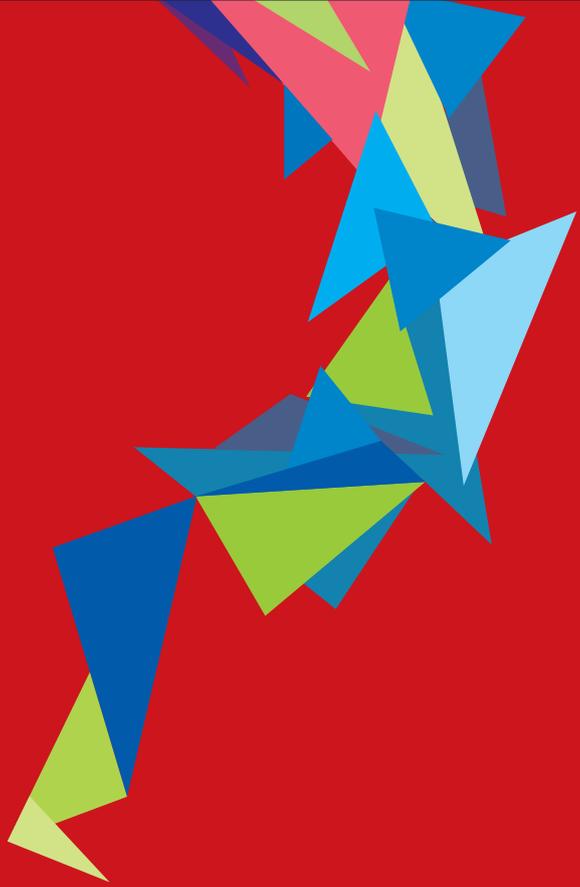




SPORTS FACTORY

Sports Consulting & Outsourcing



Questionnaire
SPORTS FACTORY



QUESTIONS on Sports Complex, Clubs and Entertainment Facilities.

Extraordinary design with global experience in the Sports/Entertainment business, Sports Factory brings unmatched expertise for your project. We've been involved in every level of the project, from preliminary market studies to day-to-day operations management. We know this business. We have the answers to the questions you haven't thought to ask. Sports Factory will work directly with you from the beginning of the project through the first year of operation. We have advised clients across the country on developing and designing indoor/outdoor Sports/Entertainment centers. Recreation facilities and Sports club. While consulting packages are customized for each project, we can provide advice and recommendations on:

- Market Assessments, Business Plans and Pro Forma Projections
- Facility Design and Construction
- Financing, Legal and Organizational Issues and Options
- Participant Recruitment, Facility Marketing and Public Relations
- Facility Operations, Scheduling, Staffing and Training
- Sponsorship and Advertising Revenue Generation
- Ongoing Operations and Marketing Oversight

In the course of our partnership, Sports Factory will help you find the right answer to the following questions:

1 Market Feasibility Studies

- Will the market I'm interested in support a new sports facility?
- What are the likely sources of sport and activity revenue?
- What are the considerations in choosing a site?
- What / Who is the competition?

2 Business Plans

- How do I determine if this is a viable business venture?
- How will I market a new sports facility?
- How do I develop realistic pro forma and financial projections?
- How can I demonstrate the strength of this venture to capital markets?
- How do I solicit investors?

3 Organizational Development

- What is the best legal form for my company?
- How should operating agreements be structured?
- What are the best options for real estate and operational organization?
- Where can I obtain samples of appropriate organizational documents?

4 Financing

- What are the best options for financing the land and building?
- What start-up capital is needed and how is it best financed?
- What role is there for additional local ownership in raising operating capital?
- What other financing needs will we have?

5 Strategic Positioning

- How precisely defined does our "product" need to be in advance?
- How do we establish revenue opportunities and priorities?
- What should we communicate about our plans in advance? To whom? When?
- What are the early decisions that will save us money over the long term?
- What is the necessary/optimal time line for our strategic decisions?

6 Facility Usage Revenue Development

- How can we identify all possible revenue sources?
- How do we prioritize our efforts against the various revenue opportunities?
- How do we optimize revenue from:
 - Youth and adult soccer leagues
 - Soccer camps and clinics
 - Youth and adult developmental/instructional programs
 - Children's parties
 - Other sports usage
 - Other facility rental opportunities
 - Community/charity events
 - Community/charity events
 - Trade shows
- How do we attract people not currently playing organized soccer, etc.?
- What are our development opportunities in colleges, churches, civic and social clubs, and corporations?
- How do we attract participation/revenue from these entities?
- How can we develop advocates to make our "recruiting" easier?
- How do we compensate these people?

