

# My Health Coach

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## Situation Analysis

My Health Coach is a brand new business, only entering the market this year. The business has seen some moderate success since their launch gaining referral agreements signed with two local hospital systems. The business offers a wide variety of holistic health services including, nutrition counseling, yoga and meditation classes, personal training and instruction on proactive health management. My Health Coach bridges the gap between traditional treatments for diseases and preventative medicine by providing day to day tactics their customers can use to live better and healthier lives.

## SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing My Health Coach.

### *Strengths*

- Strong relationships with local hospital networks.
- Committed, caring and professional staff.
- Excellent level of success in assisting cancer and diabetic patients through treatments.

### *Weaknesses*

- Low visibility among healthy active consumers.
- Limited in house marketing knowledge.
- The struggle to overcome the stigma of being a disease focused practice.

### *Opportunities*

- A local demographic increasingly interested in approaching their health proactively.
- A cutting edge health service with very little local competition.
- A significant untapped budget for IT and Marketing.

### *Threats*

- A market currently saturated with Yoga and meditation studios.
- Current slump in the economy threatens to reduce income from membership fees.

## **Market Summary**

### *Market Demographics*

- The immediate geographic target is Urban Phoenix and Scottsdale with a combined population of 450,000.
- A 20 mile geographic area within reach.
- The total targeted population is estimated at 100,000.
- Median resident age is 35.
- Median household income is 49,000.

### *Customer Demographics*

- Ages 35-50
- An income over \$70,000.
- 58% currently being treated for a major disease.
- Live within a twenty mile radius.

## **Goals**

1. Heighten awareness of business to younger, healthier market.
2. Increase membership sales by 8% in the first year.
3. Broaden customer base into the 25-35 age based demographics.

# Dexie

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## Situation Analysis

Dexie is a hot new energy drink being test marketed locally by R-FAD Beverages Inc., a national boutique beverage and snack company. R-FAD Beverages Inc. has a long standing reputation as being a cutting edge leader in their industry with more than three dozen specialty products available nationally and a solid one quarter market share among teens and young adults. Dexie is aimed at young girls and women, who live busy and vibrant lives, are health conscious and interested in an alternative beverage specially formulated to support the health needs of women.

## SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing Dexie.

### *Strengths*

- Backing of a large well known national corporation.
- Product and formulation based upon extensive research.
- No national competition.

### *Weaknesses*

- Niche product.
- No market testing.
- Tastes similar to iced cherry mocha.

### *Opportunities*

- Local market has a significant percentage of women in the target demographic.
- Energy drink sales in the metropolitan area are 3% better than the national average.
- The formula for the drink contains supplements for women that are not currently available in any other beverage on the market.
- Company young, creative and open to new ideas.

### *Threats*

- The market is currently saturated with a wide variety of energy drinks and energy products.
- Target demographic is notoriously fickle.

## **Market Summary**

### *Market Demographics*

- The immediate geographic target is Urban Phoenix, Tempe and Scottsdale with a combined population of 600,000.
- The total targeted population is estimated at 180,000.
- Median resident age is 41.
- Median household income is 46,000.

### *Customer Demographics*

- Ages 13-25
- Female
- Trendy
- Student

## **Goals**

4. Successfully test market brand to customer demographic.
  - a. Reach 15% of target market.
  - b. Gain feedback on product at 35% of reach.

# GreenUs

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## Situation Analysis

GreenUs Inc. is setting the industry standard in biofuel production. With biofuels attaining significant political momentum after being given extensive tax breaks for expansion and development of new products, the industry as a whole is a key piece to the reduction of greenhouse gases and reliance on foreign fuels. GreenUs Inc. is currently expanding into the local market by building a new biofuel production plant in Chandler. This plant will eliminate biomass waste from local farm-based industries, provide local jobs and tax income, as well as put the Metro-Phoenix area in the forefront of green technology.

## SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing GreenUs Inc.

### *Strengths*

- Significant support from the state and city.
- Excellent EPA and OSHA records.

### *Weaknesses*

- While the industry has been around for decades, most consumers do not understand production methods.

### *Opportunities*

- Local area has an unemployment rate of 6.2%.
- City and State are willing to assist with promotional opportunities.

- Large green movement in local community.

### *Threats*

- Significant fear in community over having a large fuel production plant in their neighborhood.
- Some local history of major corporations neglectful when dealing with hazardous waste.

## **Market Summary**

### *Market Demographics*

- The immediate geographic target Chandler.
- The total targeted population is estimated at 255,000.
- More than 60% of residents have College background.
- Median household income is 68,000.

### *Customer Demographics*

- Ages 25-64
- College Educated
- Currently Employed

## **Goals**

1. Gain acceptance of plant in the community by addressing fears of consumers directly.

# Reach Out Your Hand

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## Situation Analysis

Reach Out Your Hand is a mid-sized non-profit homeless shelter serving the Glendale area. Established in 1986 to support a growing population of homeless families, they have grown to serve more than 2,500 homeless and transitional individuals in the city of Glendale and have recently expanded operations to provide medical service outreach and case management to approximately 4,500 people. Reach Out Your Hand seeks to provide the best quality care, counseling services, referrals and emergency housing to assist families through the most difficult times.

## SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company, and describes the opportunities and threats facing Reach Out Your Hand.

### *Strengths*

- Well known within the community.
- Has wide support from governments, large local corporations and other non-profit organizations.

### *Weaknesses*

- New expansion has left the organization without a budget to support outreach and fundraising activities.
- Lack of qualified and educated marketing staff.

### *Opportunities*

- Economy has placed a higher level of focus on the needs of the financially stressed.

- Can leverage an extensive volunteer organization.

### *Threats*

- Economic situation makes fundraising more challenging.

## **Market Summary**

### *Market Demographics*

- The geographic target is Maricopa County with a total population base of 4,000,000.
- Of that population more than 15% are college education and employed.
- Median household income is 42,000.

### *Customer Demographics*

- Ages 30-55
- College Educated
- Median household income of 100,000

## **Goals**

2. Increase awareness of services provided by the shelter.
3. Increase volunteer base by 11% in the first year.
4. Increase donations by 8% in the first year.

