



# PROPOSAL FOR A RAS QATEEAH COUNTRY CLUB



The objective of Ras Qateeah Country Club Landscaping is to create harmony with nature and provide a serene backdrop for memorable experiences.



Antoine J. Burkush, PhD

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First and foremost, I extend my heartfelt gratitude to the residents of Joun, whose voices, ideas, and aspirations have been the foundation of this work. Your willingness to share your thoughts and dreams for our town has been invaluable in shaping proposals that truly reflect our community's spirit and goals. Your participation in discussions, surveys, and community gatherings has been a testament to your **commitment** to Joun's future.

Special thanks to all whose contributions were instrumental in refining our vision.

To the local leaders and stakeholders who championed this project, your support has been a vital source of encouragement. Your leadership and understanding of Joun's unique challenges and opportunities have given depth to these proposals, grounding them in both our town's history and its potential for growth.

Finally, I would like to thank everyone who worked behind the scenes—whether gathering data, conducting research, or organizing meetings—your efforts have been crucial in bringing this work to life.

Together, we have created a roadmap for Joun's future that honors our heritage and inspires a brighter tomorrow. I am truly grateful to each of you for your contributions, enthusiasm, and dedication to this endeavor.

With sincere appreciation,

Dr Antoine J. Burkush, PhD

## الشكر والتقدير

هذه المجموعة من المقترحات هي نتيجة رؤية مشتركة ورحلة تعاونية ، تسترشد بمدخلات وتفاني ورؤى عدد لا يحصى من الأفراد الذين يحملون جون قريبا من قلوبهم. لم يكن ذلك ممكنا بدون الدعم والمساهمات الثابتة من أعضاء المجتمع والخبراء وأصحاب المصلحة والقادة المحليين ، الذين قدم كل منهم وجهات نظره الفريدة إلى الطاولة.

أولا وقبل كل شيء، أعرب عن خالص امتناني لسكان جون، الذين كانت أصواتهم وأفكارهم وتطلعاتهم أساس هذا العمل. لقد كان استعدادك لمشاركة أفكارك وأحلامك لمدينتنا لا يقدر بثمن في تشكيل المقترحات التي تعكس حقا روح مجتمعنا وأهدافه. كانت مشاركتك في المناقشات والاستطلاعات والتجمعات المجتمعية شهادة على التزامك بمستقبل جون.

شكر خاص للذين كانت مساهماتهم مفيدة في صقل رؤيتنا.

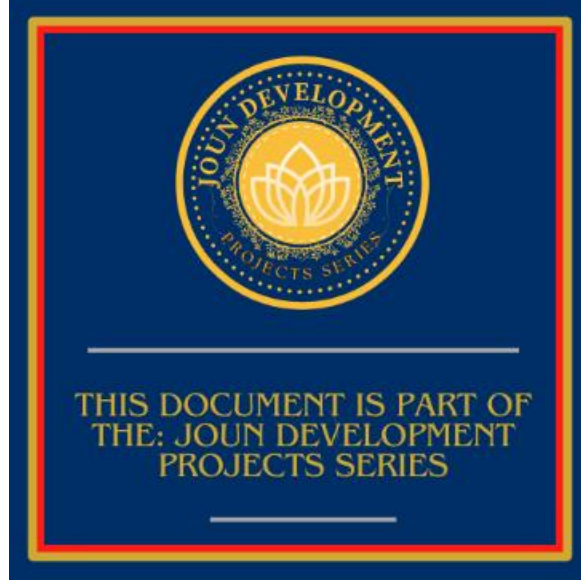
إلى القادة المحليين وأصحاب المصلحة الذين دافعوا عن هذا المشروع ، كان دعمكم مصدرا حيويا للتشجيع. لقد أعطت قيادتك وفهمك لتحديات وفرص جون الفريدة عمقا لهذه المقترحات ، مما جعلها راسخة في كل من تاريخ مدينتنا وإمكاناتها للنمو.

أخيرا ، أود أن أشكر كل من عمل وراء الكواليس - سواء في جمع البيانات أو إجراء البحوث أو تنظيم الاجتماعات - كانت جهودك حاسمة في إحياء هذا العمل.

معا ، أنشأنا خارطة طريق لمستقبل جون تكرم تراثنا وتلهم غدا أكثر إشراقا. أنا ممتن حقا لكل واحد منكم على مساهماتكم وحماسكم وتفانيكم في هذا المسعى.

مع خالص التقدير،

د. انطوان جان البرخش



مشاريع  
مبادرات شخصية  
"من أجل الصالح العام"

## Joun Development Projects

"Pro Bono Publico"

Dr Antoine J. Burkush, PhD

رؤية واحدة، هوية واحدة، مجتمع واحد



## Preface

In a world where rapid change is the new normal, the importance of strategic, sustainable, and community-centered development is paramount. Joun, with its rich cultural heritage, natural beauty, and resilient community, stands at a crossroads—one that presents both challenges and extraordinary opportunities. As we look toward Joun’s future, it is essential that our plans honor the town’s heritage, respond to today’s needs, and set a course for future generations to thrive.

This series of proposals is the result of a deeply collaborative effort to envision Joun’s path forward. Each plan reflects input from residents, local stakeholders, and community leaders, resulting in a shared vision that is both ambitious and respectful of our town’s unique identity. These proposals encompass a comprehensive range of initiatives, from infrastructure and economic development to cultural preservation and environmental stewardship, with each component tailored to address Joun’s specific strengths, challenges, and aspirations.

Our proposals emphasize a commitment to public infrastructure improvements, economic empowerment, environmental sustainability, and cultural continuity. From plans to enhance recreational facilities and community services to initiatives for sustainable tourism and green energy, each proposal aims to make Joun a model of progressive yet grounded development. The ultimate goal is to create a vibrant, inclusive, and resilient community—one that embodies the values, dreams, and talents of its people.

I extend my heartfelt gratitude to everyone who has contributed to this vision. Your dedication, ideas, and insight have been invaluable, illuminating the pathway to a future that aligns with Joun’s core values while embracing growth and innovation. These proposals are an invitation to all residents of Joun to imagine, participate, and help build a community that harmonizes tradition with the possibilities of tomorrow.

As you review this collection, I encourage you to see not just plans, but a vision for what Joun can become. Let us move forward together, translating these ideas into action, and creating a brighter, thriving, and unified future for Joun.

With deep respect and optimism,

Dr Antoine J. Burkush, PhD



## مقدمة

في عالم حيث التغيير السريع هو الوضع الطبيعي الجديد ، فإن أهمية التنمية الاستراتيجية والمستدامة التي تركز على المجتمع أمر بالغ الأهمية. تقف جون ، بتراتها الثقافي الغني وجمالها الطبيعي ومجتمعها المرن ، على مفترق طرق - مفترق طرق يمثل تحديات وفرصا غير عادية. بينما نتطلع إلى مستقبل جون ، من الضروري أن تكرم خططنا تراث المدينة ، وتستجيب لاحتياجات اليوم ، وتضع مسارا للأجيال القادمة لتزدهر.

هذه السلسلة من المقترحات هي نتيجة جهد تعاوني عميق لتصور مسار جون إلى الأمام. تعكس كل خطة مدخلات من السكان وأصحاب المصلحة المحليين وقادة المجتمع ، مما يؤدي إلى رؤية مشتركة طموحة وتحترم الهوية الفريدة لمدينتنا. تشمل هذه المقترحات مجموعة شاملة من المبادرات ، من البنية التحتية والتنمية الاقتصادية إلى الحفاظ على الثقافة والإشراف البيئي ، مع تصميم كل مكون لمعالجة نقاط القوة والتحديات والتطلعات المحددة لجون.

تؤكد مقترحاتنا على الالتزام بتحسين البنية التحتية العامة ، والتمكين الاقتصادي ، والاستدامة البيئية ، والاستمرارية الثقافية. من خطط تعزيز المرافق الترفيهية والخدمات المجتمعية إلى مبادرات السياحة المستدامة والطاقة الخضراء ، يهدف كل اقتراح إلى جعل جون نموذجا للتنمية التقدمية والمرتكزة. الهدف النهائي هو إنشاء مجتمع نابض بالحياة وشامل ومرن - مجتمع يجسد قيم وأحلام ومواهب شعبه.

