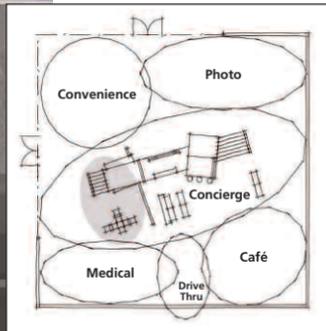




Increased technology will play a vital role in the services market. Enabling customers to place orders online or via mobile phones will further enhance the experience, freeing up their time to manage the delicate balance between work and home.



C-COURSE

JGA creates concierge service center of the future catering to time-starved consumers

While those who are time-stressed dream of the concierge who might help them with their ongoing service needs; three attributes still drive consumers to where they choose to conduct business: convenience, solutions and price. They seek to bring together warehouse club pricing muscle with the reputation and quality of the Mayo Clinic, blended with the personal service of a Four Seasons Hotel.

C-Course endeavors to do the same, fully integrating its brick-and-mortar presence with an online effectiveness in areas such as financial services and travel. JGA created this one-stop-concierge shop covering the basics in categories of food, gasoline and a range of personal services including everything from dry cleaning, gift wrapping and banking to prepared meals, a health clinic and c-store merchandise.

Imagine all you would ask a personal concierge to handle, conveniently adjacent to your favorite store. JGA chairman, Ken Nisch explains, "Building off the real estate strategy that made warehouse clubs so successful, locations with high accessibility and notoriety leverage this outlet magnet that acts as a hub for destination purchases, while lending easy access convenience for on-the-run services."

Using convenient drive-thru options, many transactions allow the customer to remain in the comfort of their own car. Or visitors can stop in and use the Wi-Fi connection as they relax with the first or last latte of the day, of course served with the C-Course high-touch four-star service.

Service Zone

The concept was to create a minimal space that was easy-to-shop and navigate, yet still maintain a sense of comfort and warmth to alleviate the consumer's hectic lifestyle. Warm woods, pendant lighting and accent seating pods with plug-in capabilities accentuate the calming, clutter-free backdrop.



Travel & Financial

