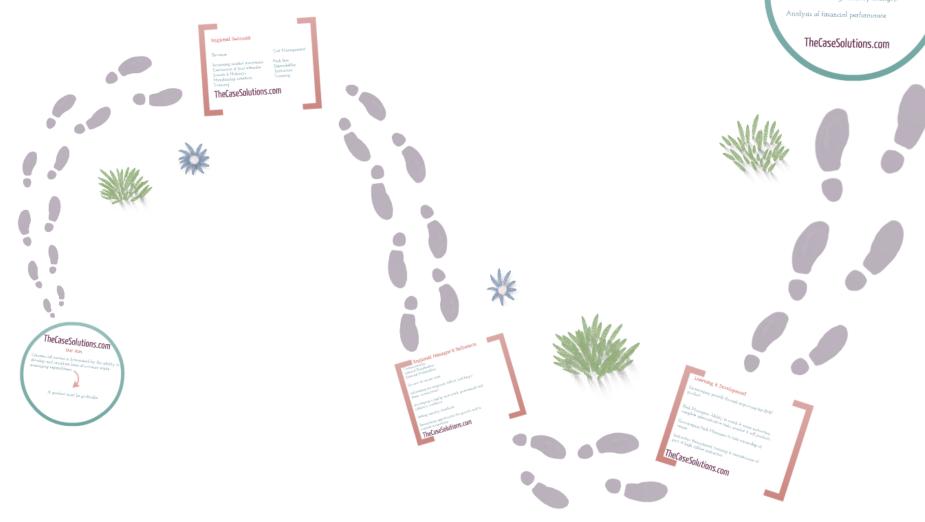
The Profit-Maximizing Firm as Exporter



### The Profit-Maximizing Firm as Exporter

#### TheCaseSolutions.com



Measuring Success

## TheCaseSolutions.com

#### Our Aim

Commercial success is determined by the ability to develop and maintain lines of revenue while managing expenditures.

A product must be profitable.

#### Regional Success

Revenue

Increasing market awareness

Conversion of trial attendee

Events & Holidays

Membership retention

Training

Cost Management

Park fees

Expendables

Instructors

Training

### Regional Manager's Influence

Communication
Internal Stakeholders
External Stakeholders

Review of current state.

Influencing the employee culture. Instilling a team environment.

Developing a highly motivated, ;professional and reflective workforce.

Setting industry standards

Researching opportunities for growth and to contain competition.

#### Learning & Development

Encouraging growth through improving the BMF product.

Park Managers: Ability to coach & assess instructors, complete administrative tasks, market & sell products.

Encouraging Park Managers to take ownership of venue.

Instructors: Recruitment, training & maintenance of pool of high calibre instructors.

#### Measuring Success

Design & implementation of operational review cycle.

Review of business operating procedures (resources, training, industry change).

Analysis of financial performance.