وأعرب عن خالص امتناني لكل من ساهم في هذه الرؤية. لقد كان تفانيك وأفكارك ورؤيتك لا تقدر بثمن ، مما يضيء الطريق إلى مستقبل يتماشى مع القيم الأساسية لجون مع احتضان النمو والابتكار. هذه المقترحات هي دعوة لجميع سكان جون للتخيل والمشاركة والمساعدة في بناء مجتمع ينسق التقاليد مع إمكانيات الغد.

أثناء مراجعتك لهذه المجموعة ، أشجعك على رؤية ليس فقط الخطط ، ولكن رؤية لما يمكن أن يصبح عليه جون. دعونا نمضي قدما معا، ونترجم هذه الأفكار إلى أفعال، ونخلق مستقبلا أكثر إشراقا وازدهارا وموحدا لجون.

مع الاحترام العميق والتفاؤل،

د. انطوان جان البرخش



## **RAS QATEEAH COUNTRY CLUB**

The objective of Ras Qateeah Country Club Landscaping is to create harmony with nature and provide a serene backdrop for memorable experiences.

## EXECUTIVE SUMMARY

The document is a business plan for a country club, outlining its objectives, landscaping plans, financial projections, and management team. It emphasizes the club's aim to create harmony with nature and provide a serene backdrop for memorable experiences. The plan includes details about the club's facilities, such as tennis courts, swimming pools, and fine dining options. It also discusses the financial aspects, including required funds, investor equity, and revenue growth projections.

Ras Qateeah Country Club is a 131,000 square meter estate in Joun, Al Chouf, Lebanon, offering a peaceful retreat or investment opportunity. The property boasts breathtaking views of the Awali River and the Mediterranean Sea, with pristine wooded areas for hiking and outdoor exploration.

The property's mild weather and four seasons add to its charm; it presents endless possibilities for building besides a country Club, a bungalow, house, or garden. Most plots are around 5,000 square meters, offering ample space for building and development.

The club's mission is to create an exceptional environment for members, providing amenities and services for social events and recreational activities. The club aims to recruit more members and improve membership retention, with an effective program to help novices become members and frequent visitors. The club's vision is to be recognized as a modern, family-friendly, inclusive, and welcoming country club, making it the best in Lebanon.

The club offers various amenities and services, including a Clubhouse and Community Centre, Restaurant and Café, Health Bar, Locker Rooms, Club Shop, Community Picnic Area, Park, Swimming Pool Club, Tennis Courts, Fitness Center, Spa facilities, and Golf Course. The marketing strategy includes a target market analysis, competitive analysis, marketing channels, and a strategy statement. The club will develop relevant and targeted communication for members and non-members, promoting inclusivity and a positive image. The SMART objectives include an annual marketing and communications plan, ensuring a positive image and revenue generation.

The mission of Ras Qateeah Country Club is to provide a first-class Country Club experience, offering a memorable experience, preserving the heritage of Joun, embracing special experiences, and providing facilities that meet customer needs. The club will eventually create a golf course and be a responsible member of the community.

The purpose of Ras Qateeah Country Club is to create an exceptional and welcoming environment for members, providing amenities and services that promote social events and recreational activities. The overall objective is to recruit more members and improve membership retention. The club aims to be recognized as a modern family-friendly country club, providing a quality social experience for all ages and abilities.

The Clubhouse and Community Centre will offer high standards of hospitality, a thriving social calendar, and quality amenities for visitors. The club will maintain core values such as respecting staff, fellow members, and visitors, being family-friendly, recognizing quality, respecting the environment, protecting its unique heritage, and maintaining open communication with stakeholders.

The Ras Qateeah Country Club aims to be a family-friendly, welcoming club, recognized for quality and value for money, and respectful of the environment. They maintain a commitment to excellence, equity, equality, diversity, integrity, honesty, respect, and fair treatment in a modern, family-friendly environment. The club offers various amenities and services, including a clubhouse, community center, restaurant, café, health bar, locker rooms, club shop, community picnic area, park, swimming pool club, tennis courts, fitness center, spa facilities, golf course, and an annex to the Awali Riverside Cabins Resort. The marketing strategy includes a target market analysis, competitive analysis, marketing channels, and strategy statement. The club will develop relevant and targeted communication for members and non-members, promoting a positive image and supporting revenue generation. The club's SMART objectives include specific, measurable, achievable, realistic, and timed objectives.

### **Summary:**

- Ras Qateeah Country Club: Aiming to create harmony with nature and provide a serene backdrop for memorable experiences.
- Key Factors for Consideration: Community engagement, facilities, green spaces, health and wellness, restaurant/café, and environmental sustainability.
- Master Plan: Includes entrance area, clubhouse, golf course, recreation areas, family zone, event spaces, natural beauty, sustainability, and membership options.
- Marketing Strategy: Target market, customer base, competitive analysis, marketing channels, and communications.
- Operational Plan: Startup expenses, financial plan, and management structure.

- **Business Plan:** Outlines vision, mission, values, amenities, services, and financial projections.

# INTRODUCTION

## Description of a Country club

From Wikipedia, the free encyclopedia

A country club is a privately owned club often with a membership quota and admittance by invitation or sponsorship, that generally offers both a variety of recreational sports and facilities for dining and entertaining. Typical athletic offerings are golf, tennis, and swimming. Where golf is the principal or sole sporting activity, and especially outside of the United States and Canada, it is common for a country club to be referred to simply as a golf club. Many country clubs offer other new activities such as pickle ball, and platform tennis.

Country clubs are most commonly located in city outskirts or suburbs, due to the requirement of having substantial grounds for outdoor activities, which distinguishes them from an urban athletic club.

## Key Factors for Consideration

When considering a small country club for a town, there are several **factors** to keep in mind. Here are some ideas and considerations:

### 1. Community Engagement:

- A country club can serve as a hub for community activities. Consider hosting events like local markets, outdoor concerts, or fitness classes to engage visitors.

### 2. Facilities:

- Golf Course: A golf course is a classic feature of country clubs. It provides recreational opportunities and fosters social connections.
- Tennis Courts: Tennis courts encourage physical activity and friendly competition.
- Swimming Pool: A pool is great for relaxation and family fun.
- Event Spaces: Include banquet halls or outdoor areas for weddings, parties, and community gatherings.

### 3. Green Spaces and Trails:

- Design walking trails, picnic areas, and green spaces where visitors can enjoy nature.

- Consider planting native trees and flowers to enhance the environment.

#### 4. Health and Wellness:

- Offer fitness classes, yoga sessions, or wellness programs.
- Consider a small gym or fitness center.

#### 5. Restaurant or Café:

- A cozy restaurant or café can become a social hub for visitors.
- Focus on local and sustainable food options.

#### 6. Environmental Sustainability:

- Implement eco-friendly practices, such as solar panels, rainwater harvesting, and native landscaping.
- Promote environmental awareness within the community.

A well-designed country club can enhance community life, promote health, and create a sense of belonging.

### Key Elements a Country Club Plan

Creating a country club proposal, we need to consider the following key elements:

**Vision and Purpose:** Clearly define the club's vision or purpose for being in existence. What unique value will it provide to members and the community?<sup>1</sup>.

**Long-Term Goals:** Describe where the club aims to be in five years in terms of membership, financial position, and overall impact<sup>1</sup>.

**Action Plan:** Outline how the club intends to achieve its goals through a set of prioritized actions. This includes strategies for growth, marketing, and member engagement<sup>1</sup>.

**Market Analysis:** Conduct a thorough analysis of the market. Compare the club's vision and mission statements to market reality. Understand the competitive landscape and identify opportunities and challenges<sup>1</sup>.

**Financial Projections:** Project future revenues and expenses. Address how the club plans to add members and finance capital improvements over the next five years<sup>1</sup>.

A well-structured proposal reinforces the benefits, summarizes key points, and includes a clear call to action<sup>2</sup>.



## Ten Essential Steps

Building a country club in a small town can have several benefits, both for the local community and visitors. Here are some considerations and steps to include in the proposal:

### 1. Needs Assessment:

- Begin by assessing the community's needs and desires. What amenities would visitors and potential members value in a country club? Consider golf courses, tennis courts, swimming pools, dining facilities, and event spaces.

