**LEES DIE ONDERSTAANDE GEVALLESTUDIE NOUKEURIG DEUR EN BEANTWOORD VRAE 1 – 2 OP DIE BOEK VOORSIEN / *CAREFULLY READ THE CASE STUDY AND ANSWER QUESTIONS 1 – 2 IN THE BOOK PROVIDED.***

VRAAG 1 / *QUESTION 1*

Jy is aangestel as die nuwe aankoopbestuurder van Virgin Active in Potchefstroom. Om effektiewe aankope te doen, behels jou take onder andere om by te bly met instrukteurs/kliënte se fiksheidsvoorkeure, asook met die nuutste neigings in die fiksheid-bedryf. Jy het nog nie jou eerste koppie koffie geruik nie, toe die ontvangsdame jou nader met ‘n voorstel wat gereeld uit die ‘kliënte-klagtes-en-gedagtes’ boks voorkom: “*Geagte bestuurder: ongeag wanneer ek gaan oefen is die ‘circuit’ en klasse bykans altyd vol – dit veroorsaak dat alle gewiggies, oefenballe en toerusting met eens opgeraap word en los ons om met die minste tevrede te wees! Hoe gaan u hierdie probleem oplos?* – *groete, V-step Valerie*”. Na aanleiding van sulke herhaaldelike versoeke besef jy dat daar ‘n behoefte aan addisionele ’gym’ toerusting is en besluit om hierdie probeleem effektief aan te spreek... / *You are appointed as the new purchasing manager of Virgin Active in Potchefstroom. In order for effective purchasing to take place, your tasks amongst others, is to stay updated on instructors’/ clients’ fitness needs, as well as the latest trends in the fitness industry. You haven’t even smelled your first morning coffee, when the receptionist approaches you with a suggestion that frequently arises from the ‘client-complaint-and-suggestions’ box:* “Dear manager: no matter when I go to exercise, the circuit and classes are almost always full –all the weights, exercise balls and other equipment are then taken all at once, which leaves us to be satisfied with the next to nothing! How do you plan to solve this problem? – regards, V-step Valerie”. *Based on such reoccurring requests, you realise the need for additional gym equipment and decide to address this problem effectively...*

**Gebasseer op bogenoemde gevallestudie, beantwoord die volgende vrae: */ Based on the case study above, answer the following questions:***

1. Each organisation should conduct an analysis and investigation of the Strengths,

Weaknesses, Opportunities and Threats (SWOT analysis). Define each concept and

provide an example. (8)



**ANSWER**:

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| STERKPUNTE  (Intern)  Karaktereienskappe van die besigheid wat voordelig is vir hulle beeld na ander  Voorbeeld: *Baie professionele span fiksheids instrukteurs.* | SWAKPUNTE  (Intern)  Karaktereienskappe van die besigheid wat nadelig is vir hulle beeld na ander  Voorbeeld: Gym toerusting onvoldoende |
| GELEENTHEDE  (Ekstern)  Eksterne faktore in die omgewing wat kan help om jou besigheid se winste te verbeter  Voorbeeld: Uitbreiding van gym, aankoop van nuwe toerusting. | BEDREIGINGS  (Ekstern)  Eksterne faktore / elemente in die omgewing wat `n negatiewe effek op die besigheid kan hê  Voorbeeld: Planet fitness |

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| *STRENGTHS*  *(Internal)*  *Characteristics of the business, that give it an advantage over others*  *Example:* Extremely professional team of fitness instructors | *WEAKNESSES*  *(Internal)*  *Characteristics that place the team at a disadvantage relative to others*  *Example: Gym equipment are insufficient* |
| *OPPORTUNITIES*  *(External)*  *External chances in the environment to improve the profits of your business*  *Example: Expanding the gym and buying of new equipment* | *THREATS*  *(External)*  *External elements in the environment that could cause trouble for the business*  *Example: Planet fitness* |