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by Joshua Darlington

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Preliminary Investigation and Requirements Report Template

Version 0.0: 1 Feb 2020

Presented by: Joshua Darlington

Worksheet

Client approval: Yes _____ No _____

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2 Template

Case Study for ClubIT

General Information

Company profile

1
In deriving a proper marketing plan, the company's marketing team needs to engage in analyzing the sources of strength as well as weaknesses. There is also a need for the identification of the available competitors in the line of entertainment. This concept is due to the small presence of operating nightclubs within the area. 1 This condition acts in favor of our company since it avails minimal levels of competition. Apart from the competition, there was also a need to identify possible threats to the business. These threats turned out to be a result of bad weather. The geographic location of the nightclub makes it prone to records of heavy 1 storms and tornados. This sort of weather hinders customers from attending the shows due to fear for the worst. Most of the tornados experienced in the location normally result in vehicles being swept away as well as the destruction of properties. The marketing plan also holds techniques on how the company could expand and generate new ways of raising profits. A key contributor to this is the maintenance of customer loyalty. Increased profits also entail coming up with new commodities for the customer 1 (Roselli, & De Gennaro, 2016). Since the company's core

purpose is attaining full customer satisfaction, it falls under the classification of a business-to-customer marketer.

Business situation

Article Error (ETS)

Started with the core intention being the provision of entertainment through music, the firm plans to evolve into providing other forms of entertainment such as outdoor dance floors as well as recreational areas. Currently, the company runs under the administration of Ruben Keys as the president while Lisa Tejada serves as the general manager. When it comes to analyzing the market environment, several factors arise as influences. First, the nature of competition plays a major role in ensuring the success of the business. A market run by several competitors leads to low-profit acquisition by each of the various companies. Within the location of the nightclub, there exist only three other nightclubs thereby causing less worry on the level of competition. In comparison, several other regions experience high levels of competition due to the presence of several drive-in theatre companies. The company faces major competition on its added operations, which include recreational areas as well as outdoor dance floors. There lie an exquisite number of companies that focus on providing recreational services thereby leading to increased competition in the line. Our firms' music services are approximated to hold a 55% market share within the region, while recreational services hold 20% of the market share. This statistics thereby proves the existence of greater competition in the other lines of business apart from nightclubs. Apart from that, another factor necessary when analyzing the market is economic start and progress.

S/V (ETS)

Wrong Article (ETS)

Technical situation

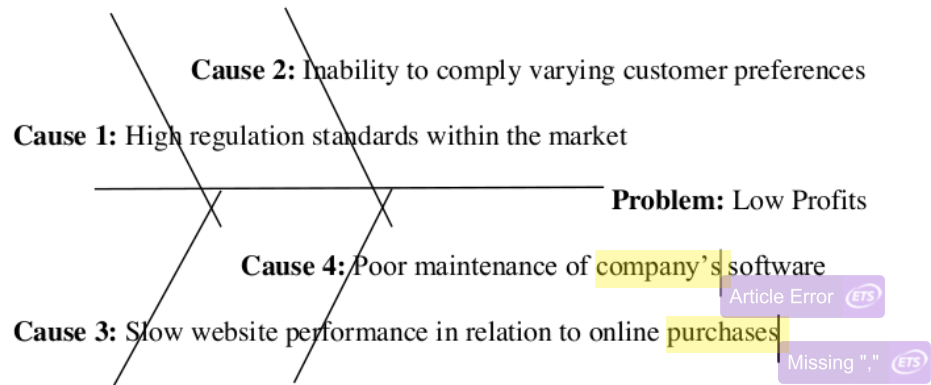
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For a company to make considerable profits, there is a need for a reduction in the overall expenses. Club IT will ensure this by minimizing the level of annual employee bonuses as well as closing down operations during winter seasons when sales are low. Despite certain departments receiving an overall cost-cut, there is a need to increase the costs in other departments. For instance, the firm will invest the majority of its profit into the advertising department. This directive stands due to its ability to increase the number of sales, thereby raising profits. In addition to that factor, political interference also raises the need for consideration when analyzing the market environment. Our company will ensure the utmost compliance with governmental regulations to avoid any fines or penalties. Compliance, in this case, involves paying necessary taxes as well as operating in line with the laid out conditions such as public sound regulation. Technological factors also fall victim, when analyzing the environment. Even with the existence of the few nightclubs within the region, competition is unavoidable. The key method of countering competition in this line of business is the attaining of better technological advancements than rival companies. The firm will ensure the improvement of the sound transmission channel by creating a means of connecting the system channel with individual headphones or earphones. This state, therefore, ensures that individuals can get a better experience of the show through the sound systems in their earphones. Another technological improvement of our company is the increased visual quality of projection screens. This condition enables better visualization of the characters in the screen-displays without any strain. All these advancements lead to an eventual increase in customer availability.

