

Bear creek golf range
executive summary
essay sample



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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 <https://assignbuster.com/bear-creek-golf-range-executive-summary-essay-sample/>

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:

Strength
 Dan Shay's PGA Reputation
 Individual/Group lessons given by PGA Pro
 First category leafy vegetables. fairways.

and hitting countries
 Premium equipment available for both work forces
 and adult females
 Privacy for golf players
 Convenient location
 Located near the airdrome
 Located near a popular roadway
 Located between Dallas and Fort Worth
 Opportunity
 Growth in golf market by 3 %
 Growth in adult females golf players market
 Women golfers' fees greater than men's
 Growth in recreational golf players market
 Growth in immature grownups (16-36 old ages old) market
 10 acre enlargement available
 Failing
 Targeted market excessively narrow (Professional Golfers)
 Lack of comforts
 Indoor plumbingo Lounge country
 O Telephones
 O Bites
 Lack of advertisement in local newspapers or in golf publications
 Menace
 Competition in the country: 8 private and 7 public golf classes
 Younger crowds can be riotous and disorderly
 Inclement conditions
 Economic downswing
 Alternate 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 market would increase to include people who are sing the country.

Melecio D. Magallon
 Selling Scheme
 October 12. 2014
 getting 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.

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unpredictable and cost scruples. This type of golf player may not be able to appreciate the quality of the scope or equipment and accordingly not 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 comforts which appeal to adult females are different than those which appeal to work forces. Bear Creek's comforts were ab initio focused on work forces so its comforts will hold to be altered in order to better cater to adult females. This will bring forth an initial addition in disbursements and drain on gross but in the long term profitability 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 athletics are extremely competitive 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 gross.

day-to-day use and profitability. 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 long expertise and with success would increase its reputation and visibility which will increase gross and profitability. c.

(Con) Building relationships with the local colleges will take time. Due to this fact this solution may not bring forth immediate gross. **RECOMMENDED Solution:** It is recommended Bear Creek expand its 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 course. As a by-product.

its reputation and trade name will have an 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 advertisement will better its day-to-day use rate and in the long run its profitability.

Execution ON THE MARKETING MIX: Merchandise: Expanding its 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 negotiating a good monetary value with the college.

Bear Creek can bring forth gross revenues and better its profitability. 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.