**33 Strategic Deliverables**

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| **Theme** | **Number** | **Deliverable** |
| **Strategic Vision** | 1 | Concept |
| 2 | Brand |
| 3 | End user |
| 4 | End operator |
| 5 | Neighbourhood |
| 6 | Destination |
| **Positioning** | 7 | Story |
| 8 | Famous for |
| 9 | Partner integration |
| 10 | Amenity |
| **Commercials** | 11 | Culture |
| 12 | Operations Expertise |
| 13 | Aligned Interest |
| 14 | Deal Structure |
| **Analysis** | 15 | Competitive Set |
| 16 | Price Point Analysis |
| 17 | USP |
| **Retail Offer** | 18 | Food Programme |
| 19 | Beverage Programme |
| 20 | Music Programme |
| 21 | Service Style |
| **People** | 22 | Training |
| 23 | Procurement |
| 24 | Staff Recruitment |
| 25 | KPI's |
| **Marketing** | 26 | Entertainment |
| 27 | Digital |
| 28 | Social |
| 29 | Marcomms |
| **PR & Growth** | 30 | Reviews |
| 31 | Awards |
| 32 | ROI |
| 33 | Scale |