### 2. Market Research:

- Research the local market. Is there demand for a country club? Analyze demographics, income levels, and existing recreational facilities.
- Identify potential members, including visitors, business owners, and visitors.

### 3. Location and Site Selection:

- Choose an appropriate location. Consider factors like accessibility, proximity to residential areas, and available land.
- Evaluate the suitability of the site for various amenities (e.g., golf course layout, Clubhouse and Community Centre placement).

### 4. Financial Feasibility:

- Develop a detailed financial plan. Estimate construction costs, ongoing maintenance expenses, and revenue projections.
- Explore funding sources, such as private investors, grants, or community partnerships.

### 5. Design and Amenities:

- Collaborate with architects and designers to create a master plan. Include the Clubhouse and Community Centre, golf course layout, landscaping, and parking.
- Prioritize amenities based on community preferences.

### 6. Membership Structure:

- Define membership tiers (e.g., full, social, junior) and associated fees.
- Consider initiation fees, annual dues, and guest policies.

### 7. Operational Plan:

- Outline day-to-day operations, staffing requirements, and management structure.
- Address maintenance, security, and event coordination.

### 8. Community Engagement:

- Involve the community in the planning process. Conduct town hall meetings or surveys to gather input.
- Highlight how the country club will enhance community life and contribute to economic development.

#### **9. Environmental Impact:**

- Assess environmental considerations (e.g., water usage, wildlife habitat).
- Implement sustainable practices where possible.

#### **10. Marketing and Promotion:**

- Develop a marketing strategy to attract members and guests.
- Highlight unique features, events, and membership benefits.

A successful country club integrates seamlessly into the fabric of the community, providing a welcoming space for recreation, socializing, and relaxation.

## The Business Plan

Creating Your Business Plan:

A business plan outlines your vision, operations, and financials.

Key components:

- **Mission Statement:** Define your club's purpose and values.
- **Unique Selling Proposition (USP):** What sets your club apart?
- **Company Registration:** Register your business.
- **Corporate Identity:** Create a consistent brand image.
- **Financial Projections:** Include revenue, expenses, and funding requirements.
- **Software Setup:** Implement necessary tools.
- **Business Insurance:** Protect your assets.
- **Supplier Considerations:** Establish relationships with suppliers.
- **Physical Setup:** Design and set up your club space.
- **Website Creation:** Develop an online presence.
- **External Support Team:** Hire professionals as needed.
- **Employee Hiring:** Assemble your team<sup>1</sup>.

# Ras Qateeah Country Club

## Land Description

Welcome to this stunning vacant land located in the serene and picturesque area of Joun! Situated on a spacious 131,000 square meter estate, the RAS QATEEAH property offers an incredible opportunity for those seeking a peaceful retreat or an investment.

One of the standout features of this land is its breathtaking view overlooking the Awali River and the Mediterranean Sea. Imagine waking up to the calming sounds of flowing water and being greeted by the beauty of nature every day. With pristine wooded areas surrounding the property, you'll have ample opportunities for hiking and exploring the great outdoors.

The panoramic views from RAS QATEEAH land are truly remarkable. With 360 degrees of unobstructed scenery, you'll be able to enjoy stunning vistas from every angle. Whether it's a sunrise over the mountains or a sunset over the Mediterranean Sea, each moment will be a feast for the eyes.

Another advantage of this location is its mild weather and four seasons. You'll experience the joys of each season, from colorful foliage in the fall to blooming flowers in the spring. This diversity adds to the charm and appeal of this property. The property elevation is around 400 meters above sea level.

RAS QATEEAH land is near the KROUM AL HOMR property. Similarly, it presents endless possibilities. Whether you dream of building your dream bungalow or house, having a large garden growing your own produce, or simply want to enjoy the tranquility that comes with owning land in a pristine area, this property offers a blank canvas for your aspirations. Most of the plots are around 5,000 square meters thus offering plenty of opportunities to build a house and develop the other part of the plots.

*Don't miss out on this exceptional opportunity to own a piece of land with such remarkable features. Contact us today to schedule a viewing and discover why RAS QATEEAH is the perfect place for your next venture or peaceful haven.*

## The Purpose of Ras Qateeah Country Club Business

Purpose mission statement for Ras Qateeah Country Club country club business:

The purpose of our Country Club **is to create an exceptional and welcoming environment for our members, providing them with an array of amenities and**

**services that promote social events and recreational activities.** We strive to exceed expectations, uphold the highest standards of quality, and offer an unparalleled experience for all.

The overall objective is to have more membership income by recruiting more members and improving membership retention.

**The focus is membership.** We are a members' club for the community. Visitor income is to contribute to supporting our costs but not at the expense of members.

We need an effective Programme at helping novices become members and Frequent Visitors.

Making the club **attractive to families** has a multiplying effect.

## Our Vision, Mission and Values

### Vision

To be recognized as a modern family friendly Country club, with significantly more members, especially families, with the increased income used to improve member experience for all ages and abilities.

In short: To provide members and visitors with a quality social experience within a modern, family friendly, inclusive and welcoming environment. To be the best Country club in Lebanon.

### Mission

The mission of Ras Qateeah Country Club is to provide a first-class Country Club experience at an all-inclusive club that welcomes members, guests and visitors alike.

This mission will be accomplished by providing a memorable experience of a Club with high standard; by retaining the identity of the heritage of the Town of Joun, embracing those who share our values of a special experience with conditions that are not congested, and, having facilities that meet the needs of our customers.

We will achieve this by making our club enjoyable, accessible and affordable for our members, their families and guests. Ras Qateeah Country Club will eventually create a golf course and the Club be a responsible member of the community.

Our Clubhouse and Community Centre will be a destination in its own right, offering the highest standards of hospitality to members and guests alike. We will provide a thriving social calendar for the benefit of our customers.

Deliver a quality amenities experience for visitors of all abilities be it the Swimming Pool, Picnic Area, and Park, and eventually the Golf Course.

Provide good club house, Health bar and catering facilities to members and guests with the emphasis on service quality and value for money.

Promote a welcoming, modern, inclusive and friendly atmosphere local community.

Maintain best practices in governance and financial management.

## Our Core Values

1. To respect staff, fellow members and visitors
2. To be a family-friendly and welcoming club, accessible to all
3. To be recognized for quality and providing excellent value for money
4. To be respectful of the environment
5. To recognize and protect our unique heritage and the values of Community Country Clubs.
6. To communicate openly with our members and stakeholders
7. To take pride in everything we offer, in and outside the Club.

The Club will maintain unrelenting commitment to core principles of excellence, equity, equality, diversity, integrity, honesty, respect and fair treatment of all in a modern, family friendly and hospitable environment free from bullying, harassment, intimidation and unsocial behavior of any kind.

## Amenities and Services Offered by our Country Club.

- **A Clubhouse and Community Centre**
- **Restaurant and Café**
- **Health Bar,**
- **Locker Rooms**
- **Club Shop**
- **A Community Picnic Area**

- **A Community Park**
- **Swimming Pool Club**
- **Tennis Courts**
- **A fitness center**
- **Spa facilities**
- **A Golf Course**
- **An Annex to the Awali Riverside Cabins Resort**

## The Marketing Strategy

Our marketing plan is a roadmap to our goals. It will include the following elements:

### Target market

- Who is our target market?
- What do these customers have in common?
- How many of them are there?
- How can we best reach them with our message or amenities offered?

### Customer base

- Who are our current customers?
- Where will they come from (i.e., referrals)?
- How can their experience with our country club business help make them repeat customers, consumers, visitors, subscribers, or advocates for other people in their network or industry who might also benefit from using our Club?

### Competitive analysis

- Which Lebanese Country Clubs will be competing with our Club?
- Which ones may enter into competition with our Club tomorrow if they find out about it now through word-of-mouth advertising; social media networks; friends' recommendations; etc.)
- What specific advantages each competitor offer over our Club?

### Marketing channels

- Which marketing channel do you intend to leverage to attract new customers?
- What is our estimated marketing budget needed?
- What is the projected cost to acquire a new customer?

### Marketing & Communications

## Strategy Statement

We shall develop relevant and targeted communication for members and non-members, promoting a positive image of the club and supporting the revenue generating functions of the club.

