**Assignment Template**

**Us this template file.**

**Customer Service Planning—Aligning Company Statements with Goals**

Fill in the opportunities and weaknesses sections of the SWOT below based on your viewing of the scenario at the Porcupine Health Club and limited information provided below.

|  |  |
| --- | --- |
| **Strengths:*** Personnel that are athletes in their own right.
* Updated facilities and equipment
* A visually appealing website.
* Great location
 | **Weaknesses:** |
| **Opportunities:** | **Threats:*** A nearby competitor has recently opened their doors
* The competitor’s company blog is very popular
* The consumer has become more sophisticated and more demanding
 |

**SMART Goals (see the Reading area) for PHC:**

*Enter the SMART goals here*

*Submit your completed template to the Unit 3 Assignment Dropbox.*