

SD-group.de

SD consulting services

full service consulting agency for

recreation & leisure industries

sports fitness wellness beauty

Konstanzer Strasse 64

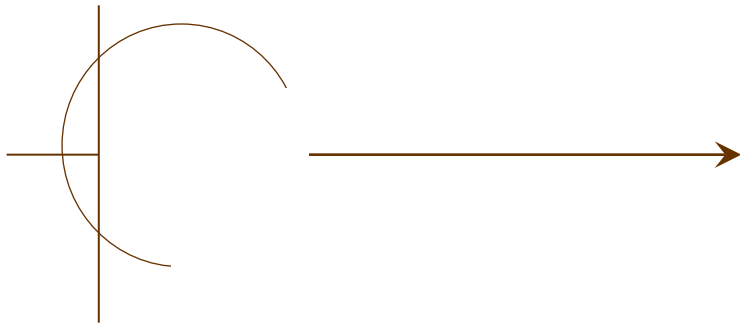
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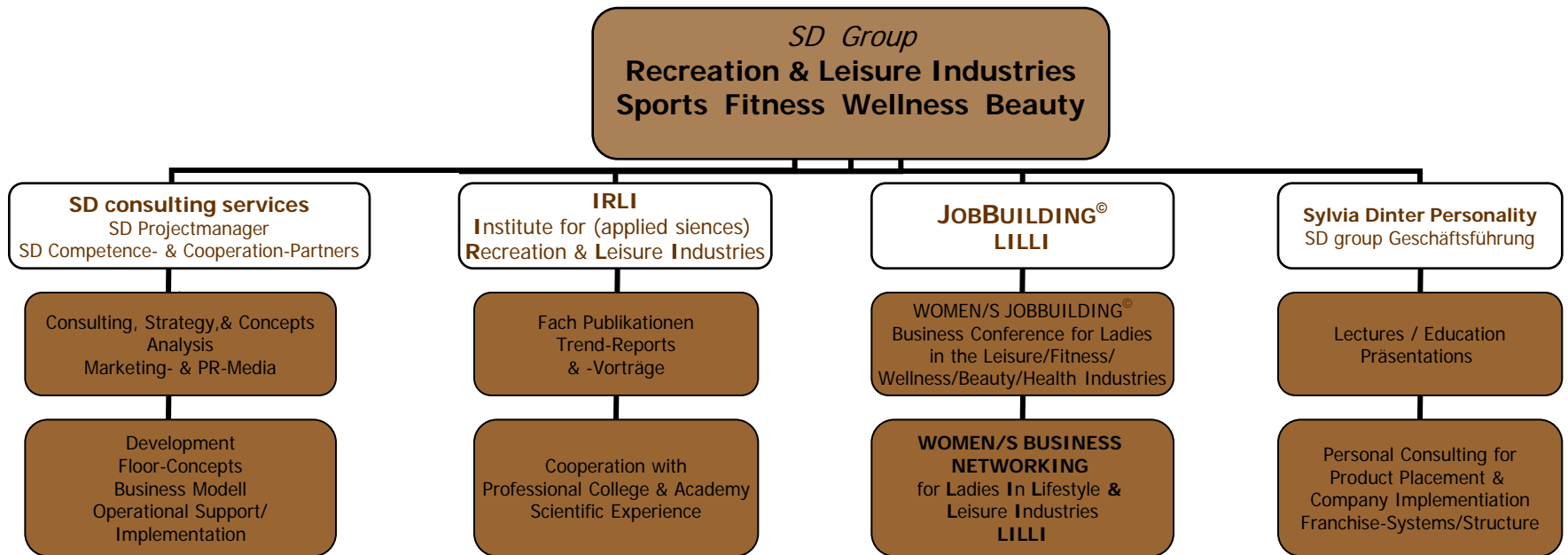
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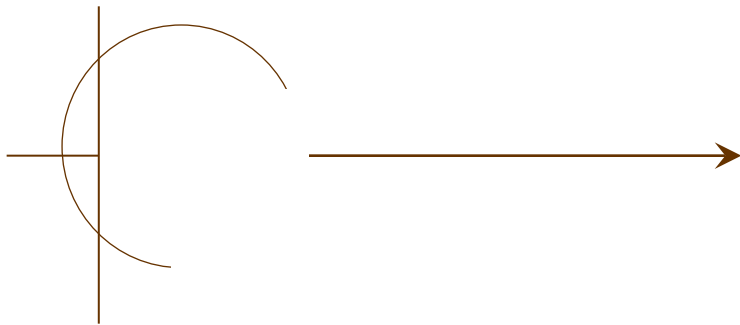
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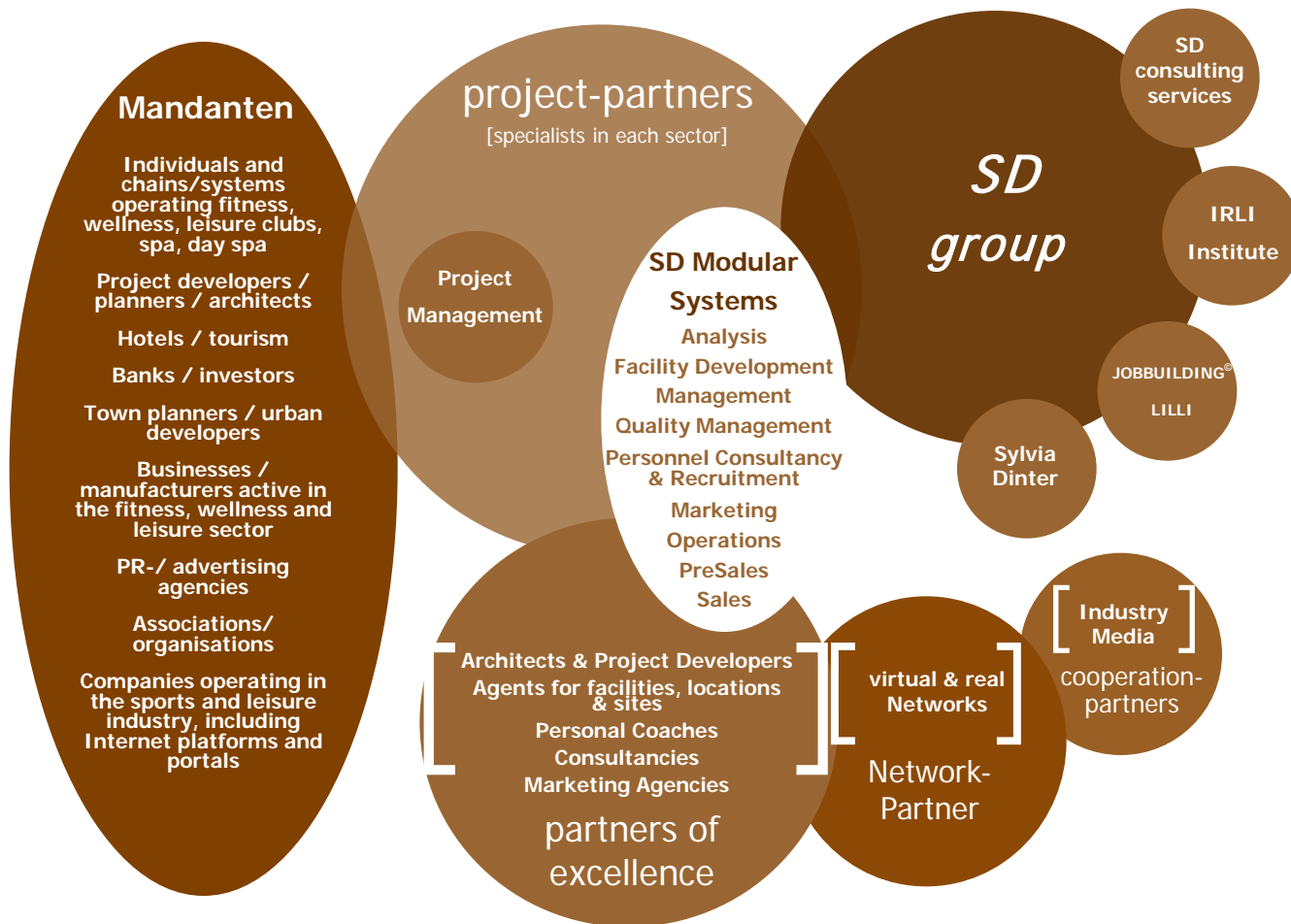


