

SHAPE YOUR MIND
T A M E R F A R A G

Consultancy






Introduction

FACTS provides a Fitness Consultancy service, supporting club operators with the international Standards, benchmarks and departmental operational manuals. Mastering those manuals will reflect on the daily operations in order to drive a successful business through quality of service and financial profit.

FACTS works with it's clients reaching the pre-planned objectives in different departments (sales, marketing, personal training, group training, front office, facility management, customer service..etc.).








Consultancy Phases :

-  Initial consultancy, “before opening the club”, to establish the sold standardized business.
-  Ongoing consultancy, “after opening the club”, to re-organize posting operation.
-  Expansion consultancy, “for expanding your club” to go chain concept and acquire other clubs.







Strategic Planning & Club Management Module








Strategic Planning :

-  Club business plan guidelines.
-  Marketing plan and market search guidelines.
-  Company formation guidelines.
-  Club's management software guidelines.
-  Organization chart.
-  10 steps opening action plan checklist.
-  Direct cost based on Organization chart.
-  Sales, marketing, P.T, G.T price lists.
-  Sales, marketing, P.T, G.T commission systems.
-  Feasibility Study Guidelines and checklist.

General forms :

-  Client consent release form.
-  Associates consent release form.
-  Agreement and receipt form.
-  Club's Activities and services guidelines & checklist.
-  Client Handbook form (Client's rules & regulations and)
-  Associates handbook (Includes Associates rules & regulation)

Recruitment :






-  Filtration and selection of 10 GMs CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for GM (in one day).
-  GM job application, job description, and job offer.
-  GM Productivity Report.

Coaching & Training :





- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)



Conceptual Design Module











-  Fitness Equipment selection checklist.
-  Operational Equipment selection checklist.
-  Conceptual, circulation, facilities and Zoning layout.
-  Fitness Equipment layout and distribution on workout area.
-  Conceptual finishing specs guidelines and check list.

Coaching & Training :

-  On-site visits, follow up and inspection.
-  Strategic meetings with owners, designer and contractor
-  Total meetings per module 4, (once a week meeting, 4 hour each= total 16 hours)
-  Total phone calls per module 8 (twice a week call, 30 minutes each = total 4 hours)



Corporate Identity Module



-  Club Logo design (three options)
-  Club Logo manual (color coding, dimension, font and specs)
-  Brand name policies and specs. (What, Where, How and why to use which form?)
-  Club stationary (business cards, letter head, folder, A3, A4, A5 and Envelops.
-  Club printing giveaway (block note, cup coaster, car sticker, CDs cover)
-  Club official signature (e-mail footer) and computer wall paper.
-  Club Member's ID.
-  Member's comment, suggestion and feedback card.
-  Members & associate honored certificate.
-  Paid session associate profile card.

Coaching & Training :

-  Total meetings per module 4, (once a week meeting, 4 hour each= total 16 hours)
-  Total phone calls per module 8 (twice a week call, 30 minutes each = total 4 hours)

Marketing Dep. Module

Marketing Dep. Manual :

-  What are the departmental strategies, policies, and procedures?
-  What are the 10 reasons of attraction and retention to the club?
-  How to apply “SWOT” analysis in club market search?
-  What are the “5Ps” of club successful marketing plan?
-  Where, when and how to do a club promotions?
-  When and how to do sponsorship or barter deal?
-  What are the guidelines of the pre-opening marketing campaign?






Forms :

-  Vendors and suppliers checklist.
-  Barter deals offer and contract checklist.
-  Sponsorship deals offer and contract checklist.
-  Club presentation checklist.
-  Marketing calendar checklist.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)








Recruitment :

-  Filtration and selection of 10 marketing managers CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for Marketingmanagers (in one day).
-  Marketingmanager job application, job descriptionand job offer.
-  MarketingDepartment Productivity Report.








Sales Dep. Module

Sales Dep. Manual :

-  What are the departmental strategies, policies, and procedures?
-  Where to get a prospects and Leads?
-  How to Conduct a Fruitful Club Tour?
-  What are the phone calls formula?
-  How to apply the “chain reaction strategy” to multiply the client?
-  How to engage, involve and enroll a prospective?
-  What are the renewal, referral, freeze, and transfer system?

Forms :

-  Membership installation request form.
-  Membership Freeze request form.
-  Membership Referral request form.
-  Membership transfer, cancelation & refund form.
-  Prospective card form.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)






Recruitment :

-  Filtration and selection of 10 sales managers CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for sales managers (in one day).
-  Sales manager job application, job description, and job offer.
-  Sales Department Productivity Report.








Front Office, CS&Kids Club (FOCS) Dep. Module

(FOCS) Dep. Manual :

-  What are the departmental strategies, policies, and procedures?
-  What are the opening and closing procedures?
-  How to handle complaints and suggestions?
-  What is the lost and found system?
-  How to check in and out clients?






