

Services to club members and casual flyers



**ASSIGN
BUSTER**

Introduction:

The Long Ridge Gliding Club is gliding club that has been running by its members. It is an organization who is not running for the purpose of profit. The extensive grass airfield which is located on the top of a ridge nearly 400 metres over sea level. It is a perfect place for having the enjoyment of ridge soaring and cross country flying. This club is also a best place for practice of ridge soaring and flying. The gliders launches by using a winch machine which can move forward with force to them from a standing start to approximately 110 kilometres per hour, 300 metres above the flying field, in just 5 seconds. The club is established in a set of old farm buildings with naive but comfortable facilities for members. A bar and fundamental catering services are supplied by the club steward and inexpensive bunkrooms are available for club members.

Services to club members and casual flyers:

Different types of services are provided to different type of customers. The Evaluation of different services can be done by using following factors or services:

Services	Club Members	Casual Flyers
	They can	
	get	They can
	benefit of	get Trial
Products	Bar and	Flight gift
	Catering	Voucher
	Services	
	Club	Public
Customers	Member	Member
	High	Medium
Product Range	Quality	Quality
		According
	In favour to	
Design Changes	of Club	numbers
	Members of	
		booking
	Fast	Dependa
Delivery	decisions	ble
		Service
Quality	Fast	Close
	service	relationsh
	with high ips	
	quality	between

flyers and

club

	Most	Most
Volume	Service	service
Per	are high	are low
Service	volume	volume
Type		
	Medium	Low to
Profit	to high	Medium
Margins		

Competitive Factors:

	They get benefit in Charges.
Charges	£6. 00 They get winch charged fee and £40 for 40p per per flying minute if session. they are using club's gliders
Relaxation	
Facility	High Medium facility Facility provided provided
Time	Members Members know the do not total know schedule about the of club club therefore Schedule they taketherefore benefit they of time. can't They take

benefit of
 have to time.
 wait only They
 2 to 40 have to
 minutes wait one
 for or more
 another hours for
 flight. another
 flight.

(Different Services provided to Different Customer)

Five performance objectives

The Long Ridge Gliding Club provides many facilities to their club members and public members. The club members and casual flyers both expect good performances from the gliding club. These services can be categorized in following performance objectives:

Safety

Safety is the most important service which is expected by both types of members. In safety they expect extra parachute, helmet, goggles, etc. All these facility is provided by The Long Ridge Gliding Club.

Time

Casual Flyers expect that Club will provide better facility in small time interval. They do not want to wait much time for having enjoyment of gliding. Club Members also expect the same service related to time. The Long Ridge

Gliding Club provides good quality of service to their club members in all respects. They can wait in bar or in reading room.

Distance between Launch Point and Club Administrator's Cabin

Both types of members want that distance should be less between the Club Administrator's office and the launch point. But The Long Ridge Gliding Club's Administrator's office is located away about 1.5 km from launch point.

Same Quality of Service

Casual flyers want the same type of quality which is provided to their club members. Casual Flyers do not want to wait longer time. They never expect to wait one or more hours for a single gliding session. Club members also want the same service. The only difference between the provided services and expected services is that club member's needs fulfil by The Long Ridge Gliding Club but Casual Flyer's expectations do not meet to the expected service.

Lack of Knowledge

Casual Flyers so not know about any type of knowledge either it is related to the facility or related to the knowledge of gliding and soaring instructions. Club Members know all about these facilities and instructions. The Long Ridge Gliding Club does not provide the other types of facility. It only focuses on the flying sessions. (Performance Objectives)

Advice to the chairman

I would like to give advice to the chairman of The Long Ridge Gliding Club that he should enable different type of facilities and services in their club. He

should provide a cafeteria, gaming zone, etc which are related to entertainment so every member can get benefit of them in free time. He should charge for those facilities which will be growing their business. He should enable newest technology in their organization for not only customer's safety but also for growing their business.

Chairman should try to locate their office near to the launch point. The club timing should increase by the chairman so more customer can get benefit of The Long Ridge Gliding Club. He should take a step forward in order-winning direction. He should raise performance of order winning factor.