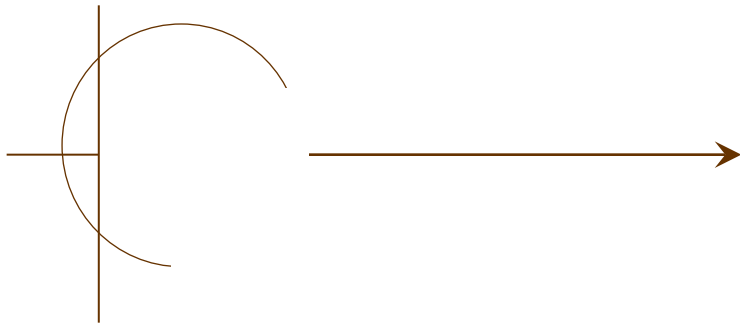
SD Group structure





SD relation





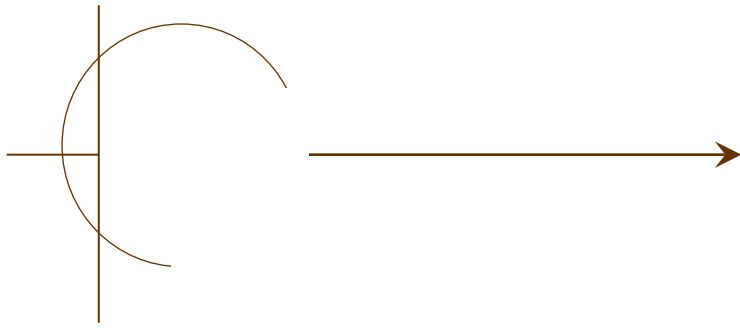
consulting services

The SD consulting services philosophy: We get on as a full service consulting agency, specialising in recreation, leisure, fitness, wellness, beauty, spa, oneness, trend and fun sports.

We offer our services through a comprehensive network of specialists in various fields and cooperate with strong partners of excellence and project partners.

Clients benefit from SD's integrated system of expert support for the whole corporate planning stage from beginning to end – strategic planning, feasibility study, conception plus operational implementation.

Leisure facilities, leisure-hotels, regions, local authority districts, real estates and project developers, architects and planners, investors and banks as well as the leisure industry profit from our know-how.

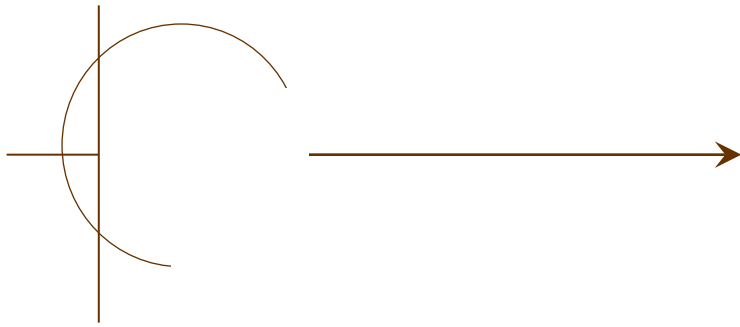


consulting

All incoming orders are first analysed by the SD-group's consulting services unit. Our strategic consultants then elaborate and present a number of options to the client, from which an optimal solution is attained in agreement with the client's individual needs.

The project-based, temporary or long-term consulting phase provides clients with the opportunity to use a range of SD-modules or individual concepts.

These SD-modules provide the key building blocks for the successful and efficient analytical, strategic and conceptual development of the following areas. Through consistent control and training our high standard of quality and service is achieved.

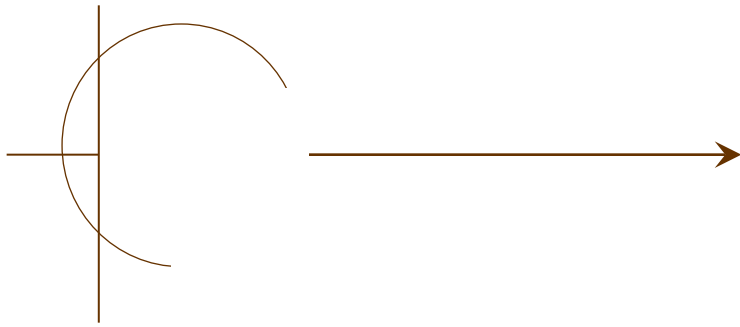


concept

The conception phase produces operational and quality concepts, locational assessments, investment planning concepts all the way through to the development of corporate structure, culture or processes.

Operational field functions, human resources consultancy and recruitment, market, sales and advance sales concepts are produced individually and customised to suit the client's specific requirements.

Individual teams of specialists fully develop and manage dedicated communication concepts for business and industry (product placement) and the media (PR/editorial work).