To implement our communications plan effectively, we will follow an Integrated Marketing Communication Approach (IMC): integrated across technology platforms and systems, delivering timely, relevant, and up-to date information to members and non-members, in a way that promotes inclusivity and promotes a positive image of Ras Qateeah Country Club.

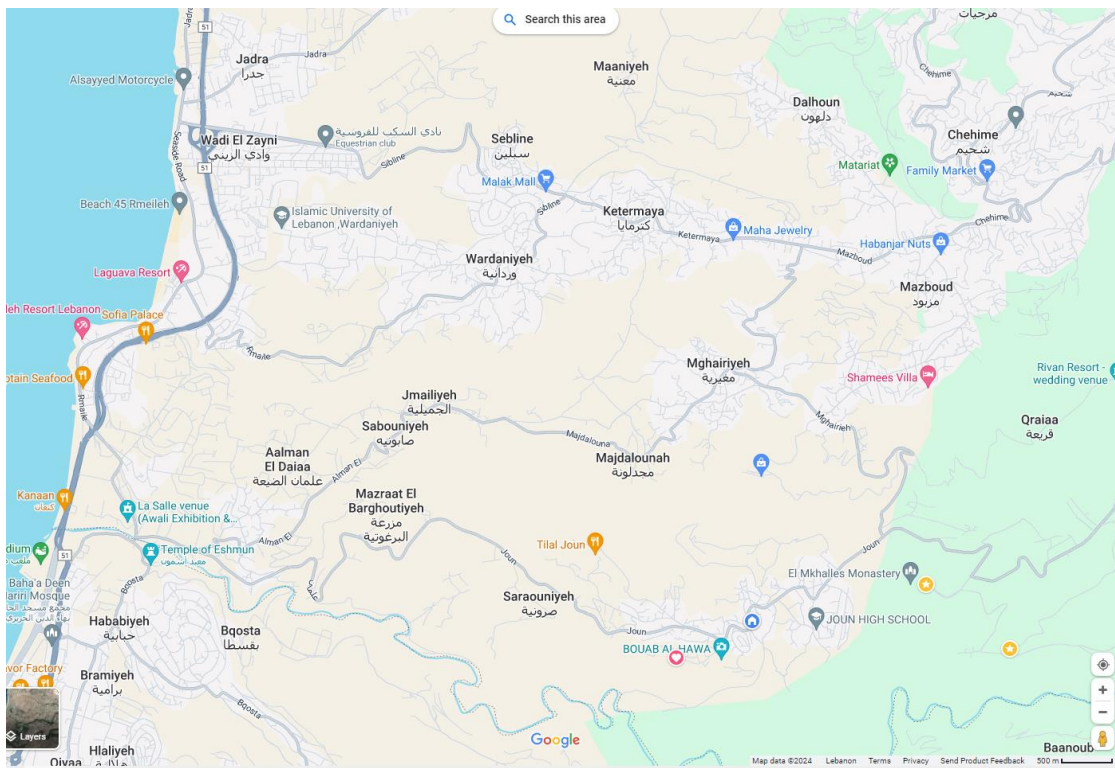
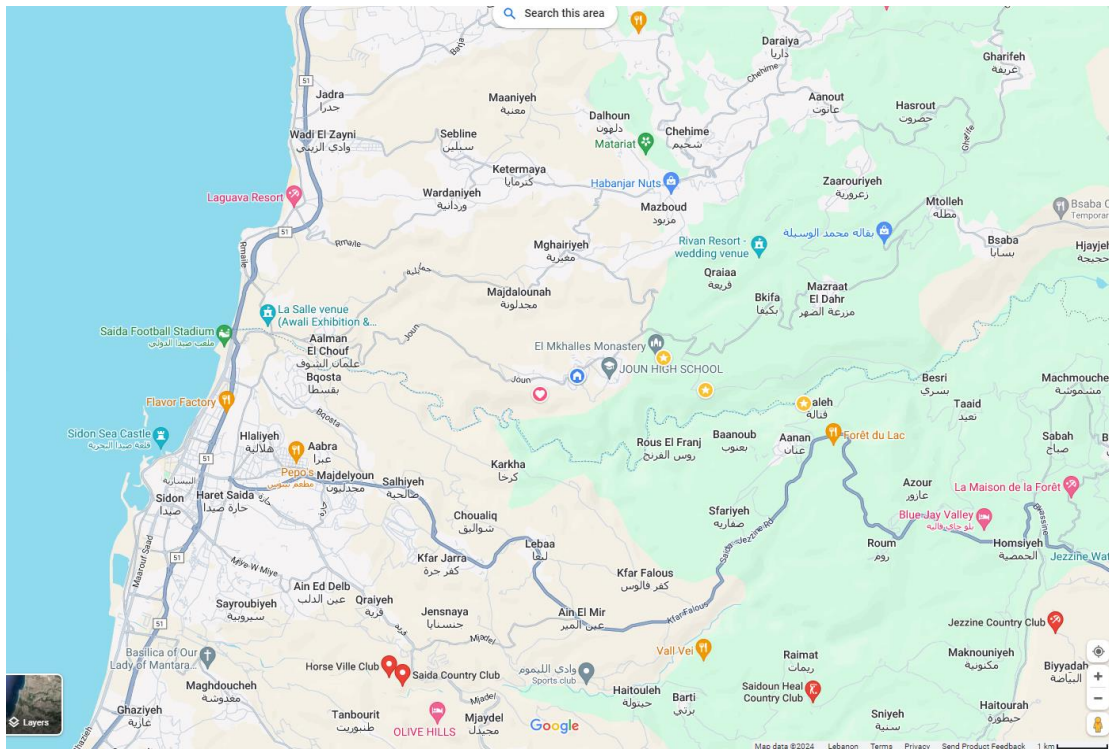
## SMART Objectives

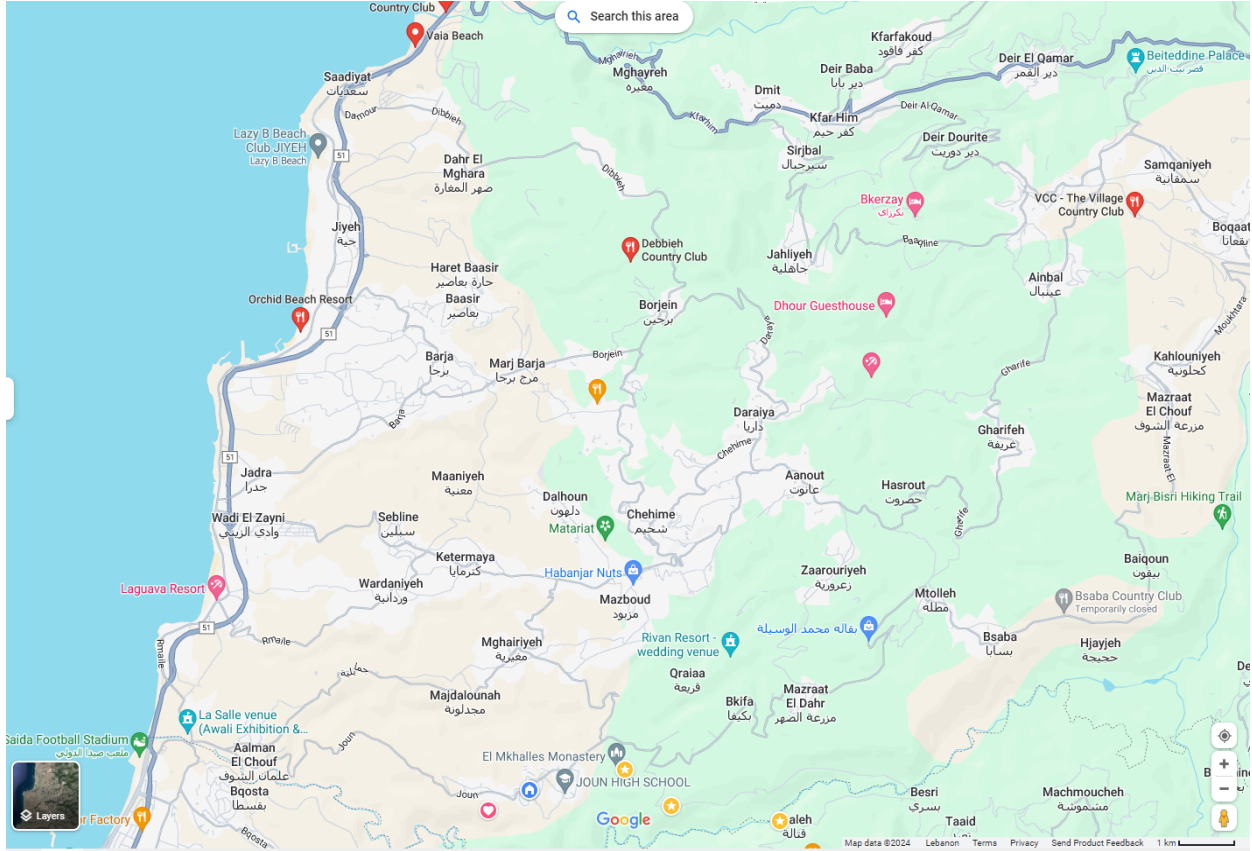
Specific- Measurable-Achievable-Realistic-Timed

