

**SURVIVAL STRATEGIES FOR NIGHT CLUBS (A STUDY OF
SPRING FELLOWS NITE CLUB IN ENUGU URBAN)**

BY

**UGWU FELIX N.
PG/MBA/02/31969**

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ABSTRACT

The desire to ease tension by Nigerians and indeed the human race is as old as man. "All work and no play makes Jack a dull boy". After business the next thing is pleasure. Different entertainment outlets have been created by both man and nature. Amusement parks, cinema, Night Clubs, Cafes, Dams, etc. are available to make man relax and enjoy himself.

In Nigeria the economy is depressed giving rise to competition among various organizations, all struggling to survive. For the organizations to survive they have to select a number of strategies (long-term planning) and ensure their implementations. Night Clubs in Enugu Urban are not left out in their exercise.

Some of the survival strategies include

- (a) Ability to set realizable objectives and goals.
- (b) Setting out the procedures to achieve the objectives which include
 - (i) Allocation of resources to achieve them
 - (ii) Planning and controlling the activities
 - (iii) Identify the strengths and weaknesses of the organizations and adjust accordingly.

The objectives of the study include finding out the economic condition of the country as it affects Night Clubs. Identify the major problems and suggest solutions. Ascertain how the strategies employed have helped in achieving the desired results.

The research only covered Enugu Urban due to time and financial constraints and restricted to Spring Fellows Nite Club.

This research will be useful to Night Clubs especially the Management of Spring Fellows.

Spring Fellows was incorporated in 2000 and commenced operations in 2001. It is owned by three Executive Directors. Their major aims include, satisfaction of customers, make profit for expansion, project their names and employment creation for the people.

Survey research was used. Diverse research tools were applied for data collection and the analysis of data were done using statistical and other mathematical tools.