Questions for RecCentre GM

- What is the business model used?

  students · access business   non-profit , cost recovery   levy funded
  stay · active   at low cost

- What is the revenue model?

- What is the target audience and how did the target audience impact the design aspects of any forms of e-commerce used?

  uni students   secondary market , non   ve
  staff   students

- What Forms of E-commerce does the RecCentre use?

  love to   use commerce →   standalone   business

- Why do you use these forms of e-commerce, what purpose do they serve?

- Are there other forms of e-commerce you think would have a positive impact if implemented that aren't currently used by the recCentre?

- *How do you attract people to the Rec Centre*

- *Products & Services offered   the most popular*
  start me   , from the
  free   squash - popular ~ 2000 lines   4 / half hour
  badminton

- *Potential of self-booking courts/fields online instead of calling/email*

- *How often you use the website & what for*

- *Types of people that use the Rec Centre - groups or individuals*
  groups at start → individuals

- *Most popular membership option 3/6/12 months / fortnightly*

  Social media → scheduling 92% students

  5000/6000 members
  500 paying