

Swot analysis of royal palm lahore



**ASSIGN
BUSTER**

BRIEF INTRODUCTION OF ROYAL PALM A soothing retreat in the heart of the city, The Royal Palm Golf & Country Club has been created for those who look for excellence in sporting, recreational and social activities. Here members can spend quality time with their families, entertaining and networking, playing golf and other sports in restful surroundings. The Royal Palm Golf & Country Club is unique in the country offering an extraordinary range of facilities and total privacy within its environs to the select few who belong.

The Royal Palm Golf & Country Club (Royal Palm) is located on the site of the former Pakistan Railways Golf Club which was founded in 1927. Today completely remodeled and landscaped, the Royal Palm bears little resemblance to its past. Widely regarded as one of the subcontinent's best golf courses, the Club itself has set a new benchmark for others in the region to attempt to emulate both in concept and execution. The Pakistan Railways leased this property in September 2001 to the consortium now named Mainland Husnain Pakistan Limited (MHPL). Spread over 140 acres of land and just a few minutes away from Shahrah-e-Quaid-e-Azam, this expanse of rolling greens and stately old trees offers a serene backdrop for the pursuit of playing, pleasure, business and social interaction. Every aspect of this prestigious club has been designed by experts in the field, making it the most exciting country club in Pakistan.

SWOT ANALYSIS STRENGTHS 1. The main strength of Royal Palm is its loyal members. 2. It has the largest golf course in the country 3. Royal Palm facilities are recognized as one of the best in Pakistan.

4. The environment is the perfect blend of luxury and comfort at Royal Palm.
5. It has the monopoly in the country. 6. All the major events of the country are held in Royal Palm.

WEAKNESSES 1. It targets only an elite class. 2. Its membership is very expensive. 3. Difficult membership procedure.

OPPORTUNITIES 1. Members are limited and should increase. 2. Membership fees should be reduced.

3. Non members should also be entertained. 4. Government and officials of the Pakistan Army should also be offered its membership.

5. In the near future they can build a seven star hotel within the premises of Royal Palm. THREATS 1. In near future Gymkhana can be a great threat to Royal Palm. 2. Lahore Golf and Country Club is also a competitor of Royal Palm.