- An annual Marketing and Communications plan will be developed in September of each year
- it will be communicated to Members Club activities to include social events, offers, promotions both in Shop & Health Bar, Café-restaurant and Swimming Pool Club Members to be informed of social events and special offers, e.g. in the Club Shop, communication will be by e-mail and by posters displayed around the Clubhouse and Community Centre and Shop.
- Newsletters produced periodically and distributed to members via e-mail and printed copies to be left in the Restaurant, Health Bar, Locker Rooms and Club Shop.
- Weekly blog, to be published and circulated to members and those non- members on our e-mail distribution list.
- Create and maintain a Club website, uploading news weekly and ensuring information is up to date.
- Design and carry out a members' survey as needed. This must be available on-line and also on paper (for those who don't use the Internet).
- Social Media
  - Create and develop followers on Facebook and X (Twitter) and shall regularly post engaging content, including photos of social events, club news, advertising fund-raising events and open swimming competitions etc. to portray our Club as a modern, inclusive and friendly one with a great ambiance.
  - Use social media as a marketing tool to increase membership: Develop a popular Instagram account as this is popular with younger adults.



## Market Review: Few Clubs in the area compared to other areas

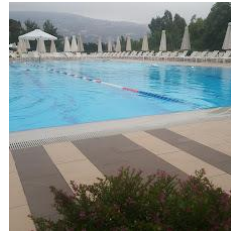




Saida Country Club  
Swimming pool  
QraiyeH

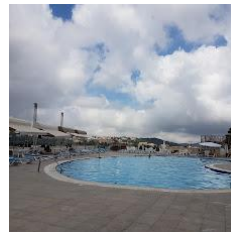


Baabda



VCC - The Village Country Club  
Samqaniyeh

Damour Country Club  
Damour



Alyarz Leisure Club  
Baabda

Yarze Country Club



**Jeita Country Club**  
Jeita, Keserwan,



**Spring Hills**  
Dekwaneh



**Mtayleb Country Club**  
Mtaileb



**Jezzine Country Club**  
Biyadah



**Deir Al Kalaa Country Club**  
Beit Meri

## Operational Plan

We will also build our operational plan and the equipment and facilities needed

- Who will be involved in the business (employees, contractors)
- Financial requirements for each step
- Zoning & permits required for the business

What equipment, supplies, or permits are needed to run the country club?

We shall focus on equipment, supplies, and permits:

- Financial software for billing and invoicing.
- Tables and chairs for dining areas.
- Needs of the Swimming pool and Tennis competitions activities.
- Kitchen supplies such as pots and pans, dishware and cutlery.
- Business license from the government.
- Sports equipment such as tennis racquets, basketballs, soccer balls, etc.

- Marketing materials such as flyers, pamphlets and website design to promote the Country Club.

## Management and Organization

The second part of our country club business plan will include a management and organization section.

This section will cover all of the following:

- How many employees we need in order to run our country club business.
- The structure of our management team.
- How are we going to make sure that everyone on board is doing their job well.

## Startup Expenses and Capital Needed

This section shall be broken down by month and year. We shall estimate how much money will be needed each month until we reach profitability.

**Expenses for our business will be broken into a few basic categories:**

### Startup Costs

Startup costs are typically the first expenses we will incur at the start. These include legal fees, accounting expenses, and other costs associated with getting our business off the ground.

**Types of startup costs for a country club business:**

#### Running & Operating Costs

Running costs refer to ongoing expenses related directly with operating our business over time like electricity bills or salaries paid out each month. These types of expenses will vary greatly depending on multiple variables such as location, team size, utility costs, etc.

#### Marketing & Sales Expenses

We shall include any costs associated with marketing and sales, such as advertising and promotions, website design or maintenance. Also, consider any additional expenses that may be incurred if we decide to launch a new service or amenity.



## Financial Plan and Projections

A financial plan is an important part of any business plan, as it outlines how the business will generate revenue and profit, and how it will use that profit to grow and sustain itself. To devise a financial plan for our country club business, we will need to consider a number of factors, including our start-up costs, operating costs, projected revenue, and expenses.

Key points that we will consider:

1. Determine our start-up costs: This will include the cost of purchasing or leasing the space where we will operate our business, as well as the cost of buying or leasing any equipment or supplies that we need to start the business.
2. Estimate our operating costs: Operating costs will include utilities, such as electricity, gas, and water, as well as labor costs for employees, if any, and the cost of purchasing any materials or supplies that we will need to run our business.
3. Project our revenue: To project our revenue, we will need to consider the number of customers we expect to have and the average amount they will spend on each visit. We can use this information to estimate how much money we will make from selling our products or services.
4. Estimate our expenses: In addition to our operating costs, we will need to consider other expenses, such as insurance, marketing, and maintenance. We will also need to set aside money for taxes and other fees.
5. Create a budget: Once we have estimated our start-up costs, operating costs, revenue, and expenses, we can use this information to create a budget. This will help us to see how much money we will need to start the business, and how much profit we can expect to make.
6. We shall also develop a plan for using our profit: Finally, we will need to decide how we will use our profit to grow and sustain our business. This might include investing in new equipment, expanding the business, or saving for a rainy day.

## Promotional

### Resort-style Living

At Ras Qateeah Country Club, visitors enjoy resort-style experience every day. The community features a magnificent Clubhouse and Community Centre that serves as the social hub of the neighborhood. Here you will find a variety of amenities designed to enhance your lifestyle and promote an active and social atmosphere.

The Clubhouse and Community Centre includes a state-of-the-art fitness center equipped with modern exercise machines and free weights. Visitors can take advantage of group fitness classes such as yoga or aerobics or work with personal trainers to achieve their fitness goals.

For those who prefer outdoor activities, the Club offers tennis courts and a swimming pool where visitors can enjoy friendly matches or participate in organized tournaments. There will also be a pickleball court in the future for those who want to try this popular sport.

### **Relaxation and Recreation**

Ras Qateeah Country Club understands the importance of relaxation and recreation in maintaining a balanced lifestyle. That is why the community provides visitors with a range of amenities dedicated to these pursuits.

The resort-style swimming pool at is perfect for taking a refreshing dip or lounging by the water. With its beautifully landscaped surroundings, it offers a tranquil oasis where visitors can unwind and soak up the Chouf sun.

In addition to the pool, the Ras Qateeah Country Club will feature spa facilities that offer various treatments and therapies. Visitors can indulge in massages, facials, or other spa services to rejuvenate their bodies and minds.

For those who enjoy staying active outdoors, the has beautiful walking and biking trails that wind through the Ras Qateeah scenic landscapes. These trails provide an excellent opportunity for exercise while enjoying the beautiful weather Joun has to offer.

### **Fine Dining and Socializing**

Ras Qateeah Country Club also caters to visitors' culinary desires with its fine dining options. The community's restaurant offers an elegant dining experience with a diverse menu featuring delicious dishes prepared by talented chefs. Whether you are looking for a casual lunch or an exquisite dinner, you will find something to satisfy your taste buds at our Club.

