

# AQUATE PARTNER

### **PRIMARY RESEARCH**



### **BY: LILLIAN BARNES**



# BUSINESS PROFILE

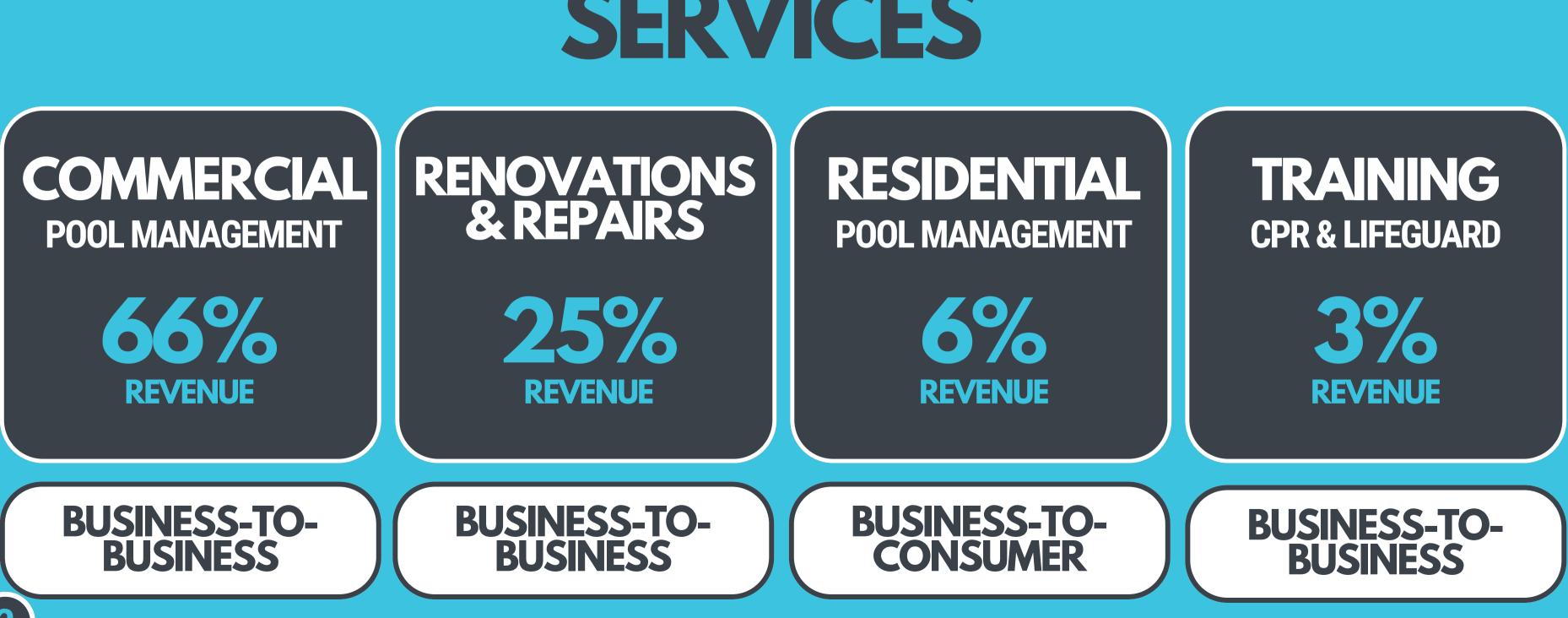
### FOUNDED IN 2021

### **1LOCATION**

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



# SERVICES



# OPERATONS

# **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

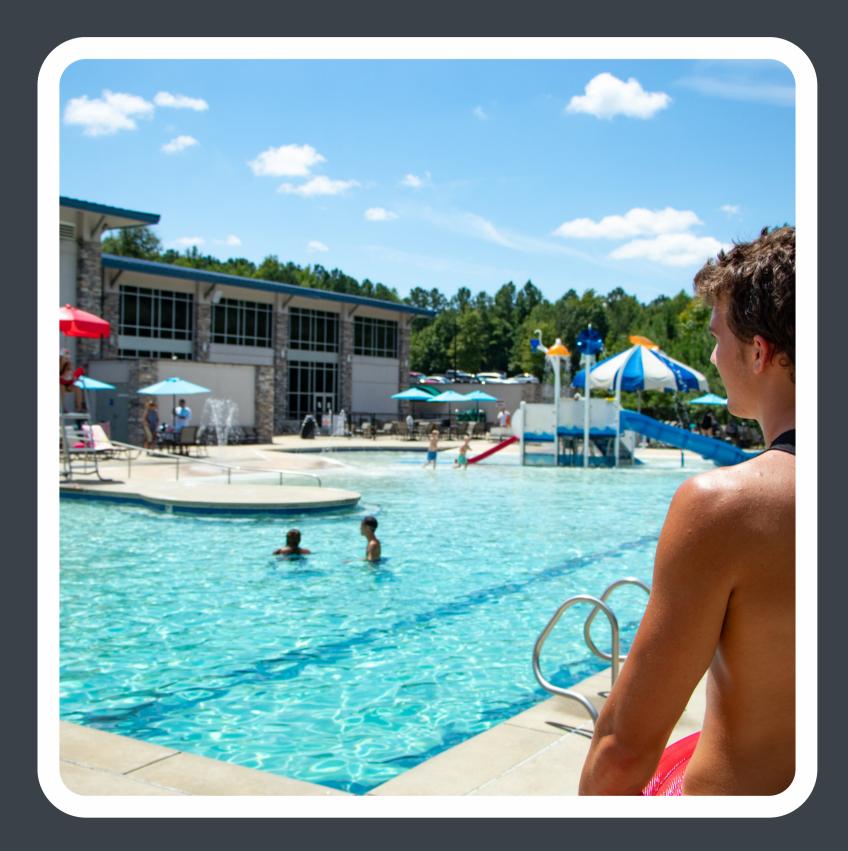
### SHORT TERM (1-2 YEARS)

- 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
- 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

• Too busy or don't know how to do pool maintenance on their own

# 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
- Piece of mind
- Trust



Relaxation without worry

# **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

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

# WEAKNESSES

# **SWOTANALYSIS**

### **OPPORTUNITIES**

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

labor, etc.





### THREATS

# • Rising costs of gas, chemicals,

# **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

- No cross promoting across channels
- No new concepts this year
- No current marketing or advertising budget





• Yelp and Google digital marketing for residential had \$20 CPA













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