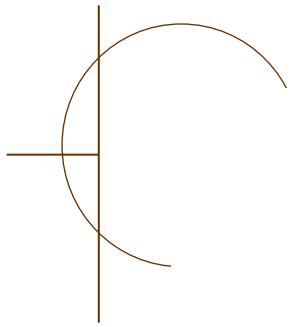


project

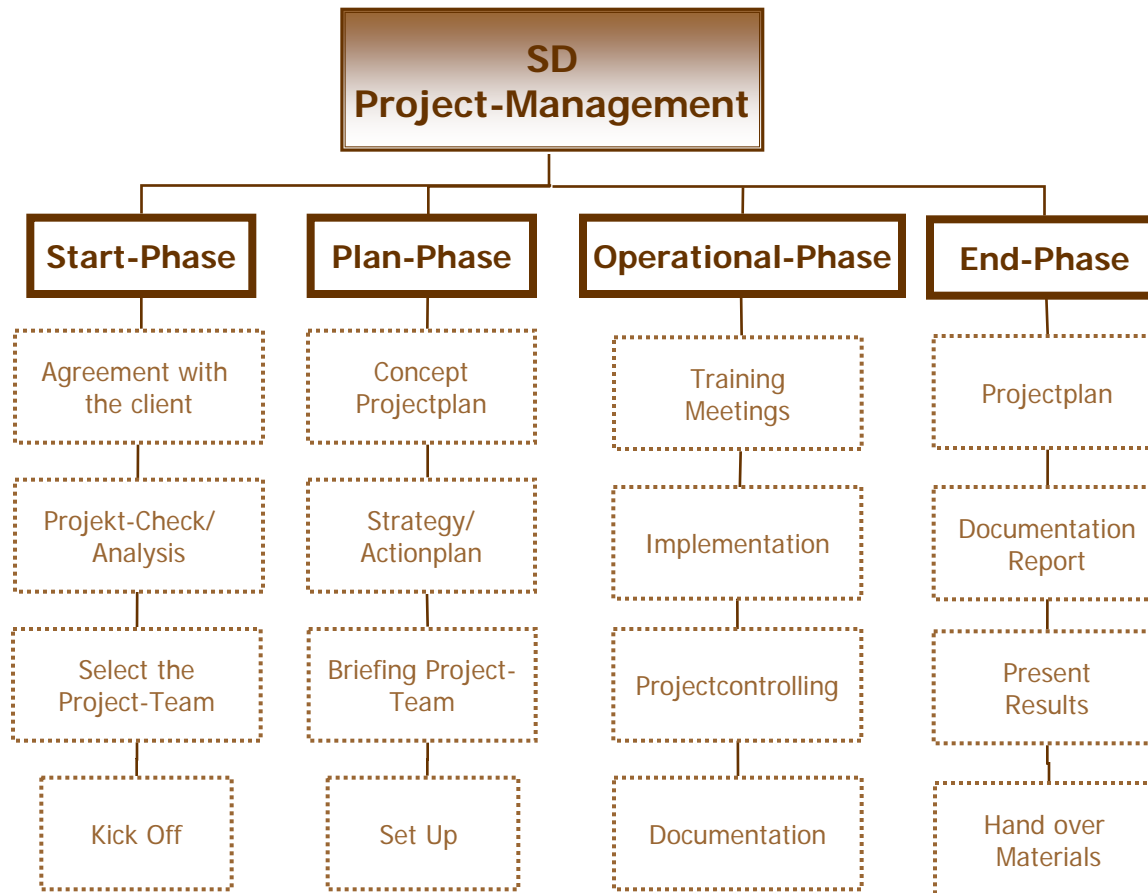
Our consultants work with the client to produce detailed time and project schedules to locally implement the SD-modules within specifically defined and timed programmes and processes.

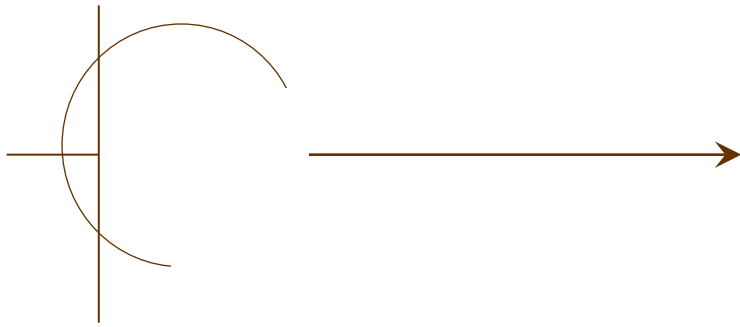
A dedicated team of SD group specialists continuously consults with the client to ensure that the operational implementation process progresses according to individual project plan.

