will be used as part of the Bar's décor.**

**The monthly activities and cultural events programs offered by *Diploma Bar* will include prominent lecturers, artists, entertainers, etc. Television and radio stations could broadcast live entertainment and interviews establishing the Diploma Bar as a significant cultural address.**

**In comparison, we have witnessed the rise of theme establishments / franchises and their huge success; namely – Hard Rock Café and Planet Hollywood, but not with a seriousness that is desired by a special clientele.**

***Diploma Bar* has potential to reach a worldwide clientele that will connect diverse cultures and people - inter-connecting business interests and pleasure.**

***Diploma Bar* will blend an atmosphere of achievement, academic accomplishment and sophistication for businesspersons and the entertainment establishment.**

**Individuals who register their diplomas and permit Diploma Bar to hang their degrees, receive an exclusive life time membership. Members will receive special benefits and rewards for participating. For example, F&B discounts, airline and hotel discounts, retail outlet discounts, inter-connecting web sites / professional business development, etc.**

### **DIPLOMA'S PHILOSOPHY**

**The best service is the least noticeable...**

**Customers think and talk in comfortable surroundings...**

**Clientele want to be part of a unique establishment that reflect their achievements and resemble their personalities / business interests...**

**Switzerland's top hotel and catering college believes that to achieve the right aim in fine dining and entertainment you have to provide: excellent service, creativity, value for money, superior food and beverage quality, cleanliness and hygiene, atmosphere and ambiance and the average price per person is justifiable...**

**Superb coffee/tea, fresh juices, mix of tasteful and healthy cuisine, fine wine, spirits, cigars, entertainment and a touch of class is the recipe for success and uniqueness...**

**Simplicity with a refined touch...**

**Eccentricity with parameters...**

**Possible Locations:**

**Berlin, Germany**

**Doha, Qatar**

**Dubai, United Arab Emirates**

**Munich, Germany**

**Investment:**

**According to sources in Munich, a “small version” of the Diploma Bar would require an investment of US\$ 250,000**

**Yearly return on investment:**

**Dubai investment group would ascertain Dubai establishment.**

**David Gwodzik would require management fee and expense account.**

**Planning and Development Phase / Opening: Six – Eight Months**

**Interior Design / Program Development**

**Marketing**

**Hire western service personnel trained by elite schools**

**David Gwodzik, Management Consultant**

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**January 10, 2002**