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Prep. (ETS)

Problem or Opportunity



2

Project Scope and Constraints

Project scope refers to a list of variables that are necessary for the attainment of the end success of the business. These variables include goals, tasks, roles, and costs. All these factors need to be provided in detail to give clear steps that can easily be understood and implemented. Project scope needs to be identified in the early stages of forming the business. For a business to attract a wider market, there is a need for a proper analysis of the project scope. Customers need to be able to find a level of uniqueness in one's commodities to develop attractions towards it (Paley, 2017). Our organization will attain differentiation techniques through the improvement of sound channels as well as the creation of playgrounds for children if at all; some of the customers arrive with kids. The presence of a recreational facility also acts as a mode of differentiating the company from its competitors. In all these departments, Club IT ensures perfect production and delivery of quality services. The target market for a nightclub is the individual looking for forms of entertainment (Van Dongen, 2016). With the world evolving, job professions are filled with plenty of roles and responsibilities. This state creates the need for relaxation during

holidays and weekends. The firm also offers relaxation to such kind of individuals or families.

1 Perform Fact-Finding

The company's sales team engages in constant reminder of the featured shows to first and regular customers. The representatives also offer lucrative promotions and surprises for any new attendees. Price discounts upon regular customers are also offered and this helps create bonds of customer loyalty. Before the opening of the nightclub, the technological department ensures the proper functioning of all the audio and visual devices. The operations department ensures the parking space where vehicles would occupy is clean and well organized. The parking space can accommodate a hundred automobiles. Currently, the company has no debt charges thereby ensuring the full utility of the profit generated. In the times when the company experiences high customer attendance constantly, employees can receive commission and bonuses courtesy of their roles and performance. Operations for the company are fully funded by the profits generated, thereby creating no need for loan advancements in the company. The marketing objectives set upon our firm's entertainment business holds that the company should ensure increased profit generation with a minimum of 15% increment each year. In each show, an average of twenty thousand dollars in revenue is expected to be generated, while a profit of five thousand dollars would be removed from the revenue to counter for the profit generated. The rest of the amount falls back into sponsoring the operations of the business.

Requirements

List of Requirements

Club IT needs to comply with the acquisition of certain requirements to operate efficiently. ¹SWOT involves analyzing a couple of factors that are critical in attaining the success of any business. These are strengths, weaknesses, opportunities, and threats. We shall begin by taking a review of our organizational strengths. One of the strengths lies in its ability to offer different services to the customers. Attaining this state involved high-level innovation and research from the technological department. Another strength within the company is the increased relationship ties between customers and employees. Due to a low number of workers within the sales department, customers easily get along with employees at moonlight. This condition helps build maintain customer loyalty towards the company. Employees receive compensation as well as bonuses during high peak seasons. This practice helps motivate the workers into focusing on their responsibilities and perfecting them. A high attendance rate during the summer season proves that customers are well satisfied with the company's services, and this, therefore, stands out to be strength for the organization.

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Prep. You may be using the wrong preposition.

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PAGE 6



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