In addition to fine dining, Ras Qateeah Country Club will host various social events throughout the year, including themed parties, holiday celebrations, and live entertainment nights. These events provide visitors with opportunities to mingle with neighbors and create lasting friendships within the community.

In conclusion, Ras Qateeah Country Club offers luxurious amenities that cater to every aspect of an active adult lifestyle. From world-class facilities to resort-style experience, relaxation options, and fine dining experiences Ras Qateeah Country Club has it all.

If you are seeking a place where you can live life to its fullest surrounded by like-minded individuals, look no further than Ras Qateeah Country Club in the Town of Joun, Al Chouf.

## Example One: Ras Qateeah Country Business Plan

### 1. Executive Summary

- **Business Concept:** The Ras Qateeah Country Club will be a premier leisure and recreation destination designed to cater to the area's affluent residents, business community, and tourists. The club will combine world-class recreational amenities with an emphasis on cultural enrichment, community engagement, and environmental sustainability.
- **Mission Statement:** To cultivate a space where members can find luxury, relaxation, and community in a setting that celebrates the natural beauty and cultural heritage of Ras Qateeah.
- **Objectives:**
  - **Membership Goal:** Secure 200 memberships in Year 1, with a target growth rate of 10% annually.
  - **Revenue Goal:** Attain a monthly income of \$50,000 from membership fees and services in the first year.
  - **Experience Goal:** Be recognized as Ras Qateeah's leading country club within two years, with consistent high satisfaction ratings from members and guests.
  - **Sustainability Goal:** Implement green energy sources and recycling programs to achieve an eco-friendly certification within the first five years.



## 2. Market Analysis

- **Industry Overview:** Country clubs and lifestyle clubs are increasingly popular across the Middle East, with a growing base of affluent residents and international visitors looking for exclusive, quality experiences. This growth aligns with regional governments' pushes toward sustainable, tourism-driven economies.
- **Target Market:**
  - **Primary Segment:** Local affluent families who prioritize exclusivity and high-end experiences for relaxation, socializing, and networking.
  - **Secondary Segment:** Professionals and businesspeople from nearby cities who are looking for a retreat or a venue for corporate events.
  - **Tertiary Segment:** Tourists seeking a luxurious experience that offers a deeper connection to local culture and natural beauty.
- **Competitive Analysis:**
  - **Direct Competitors:** Nearby clubs or luxury resorts that offer high-end recreational amenities.
  - **Indirect Competitors:** Other social clubs, local hotels, and public recreational facilities that may offer limited access but lack the exclusivity or quality expected of a country club.
- **Competitive Advantage:** The Ras Qateeah Country Club will differentiate itself through exclusive services, emphasis on heritage, eco-friendly operations, and member-focused amenities like cultural nights, gourmet dining, and wellness programs.
- **Market Trends:**
  - Rising demand for health and wellness services.
  - Growing interest in eco-conscious recreational facilities.
  - Increased value placed on exclusive, unique experiences that offer a sense of community.

### 3. Services & Amenities

- Core Offerings:
- Golf Course: A professionally designed 18-hole golf course with varying levels of difficulty, maintained with eco-friendly practices.
- Tennis & Sports Facilities: State-of-the-art courts for tennis, squash, and basketball, plus an area for other recreational activities.
- Health & Wellness: Spa services including massages, facials, and a sauna; a gym with personal training and fitness classes; and wellness programs like yoga, meditation, and pilates.
- Swimming Pools: Family pool with safe play areas for children, a lap pool for fitness enthusiasts, and a private adults-only pool with cabanas.
- Dining: An exclusive fine dining restaurant serving a blend of international and local cuisine; a café for casual gatherings; and a poolside bar.
- Event Spaces: A banquet hall with a capacity of 300 people, a conference room, and intimate lounges for smaller gatherings or corporate events.
- Membership Perks: Priority bookings, exclusive events (e.g., wine tastings, chef's table dinners), and personalized concierge services.
- Additional Features:
- Cultural Programs: Weekly themed events featuring local musicians, dancers, and artists, as well as an art gallery showcasing local artwork.
- Eco-conscious Initiatives: Energy-efficient lighting, solar panels, water conservation systems, and recycling programs to minimize the club's environmental impact.

## 4. Marketing Strategy

- **Brand Positioning:** Position the club as a unique blend of luxury and cultural immersion, emphasizing eco-friendly practices and the benefits of exclusive membership.
- **Marketing Channels:**
  - **Social Media:** Establish a strong presence on platforms such as Instagram, Facebook, and LinkedIn to reach both locals and tourists.
  - **Website & SEO:** Develop an attractive, easy-to-navigate website optimized for search engines, featuring a virtual tour of the club, membership benefits, event calendar, and booking options.
  - **Email Marketing:** Monthly newsletters for members and prospects, highlighting club events, dining specials, and wellness tips.
  - **Print Media:** Ads in local magazines, tourism brochures, and luxury lifestyle publications.
  - **Local Partnerships:** Collaborations with hotels, high-end real estate agents, and tourism agencies to create bundled packages and referral programs.
- **Promotional Activities:**
  - **Introductory Membership Offers:** Special rates for founding members and early-bird discounts.
  - **Referral Programs:** Encourage current members to refer friends and colleagues with rewards.
  - **Exclusive Events:** Host private events for potential members, such as wine tastings, golf tournaments, and family days, to showcase club amenities.

## 5. Operational Plan

- **Location and Facilities:** The club will be located in a scenic area in Ras Qateeah, offering a balance between accessibility and exclusivity. It will span approximately 50 acres, with separate zones for golf, tennis, pools, dining, and events.
- **Staffing Requirements:**
- **Management Team:** General Manager, Membership Director, Marketing Manager, and Financial Controller.
- **Golf and Sports Staff:** Golf course managers, caddies, coaches for tennis and other sports.
- **F&B Team:** Chefs, waitstaff, bartenders, and kitchen staff trained in high-end service.
- **Health & Wellness Staff:** Certified trainers, yoga instructors, and spa therapists.
- **Customer Service Team:** Receptionists, concierge staff, and event coordinators to manage bookings and assist members.
- **Technology and Systems:**
- **Membership Management Software:** To manage memberships, payments, and event bookings.
- **POS and Inventory Systems:** To handle transactions for F&B and retail merchandise.
- **CRM for Member Relations:** Track member preferences, feedback, and engagement to tailor personalized experiences.
- **Suppliers:**
- **F&B Suppliers:** Work with local and sustainable food suppliers.
- **Equipment and Décor:** Source high-quality sports equipment, furniture, and interior design elements.
- **Eco-friendly Materials:** Prioritize suppliers who can provide sustainable materials for club operations and maintenance.

## 6. Financial Plan

- Startup Costs:
  - Real Estate and Facilities: \$2 million for land acquisition or leasing, \$3 million for construction and interiors.
  - Equipment & Inventory: \$500,000 for F&B, golf, and wellness equipment.
  - Marketing Budget: \$200,000 for launch activities, advertising, and partnerships.
- Revenue Streams:
  - Membership Fees: Expected to be the primary revenue source, with options for annual or monthly payments.
  - Event Hosting: Venue rental for corporate retreats, weddings, and social events.
  - Food & Beverage Services: Revenue from the restaurant, café, and bar.
  - Retail Sales: Branded merchandise, sportswear, and golf equipment.
- Financial Projections:
  - Year 1: Projected revenue of \$1 million, aiming for 200 members.
  - Year 2: Revenue growth of 20% with increased membership and event bookings.
  - Year 3: Expected profitability with stable cash flow, revenue target of \$2 million.
- Funding Requirements:
  - Initial funding goal of \$5 million to cover land, development, and startup costs.
  - Potential investors include private equity firms, high-net-worth individuals, and strategic partners in the hospitality sector.

## 7. Risk Analysis

- **Market Risks:** Economic downturns or shifts in tourism patterns could affect revenue. Mitigation: Build a diverse membership base to stabilize cash flow.
- **Operational Risks:** Seasonal variations could impact golf and pool usage, and maintenance issues may arise. Mitigation: Invest in quality facilities and build an experienced maintenance team.
- **Financial Risks:** Initial capital investment is significant, and breakeven could take longer than anticipated. Mitigation: Conservative financial planning with an emergency fund to cover unexpected costs.