All project phases, the project plan and all project related administrative work is done by the project management.



work



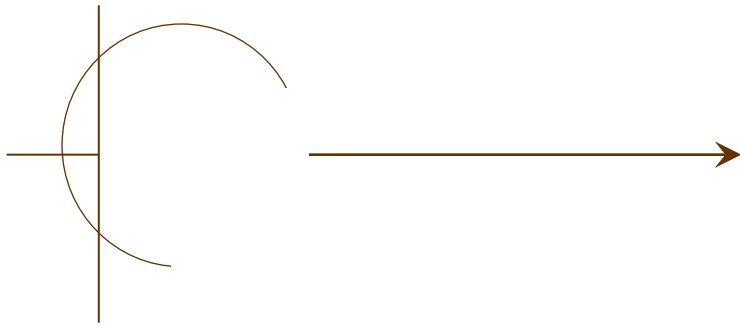


network

SD network partners and networks support the SD communication goals. And so the privileged usage and intensive transfer of B2B contacts represent essential success factors in the work of the SD group.

On a stable business network (JOBBUILDING®) and the Institute for Recreation & Leisure Industries (IRLI) and decades of professional experience of the founder Sylvia Dinter, unique synergies within the SD Group arise.

- Information and Consultancy - Feedback and Experience Exchange
- Contact Building – Services - eCommerce (target-group oriented product range) - Fitness/Wellness-eBusiness - International Contacts
- Efficient Business Processes - Platform for B2B Contacts

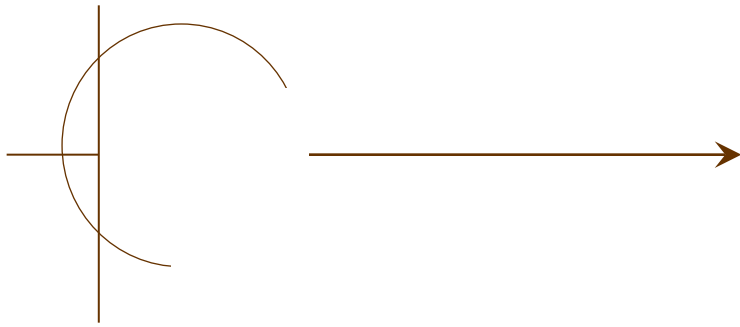


partner

We select our partners with the greatest possible care. Besides excellence, expertise and qualifications, we expect our partners to have already successfully executed a number of complex projects in the industry.

Besides strong analytical skills, our partners need drive, willpower plus a sense of perception and diplomacy.

Regular training sessions adapted to suit the project in question represent one of the essential requirements for any smooth, consistent and successful process of project implementation.

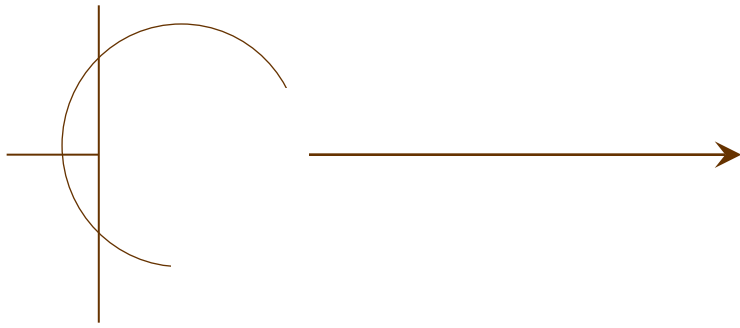


connect

Internal strategy meetings with our project partners enable us to analyse current industry and trend topics and where required, further developed.

In addition, our SD structure automatically promotes a sense of personal responsibility among our "front-line" partners to engage in continuing education and training in their respective specialism.

As a virtual network, we at SD are strong at collaborating with a range of independent companies. This is why our partners of excellence have a wealth of know-how and resources from other consulting branches at their disposal, for example, real estate and property, finance and investment, hotel/catering/services, management consultancy (coaching).



client

SD consulting services have been designed for:

- Individuals and chains/systems operating fitness, wellness, leisure clubs, spa, day spa
- Project developers / planners / architects
- Hotels / tourism
- Banks / investors
- Town planners / urban developers
- Businesses / manufacturers active in the fitness, wellness and leisure sector
- PR-/ advertising agencies
- Associations/ organisations
- Companies operating in the sports and leisure industry, including Internet platforms and portals