

Myrtle Creek Golf Course

First Annual Frostbite Open

* January 23, 2010

* 10:00am Shotgun Start

* Shamble Format (*2-person teams, score the best ball*)

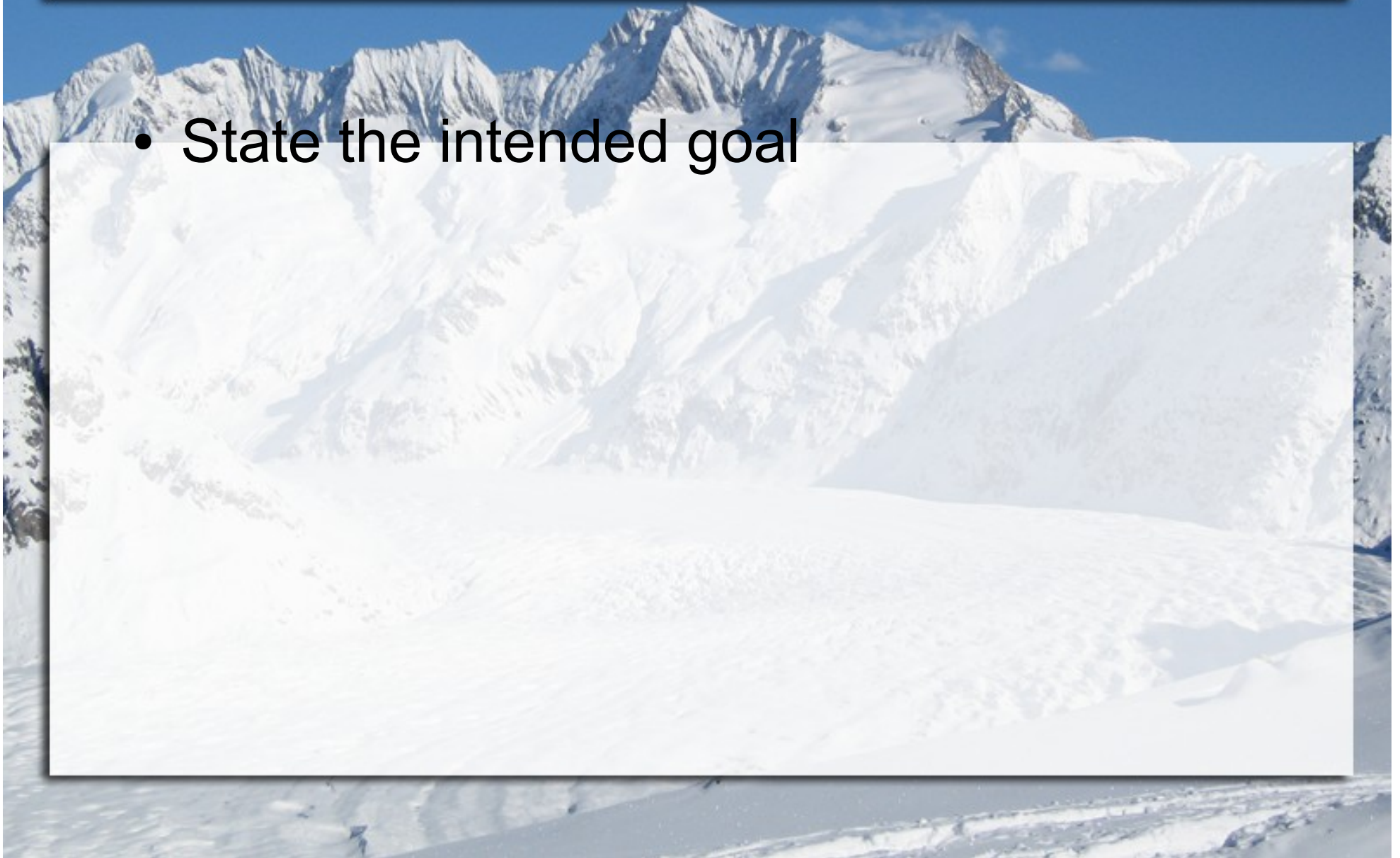
* \$55.00 per player... (includes golf, car, lunch,
and prize fund)

