



Astral Sports Factory (P) Ltd.
Sports Consulting & Outsourcing



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Introduction to SPORTS FACTORY

SPORTS FACTORY™ is a company devoted to imparting sports solutions designing and development in different sporting disciplines across India. Founded in 2010 we aim to uplift the standard of sports in India by providing optimum health and fitness solutions with a hope to churn out worldclass players from the country. The idea is to ingrain a sense of discipline and sportsmanship in today's children and tomorrow's adults from the very beginning by asserting the importance of healthy lifestyle, sports, and fitness leading to an overall holistic development of the next generation.

The company's core team comprises professionals who bring to the fore world's best practices as well as sports solutions. We specialize in space optimization, in line with international standards. Our in-house design and project team make us unique to deliver state of art sports projects.

Sports Factory has managed to build a bank of trained experts, consultants and mentors who can impart infrastructure to school/college/clubs across a diverse range of sports and games. Some of our strategic partners in sharing this visionary zeal comprise a gamut of well known institutions like Horners (USA), Certikin (AUS), Les Mills (UAE), N-ICE(UK) and DOMO(UK).

Solutions to Health & Fitness Industry

- Shooting Range (Targets, Guns / Accessories)
 - Squash Court (Wooden Flooring + Back wall glass + Lights) (4 Sided Safe Glass Court System)
 - Physical Fitness Studio (Dance + Yoga + Aerobics+ Pilate)
 - Badminton court Turnkey Setup (Wood/Sports Flex)
 - Kids Room Turnkey Setup (Soft + Custom)
 - Athletic Tracks Turnkey installation (Synthetic, Sports Flex, PU)
 - Synthetic/Real Ice Rinks Setup (Accessories + Management)
 - Swimming Pool Turnkey Setup (Swimming + Diving) Solar Heated
 - Kids Splash Pools Turnkey (Indoor + Outdoor)
 - Basket Ball Court Turnkey (Synthetic + Wooden)
 - Tennis Court Turnkey (Synthetic + Flex Sports)
 - Central Arena Natural+ Artificial (Cricket ground+ Pitches, Soccer, Hockey, Base Ball grounds)
 - Sports LED Screens Turnkey installation (Indoor / Outdoor)
 - Volleyball court Turnkey (Synthetic + Flex Sports)
 - Table Sports (Pool, Table Soccer, Table tennis, Chess)
 - Horse Riding Setup (Arena + Horses, equipments)
 - Sports Light Turnkey installation (Flood Lighting + LED Lights)
 - Sports Safety/Masurement Solutions
 - Sports Sound System (AV Solutions)
 - Sports Climate & Humidity system
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Sports Consultancy

Phase One - Market Feasibility Studies

- Comprehensive market research and statistical analysis
- Marketplace assessment of locations, competition, etc.
- Interviews with appropriate individuals to determine product mix and likelihood of success
- Presentation of an executive summary with appropriate attachments

Phase Two - Pro Forma Projections and Business Plan

- Preparation of detailed 3-year revenue and expense pro forma projections based on the market study and Sports Factory's previous experience
- Breakeven analysis
- Recommendations and rationale regarding product mix, location, facility design, staffing and controllable expense items
- Preparation of a business plan for use in securing financing

Phase Three - Comprehensive Consulting Services

Detailed recommendations and comprehensive "how-to" advice, standard operating procedures and training in ten separate areas. The package fee is spread over the life of the contract, typically 18 months. The fee for projects failing to secure necessary financing will be capped and maybe cancelled or put on hold at the client's option. As the nation's leading indoor soccer and sport consultant, we can help with every aspect of your project.

Sports Consulting

Phase Three services, include, but are not limited to:

Organizational Development and Legal Issues

- Advice on establishing real estate and operational entities
- Samples of operating agreements and forms
- Required federal, state and local corporate filings
- Coordination with tax advisor for maximum benefit
- Copyright and trademark guidance
- Coordination with client's legal council on risk management

Financing

- Determine amount and timing of needed funding
- Explore varying capital sources
- Keep maximum ownership while obtaining outside funds
- Advise on investor solicitation strategies
- Participate in "Key" investor presentations
- Participate in financial institution presentations

Site Selection, Design and Construction

- Balance location, access and cost
 - Provide design considerations and options
 - Provide access to preferred vendors
 - Provide construction oversight and advice
 - Obtain approvals and deal with regulatory authorities
 - Recommend and evaluate architect, engineering and professional services resources
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Sports Consulting

