



STRATEGIC BUSINESS PLANNING & BUSINESS PERFORMANCE

PENRITH RSL – STRATEGIC PLANNING & OPERATIONAL PERFORMANCE ASSISTANCE

OVERVIEW

Located in the hub of the thriving Penrith CBD and at the foot of the scenic Blue Mountains, Penrith RSL is a medium sized venue with a healthy member base of approximately 23,000.

SITUATION

In September 2006, RT Hospitality Solutions was engaged to facilitate, prepare and provide an objective monitoring resource for the implementation of a strategic business plan.

The business plan provides the roadmap for the Board and management of Penrith RSL for the next three years, providing a clear direction for the development of the Club's Master Plan and a united focus for core operational objectives to be achieved within that time frame.

Following the successful planning process, finalisation and adoption of the plan, several key objectives were highlighted as requiring immediate action in order to "get the ball rolling".

SOLUTION

RTHS has been able to provide assistance to Penrith RSL in a number of operational capacities, enabling the venue to stay on track for achieving the goals of its business plan through the utilisation of extra, qualified resources as and when required.

MARKET RESEARCH

RTHS conducted a comprehensive research project on behalf of the Club. As part of the project, members and local residents were surveyed, and competitor, membership base and local area demographic and geodemographic analysis undertaken.

The results of the research enabled the Club to confirm the facilities to be incorporated into their planning phase for redevelopment as well as define their target market in the local area.

STRATEGIC MARKETING PLAN DEVELOPMENT

RTHS, in consultation with the management team and utilising the results of the research, formulated the Club's strategic marketing plan, outlining the Club's marketing objectives and activities for the next 12 months. As part of this process, Penrith RSL has repositioned itself in the local community through a rebranding program to align itself to the identified target market.

HUMAN RESOURCE PLANNING

RTHS has undertaken a salary review of the executive management team and reviewed the HR function to ensure operational efficiency. RTHS are currently assisting in the management team restructure and appointment of a dedicated marketing resource.

GAMING

RTHS are providing advice in relation to the current gaming operation that incorporates a review of operational efficiency and human resource recommendations.

CATERING

RTHS was initially engaged mid 2003 to conduct a review of catering operations with a view to improving profitability and operational efficiency. In conjunction with the Club's Master Plan, RTHS is now part of the project team for development of new catering concepts and in facilitating the merger of food and beverage services.

THE BENEFITS OF CHOOSING RT HOSPITALITY SOLUTIONS

The importance of business planning is now engrained as a precursor for good business management, but to make it a success, and for it to be able to take on its role as the driver of the business and management decisions, it requires the right resources to be implemented at the right time.

RT Hospitality Solutions has the ability to provide qualified, unbiased, experienced resources across all areas of hospitality operations - food and beverage, finance, gaming, human resources and marketing - providing a holistic operational resource to assist in achieving strategic business objectives.

