

# Long ridge gliding club case study

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Long Ridge Gliding Club Long Ridge Gliding Club is a not profit organization which is run by its members. Currently the club has around 150 members who range for novice to the experts. The clubs also offers trial flights to the member of the public and then try to convince them to take up membership. The members have to help each other to get airborne. They also have to help the staff with attending to the casual flyers.

Throughout the whole year the essential tasks such as the maintaining the gliders, getting them out of the hangars, towing them to the launch points, staffing the winches, keeping the flying log, bringing back the gliders and providing look out cover is taken on a voluntary basis by the club members. At times when the weather is not good the members may not get a flight at all. Due to the bad weather the members do not get enough flying time. The club chairman is therefore under pressure to stop trial flights though they provide the club with revenue to finance its operations.

Q1) Evaluate the service to the club members and casual flyers by completing a table? Ans: The services that Long Ridge Gliding Club offers to the club members and casual flyers are mentioned in the table below: | Club Members | Casual Flyers| Products| Membership| Trial Flight| Customers| Accessibility Location| General public Experience| Product range| Long duration| Short duration varies Reliability | Design Changes| None| Quality of service| Delivery | Drinks, food, accommodation and flying facilities | Only flying facilities| Quality| Skill| Safety| Volume per service type| 150| 700|

Profit Margins| High| Low| Q2) Chart the five performance objectives to show the differing expectations of club members and casual flyers and compare these with the actual service delivered. Ans: Cost: The cost incurred is

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always an important aspect for any organization. It is same in case of Long Ridge Gliding Club also. The member's want the services at a price which covers the operating cost of the business and the casual flyers want a lifetime experience at a cheap price. From what can see in the case Long Ridge Gliding Club is offering the services at cheap and reasonable prices.

**Dependabilityz** Dependability is another important factor. The casual flyers have lot of faith on the club as they receive a dependable service. On the other hand the members don't get a flight on some days and just have to help the casual flyers. **Flexibility:** Flexibility is also very important. Everyone should be flexible enough to adjust to situations. Members wants the gliders readily available for them so that they can fly anytime of the day as per their wish and on the other hand the casual flyers want to fly after paying the charges of flying and enjoy the experience.

So the members get to use the facilities of the club anytime they want to, while the casual flyers are one time users. However the club failed to satisfy their club members. **Product quality:** Quality of a product is something which is looked very closely by the customers. But here in this case product quality is related to the safety of the gliders. The club provides well maintained gliders and winch machine for both the casual flyers and the members. **Speed:** Speed in which the services are offered is also important.

The casual flyers would obviously be excited of the experience and expect that they would be attended immediately while the members know they might have to wait for their chance to fly for long. But for the actual service the casual flyers have to wait for the members to be free to help them, while the members want to fly the gliders according to their wish. But the <https://assignbuster.com/long-ridge-gliding-club-case-study/>

company here in this case has failed because most of the time they are busy in helping casual flyers to fly. 3.

What advice would you give to the chairman? Ans: Allow less number of Casual Flyers because the members are getting affected and they have to help them and also not get the time to fly, make permanent club members happy because the club generates maximum revenue from them when compared to casual flyers. Casual flyers must pay more and must pay club members who are helping casual flyers because they are doing a lot of job and they need to get paid because they must make the members lose interest in the club.

And also they can reduce the level of dissatisfaction. 1. Try to allow less number of Casual Flyers in the club. This would make the permanent club members happy. They have to keep in mind that the maximum share of the revenue is generated by the club members compared to Casual Flyers. 2. Increase the charges for casual flyers and pay the club members who are helping casual flyers to fly. This would help the club can reduce the level of dissatisfaction they are having due to absence of dedicated Gliders for them.