

# [Bear creek golf range executive summary essay sample](https://assignbuster.com/bear-creek-golf-range-executive-summary-essay-sample/)

Established by Dan Shay and George Patton on May 1.

1993. Bear Creek Golf Range was to be a professional golf scope whose end was to “ establish an image as the ‘ professional golfing center’ . run by professionals. ” The company accent was on its ability to supply top quality preparation and service to see serious golf players. It besides hoped to supply its golf players with excellent comfortss that would hold established itself as an upscale installation far above norm installations.

Unfortunately. Bear Creek experienced a few fiscal issues early in its development which prevented it from accomplishing its initial programs. These issues along with a few other issues prevented Bear Creek from achieving its coveted usage rate of 33 % and left it fighting to run at a dissatisfactory usage rate of 20 % . Cardinal Problem: Although Bear Creek has been able to set up itself as a professional golfing scope which caters to serious golf players.

it still faces many challenges which will impact the company’s future profitableness. The most important issue which the company faces is its low usage rate of 20 % . Bear Creek’s inability to capture its just portion of the golfing concern has resulted in the dissatisfactory rate. Bear Creek’s 20 % usage rate ranks it last when compared to its major rivals: Greenbrier at 35 % . Golfarama at 33 % .

and two other price reduction golfing ranges each at 25 % . In ciphering Bear Creek’s breakeven indicate it was determined that Bear Creek would necessitate to make a usage rate of 33 % which is tantamount to an mean day-to-day rate of 105 clients. All of this leads to the inquiry. “ What does Bear Creek demand to make to better its 20 % usage rate to a point where its hereafter profitableness is no longer in uncertainty? ” SWOT ANALYSIS: StrengthDan Shay’s PGA ReputationIndividual/Group lessons given by PGA ProFirst category leafy vegetables. fairways.

and hitting countriesPremium equipment available for both work forces andadult femalesPrivacy for golf playersConvenient locationo Located near the airdromeo Located near a popular roadwayo Located between Dallas and Fort WorthOpportunityGrowth in golf market by 3 %Growth in adult females golf players marketWomen golfers’ fees greater than men’sGrowth in recreational golf players marketGrowth in immature grownups ( 16-36 old ages old ) market10 acre enlargement availableFailingTargeted market excessively narrow ( Professional Golfers )Lack of comfortsso Indoor plumbingo Lounge countryO TelephonesO BitesLack of advertisement in local newspapers or in golfpublicationsMenaceCompetition in the country: 8 private and 7 public golf classsYounger crowds can be riotous and disorderlyInclement conditionsEconomic downswingAlternate Solution: 1. Targeting the occasional golf players market should increase Bear Creek’s use rate. a. ( Pro ) Targeting the occasional golf players market would increase the sum of people who would be using the installations. The mark market would increase to include people who are sing the country.

Melecio D. MagallonSelling SchemeOctober 12. 2014geting from the airdrome and local people merely desiring to seek something new or work on bettering their accomplishments all of which will increase use and at the same clip gross. B. ( Con ) The occasional golf player can be riotous. disorderly.

unpredictable and cost scruples. This type of golf player may non be able to appreciate the quality of the scope or equipment and accordingly non see its value. 2. Targeting the adult females golf players market should increase Bear Creek’s use rate. a.

( Pro ) 4 million out of 24. 8 million golf players are adult females. This represents the fastest turning section of the market. By capitalising on this turning market. Bear Creek would increase its use rate which will in return addition gross for the company. B.

( Pro ) Women besides have a inclination to pass more money while golfing than work forces which will increase gross. c. ( Con ) The comfortss which appeal to adult females are different than those which appeal to work forces. Bear Creek’s comfortss were ab initio focused on work forces so its comfortss will hold to be altered in order to better cater to adult females. This will bring forth an initial addition in disbursals and drain on grosss but in the long term profitableness will increase. 3.

Targeting the college golf squads market should increase Bear Creek’s use rate. a. ( Pro ) Expansion to college golf squads would do sense because Bear Creek would be able to keep a serious golfing atmosphere due to the fact that college athleticss are extremely competitory and many squads have jocks who have received full-ride scholarships to play golf. Colleges have both men’s and women’s squads which means this solution besides will tap into the adult females golf players market. Most college pupils pattern during the hebdomad which will increase Bear Creek’s client traffic. All of these facts will increase Bear Creek’s grosss.

day-to-day use and profitableness. B. ( Pro ) Reaching out to the assorted managers of the local colleges would give Bear Creek the chance to increase the figure of lessons it will execute. This solution would use Bear Creek’s bing expertness and with success would increase its repute and visibleness which will increase gross and profitableness. c.

( Con ) Building relationships with the local colleges will take clip. Due to this fact this solution may non bring forth immediate gross. RECOMMENDED Solution: It is recommended Bear Creek spread out its mark market to include college golfing. This solution would keep its focal point on making a professional golfing installation and success will convey more squads to the crease. As a by-product.

its repute and trade name will have a encouragement by being associated with successful college plans. This “ free advertising” should augment the paid advertisement that Bear Creek should be using by being in magazines. newspapers. wireless and telecasting. All of the mentioned advertizement will better its day-to-day use rate and in the long tally its profitableness. Execution ON THE MARKETING MIX: Merchandise: Expanding its mark market to colleges with golf squad will give Bear Creek more exposure in the industry.

The addition in its use rate will necessitate engaging more “ PGA” teachers. more support staff. more equipment and put more in the installation. Monetary value: By negociating a good thought out monetary value with the college.

Bear Creek can bring forth gross revenues and better its profitableness. but the monetary value will besides necessitate to be sensible to do it low-cost for the college. Bear Creek will besides be able to offer particular group and single rates for groups or persons associated with the colleges. Topographic point: Bear Creek can give an country purely for the college golf squads to utilize. Buying the excess 10 estates available to them will let them to spread out or develop the college squad installations.

Promotion: Bear Creek can advance their professional direction. golfing installations and golfing equipment to colleges with golf squads. Bear Creek can besides capitalise on colleges who do non hold their ain campus installations by leasing their installations to the colleges. Bear Creek can use managers and colleges to advance their installations and events. Bear Creek could besides look into keeping and advancing its ain tourneies.