

2013 Strategic Plan - Mission, Strategies etc.

SWOT's

This document sets out a strategic plan for XYZ Tennis Club. It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to XYZ's vision, mission, values, and objectives; and sets out its proposed strategies and goals.

Internal	External
<u>Strengths:</u> 	<u>Opportunities:</u> <ul style="list-style-type: none">••
<u>Weaknesses:</u> <ul style="list-style-type: none">••	<u>Threats:</u> <ul style="list-style-type: none">••

Vision

The promoters' vision of Club in 3-5 years time is:

Mission

The central purpose and role of the Club within the XYZ community is defined as:

Values

The corporate values governing XYZClub development will include the following:

Business Objectives/Goals

The business objectives ofClub is summarized as:

1. To be the best ...club in
2. Establish and implement highest standards for customer service.
3. Increase totaldepartment revenue by x% or \$xxx

Strategies

XYZ ...Club will pursue the following critical strategies:

1. Grow market share both at club and in the community by....
3. Reduce attrition rate by...
4. Retrain all staff in customer service by...

Competitors' Offerings

1. In paragraph form, first identify your main direct and indirect competitors and then introduce their offerings.
2. Review competitive advantages and drawbacks of your offerings relative to competition and explain why our club and your department will be more attractive to prospective members.

Competitive Assessment

1. Include competitive analysis chart in the following areas:
 - a) Membership Dues, Initiation fees
 - b) Club Amenities
 - c) Lesson fees, PT rates, etc
 - d) Programming – something for everyone? How many, cost, all year, etc?