

## MARKET STUDIES AND CLUB POSITIONING

RFC (formerly Pacific Century Clubs, Inc) specializes in conducting comprehensive market studies and determining the strength of market areas for developing and introducing new private clubs and for daily fee golf courses in considering the possibility of converting to a private clubs. After conducting the market study, RFC identifies target markets and determines what the new club's market positioning should be. Some of our clients and projects include: *Cordevalle, Granite Bay Golf Club, Glen Oaks Country Club, Whitney Oaks Golf Club, Coyote Creek Golf Club, The Ridge Golf Club, Dove Valley Ranch Golf Club, Morgan Creek Golf & Country Club, Quail Lodge Golf Club, Shaker Run Golf Club, Traditions Golf Club, Washington Golf Club, Four Streams Golf Club, Old Coach Golf Club and Creekside Country Club.*

RFC conducts comprehensive market studies and analyzes the supply and demand for private clubs in the market area, using its own unique and effective approach. RFC's market feasibility approach provides a thorough understanding of the features, benefits, and privileges of the competitive clubs in the area, and also where club marketing opportunities exist. RFC will also analyze the club's own data and information to determine the trends and patterns of the club and to determine a recommended market positioning from which to develop a marketing plan.

The following are the key elements of RFC's Market Studies and Club Positioning:

- Review Club's Mission and Vision Statement
- Potential Private Club Golfer Demand Analysis
- Demographic Study
- Competitive Club Analysis
- Competitive Golf Course Analysis
- Frequent User/Golfer Surveys and Focus Groups
- Review and research existing project or club data and information
- Develop recommended Market Positioning Statement
- Recommended Membership Structure and Pricing

