

MARKETING STRATEGIES OF SHERWOOD HILLS GOLF CLUB

Case Study
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of the requirements for the degree
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ABSTRACT

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A case study analysis was conducted to give the students opportunity to apply their theoretical knowledge in actual job environment. The study was conducted from March 06, 2017 to April 18, 2017 at Sherwood Hills Golf Club located at Brgy. Cabezas, Trece Martirez City to evaluate the Marketing Strategies of Sherwood Hills Golf Club. The study aimed to describe the profile of the company, describe the marketing strategies adapted by the Golf club, analyze the marketing strategies using SWOT analysis, describe the paired comparison method of internal and external factors of the company and identify the problems encountered in implementing marketing strategies and recommend feasible solutions to problems identified.

In completion of the study, the author had interview with the Marketing Supervisor to gather information needed. To fully understand the operation and the management the author rendered a 320 hours of working inside the firm, by that she was able to observe the daily process and activities done by the employees within the Marketing Department.

Sherwood Hills Golf Club encountered minor and major problems within the organization. With that, the major problem of thoe golf club was lack of man power. The company aims to be the no. 1 golf club destination here in the Philippines.

Descriptive method of research was used in the study. Swot Analysis is evaluated through Marketing Mix: product, place, price and promotion. The Analysis identified the strengths, weaknesses, opportunities and threats. The Internal Factor Evaluation of Sherwood Hills is 2.89 while the External Factor Evaluation is 2.08. the evaluation shows that the golf club is considered average or in a hold and maintain position that includes market penetration and product development strategy.

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