



MEMBER-DRIVEN BUSINESS SOCIAL CLUB

AN ATHENIAN CONSULTING GROUP CASE STUDY

OVERVIEW

A local Houston member-driven business social club engaged Athenian Consulting Group to properly identify the target market for their high-end service and to properly price the service and capture market share.

CHALLENGE

The client company had locked themselves into a significant monthly overhead structure through their construction build-out and large space. They didn't have the luxury many companies have of maintaining a low overhead while entering the market. Rather, they faced the dilemma to create revenues to service their unusually high overhead and to have those revenues come from the right target market. They had to simultaneously balance the need for volume with the protection of the brand.

APPROACH

Athenian Consulting Group conducted an initial diagnostic in an effort to further understand the issues at hand. Then, the two-member project team created a roadmap for creating solutions around those issues and priorities and created a priority matrix based on ease of implementation and impact. The matrix included changing sales models, putting the right key people in place, redefining the customer experience, ensuring brand integrity and optimizing prices. Next was the implementation phase, where Athenian Consulting Group implemented the priorities that were set to complete the projects.

OUTCOME

After nine months, Athenian Consulting Group increased profitability by 30% and redefined the brand by transforming its perception as a nightclub to a business social club.

