

The Profit-Maximizing Firm as Exporter

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Measuring Success

Design & implementation of operational review cycle.

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

Analysis of financial performance

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Regional Success

Review
Screening market segments
Customization of local activities
Search & History
Marketing activities
Training

Cost Management
Risk, Inc.
Operational
Instructure
Training

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Our Aim

Customer success is determined by the ability to develop and execute lines of success while managing expenditures.

A profit must be profitable

Regional Manager's Influence

International
Global Operations
Global Operations
Global Operations

Review of market data
Identifying the appropriate value, adding a
value proposition
Identifying a fully integrated, globalized and
robust solution

Setting market strategy
Review local opportunities for growth and
market expansion

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Learning & Development

Encourage growth through improving the B2B

Risk Manager Ability to reach & serve customers
through administrative, financial & self-product
issues

Encourage Risk Manager to take ownership of
customer relationship, training & maintenance of
part of both value activities

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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

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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.

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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.



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