Construction

- Which small design changes can significantly save on construction expenses?
- Who can advise us on the construction bid and review process?
- What customer amenities are necessary versus optional? What is the likely return on investment on these optional amenities?

- What playing surfaces do we need? Which are the best alternatives? How can we get these for less than the going market rate?
- What fixtures and equipment (lighting, HVAC, phone system, TV's, sound system, warm up area, showers, café tables, spectator seating, etc.) do we need? What revenue enhancements are possible with proper planning in these areas? What cost savings are possible?
- What office space will we require? What space should we allocate for conference rooms, party rooms, changing rooms, lockable storage, administrative offices, visitor offices, medical examining rooms, etc.? How should we provide for retail/merchandising space?
- Who are the best vendors with the best prices? How much can we save?

8 Corporate Partnerships, Sponsorships, Advertising

- How do we generate INR 1M to INR 5M+ per year in partnership revenue?
- How can we trade sponsorships for vendor services or free media?
- What benefits/value do we offer corporations (marketing and other)? How should the benefits offered be valued?
- Who are our best prospects? How do we prioritize our prospect list?
- How do we approach corporations to get the best results?
- What presentation materials do we need to develop? How are they best used?
- How do we get to the decision maker? How do we get them to listen to us?
- What is the contracting process? What forms are used?
- What should be done to insure contract renewal? How do we best keep our sponsors happy?
- How do we recruit a successful marketing and sales person? What do we pay them? What training is necessary?
- How do we get to the decision maker? How do we get them to listen to us?
- What is the contracting process? What forms are used?
- What should be done to insure contract renewal? How do we best keep our sponsors happy? How do we recruit a successful marketing and sales person?
- What do we pay them? What training is necessary?

9 Staffing and Training

- How should we organize the work that needs to be done?
- How many full-time vs. part-time people do we need? In what jobs?
- How far in advance of opening should we hire people (by position)?
- How do we recruit the best people? How much should we pay them? What training is necessary/optimal?
- How can we develop an employee handbook for our business?
- What employee related forms do we need?

10 Facility Operations

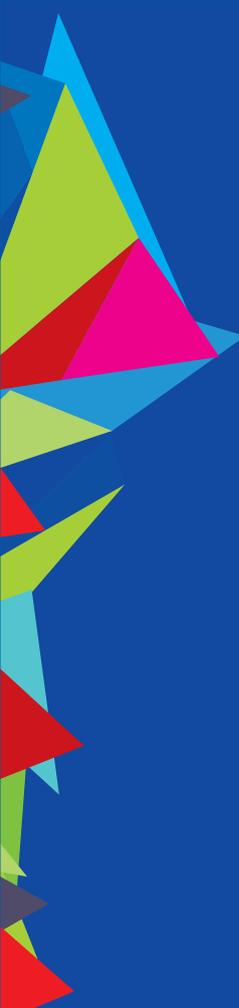
- What start up equipment and supplies do we need?
- What are the functions of the manager on duty (MOD)?
- For what functions do we subcontract versus hire part-time help?
- How much should we budget for facility operations, by category?
- What are the best phone system policies and procedures?
- What are recommended money collection/security procedures?
- What types of insurance do we need and at what limits/costs?
- How can we balance HVAC operating costs and customer comfort?
- What scheduling strategies/policies are most successful?
- What scheduling software is the best? What are its limitations? How are they corrected?
- How are game referees best scheduled? How much are they paid?
- How do we obtain/disseminate rules of the games?
- What can we do to inexpensively improve our competitive advantage?

11 Marketing and Public Relations

- What is the optimal grand opening marketing and PR time line?
- What should be included in our grand opening publicity plan?
- Should we purchase advertising? How much? In which media, Targeted at what audience?
- How do we best communicate with our customer (player) prospects?
- How do we obtain mailing lists and phone numbers? What does this cost?
- How do we develop a successful on-going media relations/publicity plan?
- How we generate traffic in our facility?

Each aspect is important and one cannot overlook even the most innocuous looking aspect as all factors contribute together to the success of the facility. Based on our experience of dealing with clients, we have found that these are the basic questions which cloud the minds of most investors. To make it easy for you we have compiled most of the questions with regard to the development of your facility.

Our advisors and consultants are just email away, write us at corp@sportsfactory.co.in



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