

ABC GOLF CLUB

<p>Criteria</p> <p>Advantages of facilities? Competitive advantages? Resources, Assets, People? Membership/Customer Base? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Awards/Recognitions? Technology/Communications? Cultural, attitudinal, behavioral? Tools/Equipment? Reputation/Market Perception? Historical Performance? Depth of Market & Competition?</p>	<p>Strengths</p>	<p>Weaknesses</p>	<p>Criteria</p> <p>Disadvantages of facilities? Competitive disadvantages? Resources, Assets, People? Membership/Customer Base? Financial reserves, likely returns? Marketing - reach, distribution, awareness? Innovative aspects? Location and geographical? Price, value, quality? Awards/Recognitions/Criticisms? Technology/Communications? Cultural, attitudinal, behavioral? Tools/Equipment? Reputation/Market Perception? Historical Performance? Depth of Market & Competition?</p>
<p>Criteria</p> <p>Market developments? Competitors' vulnerabilities? Industry or lifestyle trends? Technology development and innovation? Global/Market influences? New markets, vertical, horizontal? Niche target markets? Additions/Upgrades to Facilities/Programs? Marketing? Information and research? Partnerships, agencies, distribution?</p>	<p>Opportunities</p>	<p>Threats</p>	<p>Criteria</p> <p>Political effects? Legislative effects? Environmental effects? IT developments? Competitor intentions - various? Market demand? New technologies, services, ideas? Vital contracts and partners? Sustaining internal capabilities? Obstacles faced? Insurmountable weaknesses? Property Constraints? Loss of key staff? Sustainable financial backing? Economy - home, abroad? Seasonality, weather effects? Capital Needs?</p>