

## City of Hudson- Public Works-Golf

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>• Exceptional customer service</li> <li>• Ability to cross-train individuals across multiple work groups</li> <li>• Implementing cost saving techniques</li> <li>• Course conditions, instruction and outing/league facilitation</li> <li>• Staff/equipment sharing</li> <li>• Community partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Minimal marketing</li> <li>• Aging small scale kitchen equipment</li> <li>• Current facility size</li> <li>• Flooding issues, west side of property</li> <li>• Pace of play</li> </ul>

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>• Technological advancements and improvements to gain efficiencies</li> <li>• Many large projects including drainage and golf construction</li> <li>• Social media, online merchandizing</li> <li>• Economies of scale               <ul style="list-style-type: none"> <li>○ Sharing of resources</li> <li>○ Sharing of staffing</li> <li>○ Purchasing and combining contracts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Age and reliability of course irrigation system</li> <li>• EPA regulations</li> <li>• Increase in cost of equipment and grounds maintenance</li> <li>• Outside competition</li> <li>• Weather as it relates to sales</li> <li>• Paving needs</li> <li>• Continued equipment replacement (high cost &amp; specialized units)</li> </ul>

ANALYSIS SUMMARY	
<p>Discussion Points: Opportunities</p> <ol style="list-style-type: none"> <li>1. Technologies</li> <li>2. Merchandizing</li> <li>3. Marketing</li> </ol>	<p>Discussion Points: Threats</p> <ol style="list-style-type: none"> <li>1. Irrigation System</li> <li>2. Outside competition</li> <li>3. Costs of operations (upgrading facilities and equipment)</li> </ol>