

Ultimate toronto

[Business](#), [Marketing](#)



Management The management that is a part of TUC is a weakness.

Currently, the board runs as a non - profit company. This is combined with one individual being in charge of the strategy and the developments that are used. The individuals that are playing the sports are in charge of being referees as well as offering the main sports which need to be used (Thornhill, 2007). The TUC doesn't have the ability to offer the same benefits and bonuses as other competition, specifically because of the lack of management that is a part of the club.

Finance

The finance that is used with TUC is considered a strength and can be used for growth of the club. The current option is one that is based on fees that are used to create the right alternatives for those that are a part of the club (Ivey, 2012). This is combined with expectations for pricing changes that can be used. The finances can become an opportunity by changing the budgetary needs and prices to incorporate into the organization for growth and to change the other areas of the company's needs.

Research and Development

The research and development is an opportunity of the company. Currently, there is not a lot of research and development within TUC. However, the social nature and the affiliations with others are leading to more opportunities and changes that are expected with TUC. Promotion opportunities, known pricing and the development in the area have all been looked into and can create new strategies and development in TUC if they are expanded on (Simanis, Hart, 2008).

Purchasing

The purchasing in TUC is a weakness. The company has identified ways to promote and change prices. However, the purchasing is still going into the foundational expectations for promotion and development, such as flyers, prints and advertisements. The known strategy for promotions is not combining with the purchasing that is developed for the sustainability and growth of TUC. This is combined with the non - profit status, which limits how much can be purchased or used (Ivey, 2012).

Operations

The operations offers opportunities if a strategy is developed. Currently, one individual is looking at the strategies and opportunities while combining a promotional team. All other situations are run by volunteers and those that are a part of the teams. The operations need to be reconsidered in terms of being a non - profit. It also needs to be reconsidered strategically with human assets that can contribute to the growth of TUC. The operations then become a weakness that can turn into an opportunity of altered (Loorbach, Bakel, 2010).

Accounting

The accounting of TUC is focused on promotions and advertising (Ivey, 2012). There is not accounting for the membership fees, amount used within the club or other alternatives. However, there is a budget that is created with the promotional strategy. The weakness comes from a lack of accountability of the money. However, there are opportunities for growth within the organizational environment so more accounting is available to change the structure and growth of TUC.

Information Systems

The information systems that are used with TUC are consistent with promotions and advertising, such as Facebook (Ivey, 2012). This one area is a strength for the company. However, there are not information systems for databases of members or other expectations with the internal environment, creating a weakness within the company (Applegate, Austin, 2007).

Changing the approach to incorporate the information systems can then assist with the consumerism levels of the company.

Supply Chain

The supply chain of TUC is a strength. There are a variety of activities available at TUC as well as open opportunities for expansion. The non - profit format allows more services and products to be readily available while allowing individuals to have an attraction to the supply chain. This can be expanded even more with promotional products and features that are incorporated into the supplies readily available for consumers (London, 2010).

Marketing Intermediaries

The marketing intermediaries consist of the promotion team and the mass media advertising that is used (Ivey, 2012). This is a strength of TUC because of the extra offerings and the ability to have a team that is working on diverse marketing options. There are also opportunities in this area, specifically because of the promotional plans that are currently being implemented by the promotional team.

References

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