Forms :

-  Prospective card form.
-  Receiving calls and messages from.
-  Complaints and suggestion form.
-  Opening and closing checklist.
-  Cash in record form.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)

Recruitment :

-  Filtration and selection of 10 (FOCS) managers CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for (FOCS) managers (in one day).
-  (FOCS) manager job application, job description, and job offer.
-  (FOCS) Department Productivity Report.



Facility Management Dep. Module

Facility Dep. Manual :

- 🏆 What are the departmental strategies, policies, and procedures?
- 🏆 What are the preventive and repair maintenance?
- 🏆 How to manage housekeeping, cleaning and laundry.
- 🏆 How to manage crisis and secure the club?
- 🏆 What are the club logistics, IT, garden, and pest control process?

Forms :

- 🏆 Opening and closing checklist.
- 🏆 Club zoning and layout.
- 🏆 Maintenance checklist (daily, weekly, monthly)
- 🏆 Cleaning checklist (daily, weekly, monthly)
- 🏆 Over Night deep cleaning checklist.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)






Recruitment :

- 🏆 Filtration and selection of 10 Facility managers CVs.
- 🏆 Final interview for 3 candidates (One day for all managers).
- 🏆 6 hours interviews for Facility managers (in one day).
- 🏆 Facility manager job application, job description, and job offer.
- 🏆 Facility Department Productivity Report.



Personal Training Dep. Module

Personal Training Dep. Manual :

-  What are the departmental strategies, policies, and procedures?
-  How to receive and handle the fitness profile?
-  How to conduct a health and fitness assessment?
-  What are the G.T, F.T, and P.T system?
-  How to write and record the client programs?






Forms :

-  Paid sessions contract form.
-  Clienthealth & fitness Profile log.
-  Session installation request form.
-  Session Freeze request form.
-  Personal Trainers Profile Log.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)

Recruitment :

-  Filtration and selection of 10 Personal Training managers CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for Personal Training managers (in one day).
-  P. T Manager job application, job description, and job offer.
-  Personal Training Department Productivity Report.



Group Training Dep. Module

Group Training Dep. Module :

- 🏆 What are the departmental strategies, policies, and procedures?
- 🏆 What are the teaching class steps?
- 🏆 How to built the group-training schedule?
- 🏆 What are the class procedures (pre, during, and post class)?
- 🏆 What are the group-training studio, tools and device procedures?

Forms :

- 🏆 Group Training schedule checklist.
- 🏆 Clients' attendance form.
- 🏆 Instructor's attendance form.
- 🏆 Instructor's payment monthly report.
- 🏆 Studio tools and devices daily checklist.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)

Recruitment :






- 🏆 Filtration and selection of 10 Group Training managers CVs.
- 🏆 Final interview for 3 candidates (One day for all managers).
- 🏆 6 hours interviews for Group Training managers (in one day).
- 🏆 G.T manager job application, job description, and job offer.
- 🏆 Group Training Dep. Productivity Report.



Financial & HR Dep. Module :

-  What are the departmental strategies, policies, and procedures?
-  What is the club Feasibility Study Guidelines?
-  How to calculate the associates commission system?
-  What are the sources of revenue & expenses and how to track them?
-  What is the direct cost based on Organization chart.

Forms :

-  HR forms, vacation, over time changing shift.
-  Cash in or out receipt form.
-  Purchasing order form.
-  Suppliers and vendors form.
-  Safe Box tracking form.

Coaching & Training :

- 6 hours training on the module (all club managers in one day)
- 1 hour follow up call during the module (during one week)

Recruitment :

-  Filtration and selection of 10 Group Training managers CVs.
-  Final interview for 3 candidates (One day for all managers).
-  6 hours interviews for Group Training managers (in one day).
-  Financial & HR manager job application, job description, and job offer
-  FinancialDep. Productivity Report.

International Affiliation Module



International Affiliation Module :

 IHRSA organization membership. (Please check the attached)

 IDEA organization membership. (Please check the attached)

 FACTS Academy membership. (Health and fitness Library and monthly FIT FACTS)

 Sports and fitness magazine Membership.

 Health news magazine Membership.



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For More Informations

ADDRESS

3 RD FLAT , 98 EL SHABAB ST.
3RD DISTRECT SHEKH ZAYED
6 OF OCTOBER - B.O 12588
EGYPT

PHONE

(+2) 02 385 240 70

MOBILE

01006688599

-  tamerfarag@tamerfarag.net
-  tamerfarag@factsacademy.com
-  [Facts-Academy](#)
-  [tamer.farag](#)
-  [tamerfarag](#)
-  [tamer farag](#)
-  www.factsacademy.com
-  www.tamerfarag.net