

Bigstackchips.com

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Entrepreneurship

Investigative Research

The booming poker industry has attracted more people, young and old, to become involved in this popular form of entertainment. The market has exploded because of television shows such as World Poker Tour, which has attracted new players to the poker world. As the poker shows hit the airwaves, they are attracting the younger generation introducing the games, styles, and behaviors of playing poker. Due to the increasing demand of such a place Bigstackchips.com was established to connect poker players with everything they need, along with the knowledge and opportunity to play poker. Bigstackchips.com is a family owned business that began in October 2004 in a kiosk at Yorktown shopping center in Lombard, Illinois. At the kiosk, Bigstackchips.com offered poker players of all age's chips, cards, table tops and other poker accessories. The birth of online poker rooms has opened the doors for new business opportunities. Bigstackchips.com tapped into the online gaming industry by becoming an affiliate of Party Poker, the world's largest online poker room. As an affiliate, Bigstackchips.com is able to offer its customers the opportunity to become a Party Poker member while receiving a free poker package of merchandise as a gift. Along with the growth in the industry as well as customer database, Bigstackchips.com expanded also into a store in Yorktown shopping center in February 2005. As a result, they expanded their product line introducing new merchandise such as slot machines, custom made tables and an extended variety of poker chips and accessories. In addition to that, they further expanded their online business with the introduction of partypokerplace.com., which customers can visit to learn tips on playing poker as well as become an online member. Furthermore, to better utilize store space, Bigstackchips.com is looking forward to introducing high school, adult and ladies poker leagues for poker players to play together and learn from each other. Members will enjoy pizza and drinks as well as win prizes while they have fun playing their favorite game. As Bigstackchips.com continues to grow with the industry, so will the customer and service as more people become involved in the poker frenzy.