



Evaluation

The evaluation begins with an administrative analysis of your operation. Before ever arriving at your club, our experts have already analyzed statistical and financial data, and have developed an understanding of your members' spending and transactional data through an in-depth review of operating results compared to budget and multi-year trends.

Once the on-site portion of the process begins we interview key staff members, observe service and kitchen functions in action, and attend meetings and other interactions between managers and staff.



What we will need from you

Prior to arriving on site, we request information from the club to conduct the administrative analysis. Before we arrive at the club, we may schedule a phone call to obtain any further information needed.

The audit begins with an administrative analysis to understand the trends and statistics at the club. Information such as revenue trends, sales per cover, sales per round, and covers per member may be used. The site visit will be scheduled approximately two weeks after we receive the information (depending on availability and club schedule).

WE WILL SEND A LIST OF REQUESTED INFORMATION UPON ENGAGEMENT. (P&L, INVENTORIES, MENUS, ETC.)

WE EVALUATE:

- ✓ Key Performance Indicators
- ✓ Staff and management competency
- ✓ Training opportunities
- ✓ Brand integrity and communications
- ✓ Event schedules, quality, and management
- ✓ Point-of-sale use and accuracy
- ✓ Menus, profitability, item placement, and pricing
- ✓ The quality of the member experience
- ✓ Transactional and behavioral trends among members
- ✓ Marketing materials for accuracy and brand reinforcement
- ✓ Selling techniques
- ✓ Operational procedures, such as ordering, inventory, and accounting



At the end of the process you will know where your club is today, how it got there, where it needs to be, how it can get there, and what tools, resources, and procedures it must implement to achieve profit, pride, and member satisfaction.



THROUGHOUT THE AUDIT, WE WILL OBSERVE YOUR ADHERENCE TO BRAND CONSISTENCY.

Does everything look, feel, smell, taste, and sound the way it should? This applies to atmosphere, signage, uniforms, and the language staff uses when interacting with members.

During the period of our engagement, we may ask to be included in any email blasts you send out about menus, hours of operation, or special events.

We will evaluate menus, signage, and promotions for adherence with communication standards and brand consistency.

We may also request access to your website so that we may experience it the way your members do.