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SYNERGY

- Food and Beverage/Golf supports one another
- Focusing on Primary hours to maximize revenues
- Working with Club Management and Marketing to create a cohesive "Experience" at Viera East Golf Club
- Driving sales to expand to the non-golfing population of the Viera East Community
- Additionally create and maintain an extensive marketing campaign with brand recognition



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MARKET RESEARCH

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WELCOME TO THE HOOK & EAGLE TAVERN

Complete re-branding of the on-site restaurant to include facility renovations, i.e., kitchen, dining room, and outdoor seating, along with changes in décor and menu offerings to increase patronage resulting in an increase in revenue.

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**THE HOOK &
EAGLE TAVERN is a
Golf and Sports Tavern
Serving the Highest
Quality Southern-
Inspired Pub Fare in a
Casual Atmosphere for
All Ages!**



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GOALS

- Expand the Clientele to the 780 homes in Viera East and the 5,000 homes in the neighboring communities
- Increase in annualized revenue
- Manage and Maintain the proper staffing levels that will facilitate the growth expected
- Expand the levels of service to include Lunch, Happy Hour, Dinner, Events, Delivery to Viera East, and Outdoor Dining
- Vastly expand Beverage Service
- Deliver the Hook and Eagle "Experience"

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