

THE DOOR

FRIENDS + FAMILY

WHAT IS FRIENDS + FAMILY?

At its core, The Door's Friends + Family consulting arm offers a strategic, outside-in, evaluation of core operations coupled with actionable suggestions for sustained growth.

WHY?

The program allows business owners and investors to tap directly into The Door's uniquely qualified staff to "kick the tires" of a concept without the long-term commitment of a monthly retainer. Collectively, we have launched hundreds of business concepts restaurants, events, and hotel outposts.

Your business lives in the eye of the beholder — the brutally honest consumers and media who immediately and publicly express their delight or disdain (hello Yelp ranters), so in order to ensure your concept is experienced as intended, another set of eyes is imperative.

HOW?

Following a comprehensive onboarding period, our team conducts a series of visits or product tests and generates detailed reports that pinpoint strengths, areas for improvement and opportunities. The program then goes on to translate our findings into creative solutions that are immediately actionable.

Whether augmenting a check-in amenity, copy-editing and restructuring a menu, or developing a sensible programming initiative, Friends & Family will help you elevate your brand's consumer experience and minimize the margin of error while simultaneously enhancing your concept's awareness and exposure.

SERVICES

- Concept assessment & enhancement
- Secret visits / dines / stays
- Digital and Social Media audit
- DIY media relations toolkit
- Influencer relations
- Competitive research and positioning on:
 - Branding
 - Aesthetic & Ambiance
 - Service Touch Points
 - Consumer Programming
 - Food & Beverage

CLIENTS



For more information, email Jetty-jane@thedoaronline.com or call (415) 816-4810

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