**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.*