



SELECTED WORK & PORTFOLIO

GK Gatherings Space Rental Strategy

Business Development | Service Model Design | Lead Generation | Operational Strategy

Completed as project strategy work for Game Kastle



Overview

GK Gatherings was designed as a pilot strategy to help Game Kastle monetize in-store space for small-group meetings, workshops, tutoring, community gatherings, and private events. The project focused on building a repeatable model for positioning available spaces, reaching target audiences, and developing workflows that could scale across multiple store locations.



Strategic Focus

- Audience segmentation and local market targeting
- Space positioning, package framing, and listing strategy
- Lead generation and outreach workflow
- Booking process recommendations and store-level coordination
- Scalable pilot model for multi-location implementation



Project Value

- Turn underutilized store space into a structured revenue opportunity
- Create repeatable systems for inquiries, bookings, and follow-up
- Align business goals, customer needs, and operational realities

