

WAKE AQUATIC PARTNERS



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PRIMARY RESEARCH

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OVERVIEW

1 BUSINESS
PROFILE

2 SERVICES

3 OPERATIONS

4-5 BRANDING

6 GOALS

7 COMPETITORS

8-9 CONSUMER
PROFILE

10-11 SWOT
ANALYSIS

12 CURRENT
MARKETING

13 LOGOS

BUSINESS PROFILE

FOUNDED IN 2021

1 LOCATION

Currently servicing the Greater Raleigh, NC area, but looking to expand to Charlotte, NC



SERVICES

COMMERCIAL
POOL MANAGEMENT

66%
REVENUE

**RENOVATIONS
& REPAIRS**

25%
REVENUE

RESIDENTIAL
POOL MANAGEMENT

6%
REVENUE

TRAINING
CPR & LIFEGUARD

3%
REVENUE

**BUSINESS-TO-
BUSINESS**

**BUSINESS-TO-
BUSINESS**

**BUSINESS-TO-
CONSUMER**

**BUSINESS-TO-
BUSINESS**

OPERATIONS

OVERALL

- Improve programs
- Train employees
- Business development
- Consulting
- Supply Chain
- Management
- Staffing
- Renovations
- Repairs

DAY-TO-DAY

- Technicians service commercial and residential pools including maintenance, water quality checks, repairs
- Lifeguarding & pool attending
- Monitor supplies
- Interact with swim club customers

BRANDING

MISSION STATEMENT

We hold our team members to a unique set of fundamentals that creates a premier experience within your facility.

CORE VALUES

- Guest Safety
- Guest Experience
- Water Quality
- Facility Focus

BRANDING

UNIQUE SELLING PROPOSITION

Wake Aquatic Partners offers proprietary technology, training, and management programs.

BRAND PERSONALITY

- Hardworking
- Fun
- Trustworthy

GOALS

SHORT TERM (1-2 YEARS)

- Double or triple in size in Raleigh, NC
- Grow out a construction division
- Expand software capabilities

LONG TERM (3-5 YEARS)

- Expand regionally to Charlotte, NC





COMPETITORS

- Aquatic Management Group
- Swim Club Management Group
- Coastal Carolina Pools
- Aqua Tech

COMPARE TO COMPETITION

- Flat rates for residential pools
- Offer training programs to the community

CONSUMER PROFILE

RESIDENTIAL

DEMOGRAPHICS

Age: 30+

Gender: N/A

Race/Ethnicity: N/A

Language: N/A

Location: Raleigh area

TARGET AUDIENCE

- Single family homes with pools
- Too busy or don't know how to do pool maintenance on their own
- **Leisure activities:** swimming, relaxing, family time
- **Lifestyle:** active, wealthier, working, outdoorsy
- **Values:** cleanliness, safety, family focused
- **Goals:** be able to safely host people in their backyard
- **Fears:** invested money in their pool and backyard and want it to be safe for their kids but don't know how

CONSUMER PROFILE

RESIDENTIAL

CHOOSING WAKE AQUATIC PARTNERS

PROS

- Flat rates, no hidden fees
- Good recommendations and testimonials

CONS

- Cost
- Size
- Low perceived experience
- Unaware

EMOTIONS

- Happiness
- Bliss
- Ease
- Relaxation without worry
- Piece of mind
- Trust

SWOT ANALYSIS

STRENGTHS

- Best lifeguard training programs in the area
- One of Raleigh's busiest swim clubs as a partner
- Loyal and satisfied partners
- Attentive staff

WEAKNESSES

- Not many experienced technicians
- No construction division currently
- Small size is limiting opportunities
- Customer service from front-line staff is limited

SWOT ANALYSIS

OPPORTUNITIES

- Large quantity of swim clubs in Raleigh area
- New homes and communities being build gives opportunity for construction
- Customer service training

THREATS

- Rising costs of gas, chemicals, labor, etc.

CURRENT MARKETING

CHANNELS

- Google Ads
- Yelp
- Instagram & Facebook
- Yard signs
- Mailers



NOTES

- No loyalty or consumer retention program
- Google search ads are most effective
- No current marketing plan for this year
- Measured by customers signed
- Yelp and Google digital marketing for residential had \$20 CPA
- No cross promoting across channels
- No new concepts this year
- No current marketing or advertising budget

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LOGOS



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