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# Services

## Club Industry Consulting Products & Services

Club Industry Consulting utilizes a "holistic and integrated" approach to serving its clients. Using the talents of its principal and associates, Club Industry Consulting is able to provide personalized solutions for each client. We provide expertise in facility design, club marketing and sales, membership, operations, finance, graphic arts, market research, and organizational systems. Our service offerings include, but are not limited to the following:

### Business & Financial Planning

- Strategic plan development
- Business plan development
- Investment analysis
- Assistance with mergers & acquisitions

### Club Operations

- Facility audits and inspections
- Risk management audits and reports
- Operational audits and recommendations
- Standards and systems development (policies, procedures and practices)
- Club policies and related policy tools
- Program development

### Club Design & Development

- Initial market research and preliminary club concepts
- Club concept and master planning
- Club design with architectural schematic plans
- FF&E specification, selection and quote preparation
- Pre-opening marketing, operations and sales

### Graphic Arts & Web Design

- Club logo design
- Club marketing, promotional and operational material design
- Newspaper/magazine ads & billboards

- Web site design
- Brand identity & usage manuals
- Awards & promotions
- Photography

#### Human Resources and Employee Development

- Job model development
- Employee performance assessment tools
- Employee satisfaction research
- Employee recognition and incentive program development
- Organizational structure and alignment assistance

#### Market Research

- Demographic and psychographic studies and interpretations for existing and new club markets.
- Market based focus groups, in-depth interviews and surveys
- Industry based benchmarking studies
- Member survey instruments

#### Membership, Marketing and Sales

- Club branding
- Marketing and sales plan development
- Board and Committee development and governance

#### Organizational Culture and Structure

- Culture development and execution
- Organizational alignment, communication & structure
- Change management
- Club valuation

#### Public Speaking

- Keynote presentations for conventions and national meetings
- One hour educational presentations on various industry topics
- Half-day workshops on topics such as finance, marketing, employee development, facility development, etc.