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# 1 EXECUTIVE SUMMARY

## 1.1 Mission Statement

**Diamond Club aims to be the definitive luxury alliance delivering enhanced golf and lifestyle experiences at participating golf courses, resorts, clubs and spas.**

The Diamond Club alliance enables its members to experience luxurious lifestyle activities built upon the tradition and pride of exclusive club membership. Diamond Club will attract organizations to become part of an alliance and share in customers, cost efficiencies and economies of scale offering increased revenue possibilities to participants. Diamond Club will aggregate golf courses to create one association that allows members course variety and play privileges at all participating courses as well as offering expanded membership services and attractions. Partnerships with strategic courses and clubs will make the Company a critical mass lifestyle provider.

## 1.2 Company Description

Diamond Club is a market-driven company that attracts strategic partners through its comprehensive network of industry clientele. As a provider of marketing programs targeting the sports and leisure community, the Company delivers services that will grow revenue in golf properties and other participating lifestyle based companies. Golf courses have traditionally lacked the necessary expertise to deploy strong marketing programs that increase brand equity. The Company’s business foundation continually increases customer loyalty and retention, while at the same time growing profits and strengthening partner relationships.