## EXAMPLE 2 FOR RAS QATEEAH COUNTRY CLUB BUSINESS PLAN

Incomplete Here's a detailed business plan for a country club in the Ras Qateeah area of Joun. The country club is envisioned as a luxury, multi-purpose facility offering recreational, wellness, dining, and social activities for residents and visitors. This establishment aims to attract a diverse clientele, create a vibrant social community, and contribute to the local economy.

### Business Plan for Ras Qateeah Country Club

## Executive Summary

The Ras Qateeah Country Club is planned as a premier destination in Joun, combining luxury amenities with natural beauty to create an exclusive retreat for relaxation, wellness, and social gatherings. Located in Ras Qateeah, this country club will offer high-end facilities, including dining, sports, spa services, and event spaces, designed to appeal to locals, tourists, and high-income clients from nearby areas. The club will focus on providing exceptional service, unique experiences, and a welcoming atmosphere to foster a community of loyal members and visitors.

## Mission Statement

To create an upscale, scenic destination where members and guests can enjoy recreation, relaxation, and connection, while offering superior hospitality and promoting the natural beauty of Ras Qateeah.

## Objectives

1. **Develop a World-Class Facility:** Construct a luxurious country club featuring state-of-the-art recreational, wellness, and event facilities.
2. **Attract Local and Regional Clientele:** Appeal to high-income residents, families, and tourists, creating a diverse membership base.
3. **Promote Sustainability:** Utilize eco-friendly practices in design, operations, and resource use.
4. **Support Local Economy:** Contribute to local employment, tourism, and business partnerships.

## Facilities and Services

1. **Recreational Amenities**
  - **Golf Course:** 9-hole scenic golf course with a practice range and putting greens.
  - **Tennis and Sports Courts:** Multiple courts for tennis, squash, and pickleball.
  - **Swimming Pool Complex:** Indoor and outdoor pools with a children's pool and sun lounging area.
  - **Fitness Center:** High-end gym with cardio and strength training equipment, group exercise classes, and personal trainers.
2. **Wellness and Spa Services**
  - **Spa:** Offering massages, facials, hydrotherapy, and wellness treatments.
  - **Sauna and Steam Rooms:** Separate facilities for men and women, with relaxation lounges.

- Yoga and Meditation Studios: Group and private sessions focusing on mental wellness.

### **3. Dining and Social Spaces**

- Fine Dining Restaurant: High-quality cuisine with a focus on local ingredients.

- Casual Bistro and Bar: Offering lighter fare, drinks, and a relaxed atmosphere for socializing.

- Event Spaces and Meeting Rooms: Private rooms for conferences, weddings, and special events, supported by catering services.

### **4. Outdoor Activities and Nature Trails**

- Nature Trails: Scenic walking, jogging, and cycling paths connecting to surrounding natural areas.

- Outdoor Adventure Zone: Spaces for camping, bird-watching, and adventure sports like zip-lining.

### **5. Exclusive Member Services**

- Private Locker Rooms: Secure, private spaces for members.
- Members' Lounge: Dedicated area for socializing, with complimentary refreshments.
- Concierge Services: Personal assistance for reservations, event bookings, and other member needs.

## **Market Analysis**

### **1. Target Market**

- Primary Market: Affluent residents of Joun and surrounding areas, professionals, and expatriates.
- Secondary Market: Tourists and short-term visitors seeking a luxury destination and high-quality amenities.
- Corporate Clients: Companies hosting retreats, team-building events, and client meetings.



## 2. Market Trends

- Rising interest in wellness, fitness, and luxury recreational spaces.
- Growth in eco-tourism and demand for sustainable hospitality.
- Increased focus on experiences over possessions, driving membership and social spaces.

## 3. Competitive Advantage

- Location: Scenic views of Ras Qateeah with proximity to major cities while providing a peaceful retreat.
- Exclusive Offerings: High-end amenities like a golf course, luxury spa, and tailored experiences.
- Community Focus: Emphasis on building a member community with frequent events, social gatherings, and club activities.

# Development Plan

### Phase 1: Feasibility and Planning (3-6 months)

- Conduct market research and finalize facility designs.
- Secure land, permits, and regulatory approvals.

### Phase 2: Construction (12-18 months)

- Build the main structures, including sports facilities, dining areas, and wellness spaces.
- Construct outdoor facilities, nature trails, and landscaping.

### Phase 3: Interiors and Amenities Setup (4-6 months)

- Install gym equipment, spa furnishings, and kitchen facilities.
- Decorate dining and social spaces to match the country club's luxurious brand.

#### Phase 4: Pre-Launch and Marketing (2-3 months)

- Implement marketing strategy and membership drive.
- Organize an opening event for local stakeholders and potential members.

#### Phase 5: Launch and Ongoing Development

- Grand opening with promotional offers for founding members.
- Continue adding facilities and services based on member feedback.

## Financial Plan

#### Estimated Development and Launch Costs

Category	Cost (USD)	Description
Land Acquisition	\$500,000 - \$800,000	Purchase of land in Ras Qateeah
Construction	\$3,000,000 - \$5,000,000	Building sports facilities, pools, and trails
Interior Design and Furnishings	\$500,000	Spa, fitness center, dining spaces
Equipment	\$250,000	Gym, sports courts, pool equipment
Landscaping and Nature Trails	\$100,000	Landscaping for outdoor and nature trails
Marketing and Pre-Launch	\$100,000	Promotion and opening events
Contingency Fund	\$250,000	Reserved for unexpected costs

Total Development and Launch Cost: \$4,700,000 - \$6,800,000

### Annual Operating Costs

Category	Annual Cost (USD)
Staff Salaries and Benefits	\$500,000
Maintenance and Utilities	\$150,000
Marketing and Member Events	\$75,000
Supplies and Inventory	\$100,000
Insurance and Licensing	\$50,000
Security and Cleaning	\$75,000

Total Annual Operating Cost: \$950,000

## Revenue Streams

1. Membership Fees: Monthly or annual membership plans; projected revenue of \$1,000,000 annually from 500 members.
2. Event Bookings: Income from weddings, corporate events, and private gatherings, expected at \$200,000 per year.
3. Dining and Beverages: Restaurant and bar sales, estimated at \$300,000 per year.
4. Spa and Wellness Services: Revenue from spa treatments and wellness programs, projected at \$150,000 annually.
5. Daily Visitors and Guest Passes: Day passes for non-members, estimated at \$50,000 per year.

Total Annual Revenue: \$1,700,000

## Marketing Strategy

1. Targeted Social Media Campaigns: Use social media platforms like Instagram and Facebook to showcase luxury experiences and scenic views, targeting affluent demographics.
2. Local Partnerships and Sponsorships: Partner with local businesses and influencers to promote the country club's services and amenities.
3. Founding Member Program: Offer limited-time memberships with exclusive perks to attract initial members.
4. Events and Open House: Host pre-opening tours and events for potential members to experience the facilities.
5. Community Engagement: Organize charity events, fitness classes, and wellness workshops open to the community to build brand recognition and foster goodwill.

## Management and Staffing

1. General Manager: Oversees overall club operations, including staff, marketing, and member relations.
2. Recreation and Wellness Director: Manages sports facilities, spa, fitness programs, and wellness initiatives.
3. Events Coordinator: Organizes club events, private bookings, and community outreach.
4. Hospitality and Culinary Team: Head chef, sous-chefs, and waitstaff for dining and catering services.
5. Maintenance and Grounds Crew: Ensures upkeep of the facilities, sports courts, and landscaping.

## Funding Sources

1. **Bank Loans and Financing:** Secure loans to cover development and initial operating costs.
2. **Private Investors:** Approach investors interested in hospitality and leisure projects.
3. **Government Grants:** Apply for grants related to tourism, eco-friendly development, or regional growth.
4. **Founding Membership Sales:** Generate early revenue by selling exclusive memberships to local businesses and residents.

## Impact Assessment

### Community Impact:

- **Employment:** The country club will create jobs for locals in hospitality, maintenance, administration, and wellness.
- **Community Events:** Facilities and programs will support community engagement, local celebrations, and wellness initiatives.
- **Economic Boost:** By attracting regional tourism and upscale events, the club will contribute to the local economy.