Strategic Positioning and Product Mix

- Develop the “Product Matrix”
- Identify and prioritize multiple revenue opportunities
- Develop communication strategies
- Assess market positioning relevant to current and future competition
- Create bottom up and top down community support tactics
- Create media s role in start up and ongoing publicity
- Develop branding strategies

Corporate Partnerships, Sponsorships and Advertising

- Assess sponsorship and advertising revenue potential, typical market INR 1 Million
- Develop specific sponsorship and advertising benefit packages and sales strategies by target category
- Recommend pricing and payment terms
- Provide sponsorship sales training
- Demonstrate techniques for obtaining media and trade sponsors
- Provide appropriate written materials and computer file

Staffing and Training

- Determine staffing plans to optimize revenue
 - Provide detailed job descriptions
 - Establish hiring criteria
 - Provide employee training manuals
 - Provide hands-on initial training
 - Provide employee handbook and guidelines
 - Offer on-site training in existing affiliated facilities
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Sports Consulting

Facility Operations, Financial Management

- Provide a complete operational guide for indoor facilities
- Complete systems setup and implementation
- List all start-up and ongoing supply and equipment needs
- Provide internal policies and money-handling procedures
- Provide budgeting formats and reports
- Provide activity, referee and employee scheduling procedures
- Provide facility maintenance checklists

Marketing, Advertising and Public Relations

- Provide pre-opening marketing plans
- Create groundbreaking PR kit
- Supervise Grand Opening PR
- Create ongoing media relations plan
- Provide website creation resources
- Create advertising strategies
- Oversee year „round marketing plans

Facility Usage Revenue Development

- Identify and prioritize sales efforts
 - Offer Initial on-the-job supervision of year-1 sales implementation
 - Develop and train for “War Board” strategies
 - Develop “Dark Time” marketing strategies
 - Access non-sports related sales opportunities
 - Create staff incentive programs to promote facility usage
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Sports Consulting

Ongoing Operations and Marketing Support

- Provide access to on-going support via phone, fax and e-mail
- Offer quarterly on-site troubleshooting visits
- Offer regular review of results and mid-course corrections
- Assist in employee evaluations
- Analyze market penetration
- Advise on techniques to avoid first year “seasonal attitude slump”

Turnkey Sports Projects

Greater Valley School - Outdoor/Indoor Sports (Day/Night)

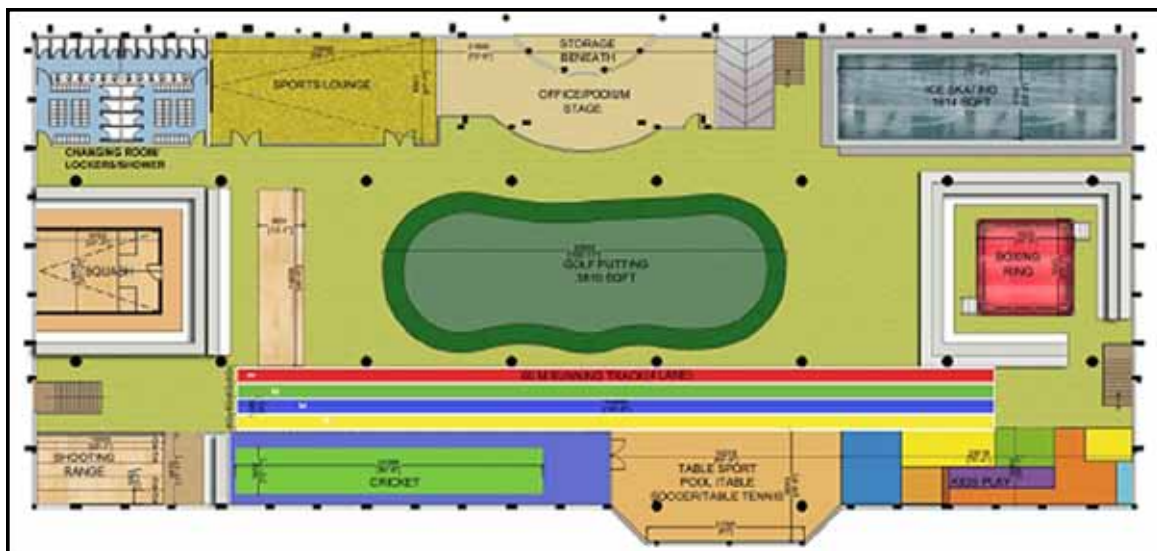


Turnkey Sports Projects

Gems International - Outdoor/Indoor Sports



Lancers International- Indoor Sports Complex



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