

Executive Summary – After 4 months



I. OUR 29 SEPTEMBER 2020 BUSINESS PLAN : HOW ARE WE DOING AGAINST OUR TARGETS?

- A. WHAT'S WORKING ?**
- B. WHAT ADJUSTMENTS NEED TO OCCUR ?**

II. OUR BRAND STRATEGY

- A. Who is our customer**
- B. What experience do they desire?**

Guest Targets

9.02.2021

Legend

BAR - DINING -REVENUE TARGETS

COMMUNICATIONS / WEB

KEY INITIATIVES/EVENTS

CUSTOMER FEEDBACK

Metric	Definition	Lead	Update	
BAR \$ Dining Revenue \$	NEW MENUS offering healthy food options and drive neighbourhood interest for frequent	Mark, Phil, Sue 10% improve over 2019	New menu to start March to attract new customers Several process/admin. issues addressed by Club Manager	
IMPROVE AVG REV / WEEKS	Monday-Wed, and Sunday mornings	Sam , Phil, Sue	Add additional Night Sessions Sam T. looking into City Council License process Vicki Howard as Subject Matter expert	
IMPROVE \$ per member # PEOPLE BOWLING AT CORPORATE EVENTS	<ul style="list-style-type: none"> INCREASE average spend of \$35/guest Exceed 2019 Bowlers of 18 ,860 Improve Full Memberships 	Phil Achieve \$45 per guest Achieve 50 Members	New Recreational Membership Offered Acquired over 700 Quests Prospects Post on tables : Win free membership	
SPONSORS	Paid Advertisers Create Premier Sponsor	Al & Gary MAKMAX & VICKI HOWARD	Secured 2 Premier Sponsors – Need 2 More Need plan to populate greenside Ads	
✓ WEB SITE/Improved Comms & Build Customer Database	Online Refresh / Develop Social Media Plan	Al, Sue, Kate	Website launched 10/11/20 – “BEST IN CLASS” Facebook Refreshed / Good team involvement Next: Online scheduling	
✓ Social Media Plan	Institute Campaigns that drive Instagram and other form of social media	Sam T., Al, Kate	Initial Launch of this plan Development by 1 April 2021 Work with Kate	
✓ SUPPORT COMMUNITY ORGANIZATIONS	Target organization and initiate approach	Selected: Need A Lead New Farm Neighbourhood Centre	Plan event for April to generate \$\$\$\$ for this organization !	
Need a plan	# OF ACTIVE PLAYERS On- Boarding	On Boarding Men (18 Now) Women (12 Now)	Anthony, Bron, Phil, Al 25 “Net” Men 18 “Net” Women	Invite Prospects Suggest Looking at potential teams now / Practice Sessions Need a Plan
	PENNANTS FINISH	Place finished Place Finished Women	Peter L. Anthony Sam, Ian, Al Bron, Al, Ian Finish at 3 rd position / higher	Skills and Drills Successfully Launched Need a plan
Critical Path	SIGN SUB - LEASE	WITH RSL SED 5 years + 5 years	Phil – Approved MAR 2021	TBD
	SITE IMPROVEMENTS	<ul style="list-style-type: none"> Confirm 2021-22 plans for garage ext Build Pizza over BBQ 	Phil - Signed Lease	Work in Process
	HOLD FIRST APL EVENT	Secure APL commitment to hold early round at Merthyr	Phil, Sam, Al	Merthyr Bowls Selected to hold BPL CUP 28 Nov. 2020 “ 1 Yr ahead of schedule” Block of dates for this year with Bowls AUS
✓	MEASURE FEEDBACK	What our guests /members say about Merthyr Bowls	Al, Sue, Phil	Feedback process in place by End of March 2021