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STONE ROCK GOLF & COUNTRY CLUB: WEDDING BELLS

INTRODUCTION

The case "Stone Rock Golf & Country Club: "Wedding Bells" discusses the issues and prospects of the Stone Rock Golf & Country Club management since they are contemplating on adding another service on their business franchise through wedding services. This new venture is thus a challenge for the managerial level of the club to undertake a feasibility study, and conduct certain risk analysis strategies on facets such as pricing and marketing strategies, service delivery.

CHALLENGES AND OPPORTUNITIES

Stone Rock Golf & Country Club has always boasted of its superb golfing services and its refined clientèle.

Several points need to be made introducing the wedding services: Brand deterioration risk, vast initial investments in infrastructure to accommodate multi-table weddings.

STRATEGIC DECISIONS

Some of these decision involve offering its products at fairly cheap prices even though the club is exclusive and positioning the club exclusively for wedding marketers where engaged couple are in search of beautiful warding venues. Also they have to complement the capacity of the club to provide more services and facilities for the increase in demand without overburdening the provision of the golf services.

CONCLUSION

A detailed discussion of the case of strategic diversification is noteworthy with reference to Stone Rock Golf & Country Club. We learn how the focus on brand management is tied with the need for new business opportunities, stressincipal the need for market examination, financial planning, and organizational preparedness when entering new business areas.

RECOMMENDATION

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