### Economic Impact:

- **Increased Tourism Revenue:** The country club will attract tourists and visitors from surrounding regions, boosting local tourism and increasing spending in nearby businesses, restaurants, and shops.
- **Property Value Enhancement:** The presence of a luxury facility like the country club is likely to increase the attractiveness and property values in the Ras Qateeah area and its surroundings.
- **Local Business Partnerships:** Collaboration with local suppliers for food, spa products, and event services will further support the community and create additional economic opportunities.

## Risk Analysis

1. **Economic Downturns:** An economic slowdown may impact membership growth and revenue. Mitigation includes diversified revenue sources and offering flexible membership options.
2. **Seasonal Variations:** Visitor traffic may fluctuate by season, particularly in winter months. Mitigation includes hosting seasonal events, indoor activities, and promoting year-round memberships.
3. **Operational Risks:** High standards for maintenance and service must be upheld to avoid reputational damage. A strong management team and training programs will ensure consistent service quality.
4. **Competition from Nearby Resorts:** Competing leisure facilities may affect membership. The club's unique blend of luxury, exclusivity, and community connection will differentiate it from other options.

## Conclusion

The Ras Qateeah Country Club presents a promising opportunity to establish a luxury leisure and social destination that will enrich the lives of its members, create economic growth, and enhance the reputation of Joun and its surrounding areas. This business plan outlines a structured path to success, with a focus on premium amenities, sustainability, and community impact. With proper funding, strong management, and strategic marketing, the Ras Qateeah Country Club can become an iconic establishment and a source of pride for the region.

# Ras Qateeah Country Club Master plan

## Ras Qateeah Country Club Master Plan shall include:

### 1. Entrance and Reception Area

- A grand entrance with lush landscaping, a water feature, and a welcoming reception building.
- Friendly staff to greet members and guide them to various facilities.

### 2. Clubhouse and Community Centre

- A spacious Clubhouse and Community Centre with panoramic views of the golf course and surrounding hills.
- Elegant dining areas, including a fine-dining restaurant, casual café, and outdoor terrace.
- Health bar, cozy lounges, and a fireplace for chilly evenings.
- Shop for equipment and apparel.

### 3. Golf Course: *at a Later Stage*

- An 18-hole championship golf course designed to challenge players of all levels.
- Rolling fairways, strategically placed bunkers, and scenic water features.
- Practice greens, driving range, and golf clinics for beginners.

### 4. Recreation and Wellness

- Tennis courts, swimming pool, and a fitness center.
- Spa and wellness center offering massages, facials, and yoga classes.
- Walking trails through picturesque landscapes.

### 5. Family Zone

- Kids' play area, mini-golf, and family-friendly events.
- Picnic spots, barbecue grills, and outdoor games.

### 6. Event Spaces

- Banquet halls for weddings, corporate events, and celebrations.
- Outdoor amphitheater for concerts, movie nights, and cultural performances.

### 7. Natural Beauty of Ras Qateeah

- Preserve green spaces, native plants, and wildlife habitats.
- Ponds, streams, and bridges connecting different areas.

## 8. Sustainability

- Solar panels, rainwater harvesting, and eco-friendly practices.
- Native landscaping to reduce water usage.

## 9. Membership Options

- Various membership tiers social, family, and corporate.
- Special perks for long-standing members.

## 10. Community Engagement

- Charity events, fundraisers, and community outreach programs.
- Engage with local schools and organizations.

# Ras Qateeah Country Club Landscaping

Let us delve into the enchanting world of landscaping for Ras Qateeah Country Club master plan.

1. Natural Aesthetics:
  - **Floral Borders:** Along pathways and near the Clubhouse and Community Centre, vibrant flower beds create a welcoming atmosphere: Colorful blooms like roses, marigolds, and daisies.
  - **Native Plants:** Indigenous plants that thrive in the Joun Al Chouf climate. They require less water and maintenance: Ornamental grasses, succulents, and wildflowers.
2. Golf Course Greens:
  - **Fairway Edges:** Gentle slopes and native grasses to soften the transition between fairways and roughs.
  - **Water Features:** Ponds, streams, and fountains add visual appeal. Plant aquatic vegetation around water bodies.
3. Clubhouse and Community Centre Views:
  - **Terraced Gardens:** Terraces with retaining walls, adorned with cascading plants. These tiers offer stunning views from the Clubhouse and Community Centre.
  - **Shade Trees:** Mature trees strategically planted to provide shade for outdoor seating areas.
4. Privacy and Screening:



- **Hedges and Shrubs:** Evergreen shrubs like Carob trees or laurel to create privacy screens around the pool, tennis courts, and event spaces.
  - **Living Walls:** Vertical gardens on Clubhouse and Community Centre walls add a touch of elegance.
5. Pathways and Walkways:
- **Pavers and Stepping Stones:** Natural stone or brick pavers for pathways.
  - **Arbors and Trellises:** Walkways with climbing vines (such as wisteria or jasmine) create a magical feel.
6. Lighting and Nightscapes:
- **Path Lights:** Lights for walkways and subtle path lights.
  - **Up lighting:** Highlight architectural features, trees, and sculptures.
  - **Moon Gardens:** White or pale-colored flowers that glow in the moonlight.

The objective of Ras Qateeah Country Club Landscaping is to create harmony with nature and provide a serene backdrop for memorable experiences.

# Master Plans Options Created by AI

(For Illustration Purposes Only)

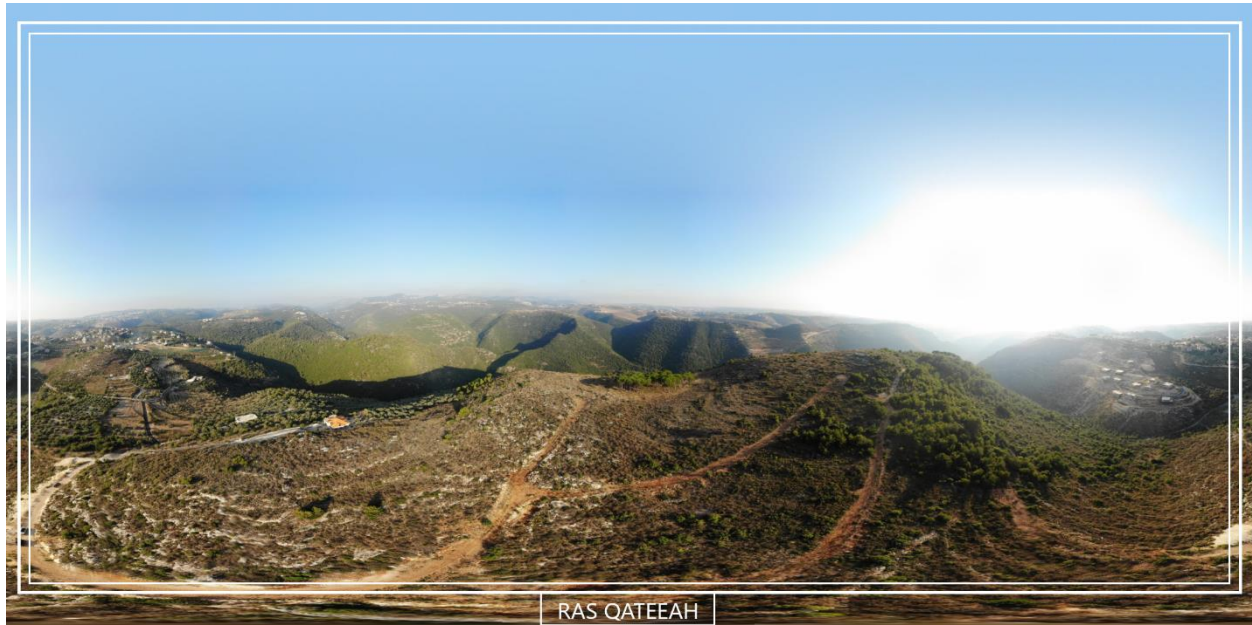








## Photos of Ras Qateeah





The Possible Future golf course:  
**Notice the Land Similarities with Ras Qateeah**

(For Illustration Purposes Only)





Tennis Court







Similarity of Landscape





## Club House and Community Centre



## Swimming Pool





**END OF THE DOCUMENT**