Player Name _____ HDC _____

Player Name _____ HDC _____

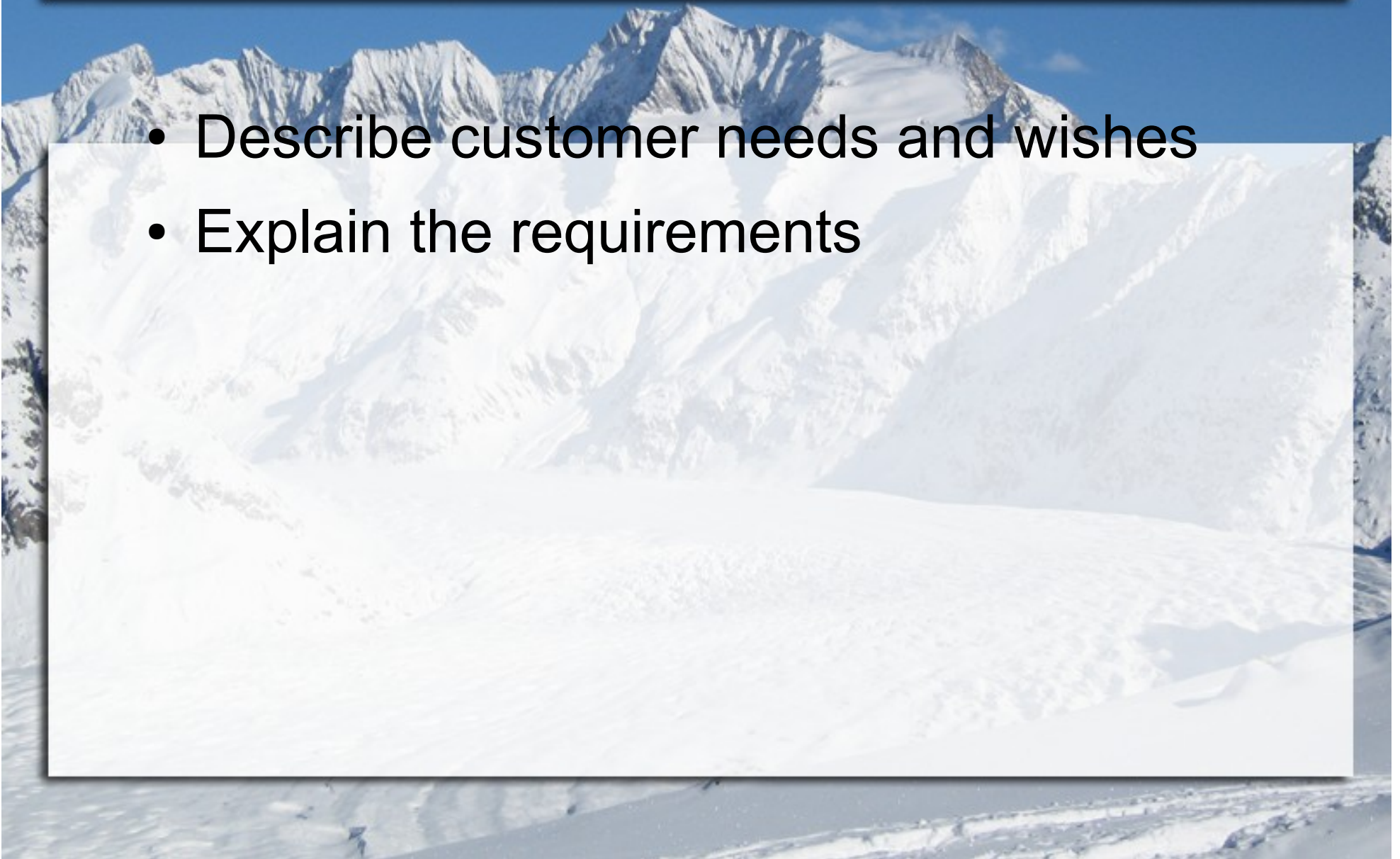
Long-term Goal

- State the intended goal



Customer Wishes

- Describe customer needs and wishes
- Explain the requirements



Fulfilling Customer Needs

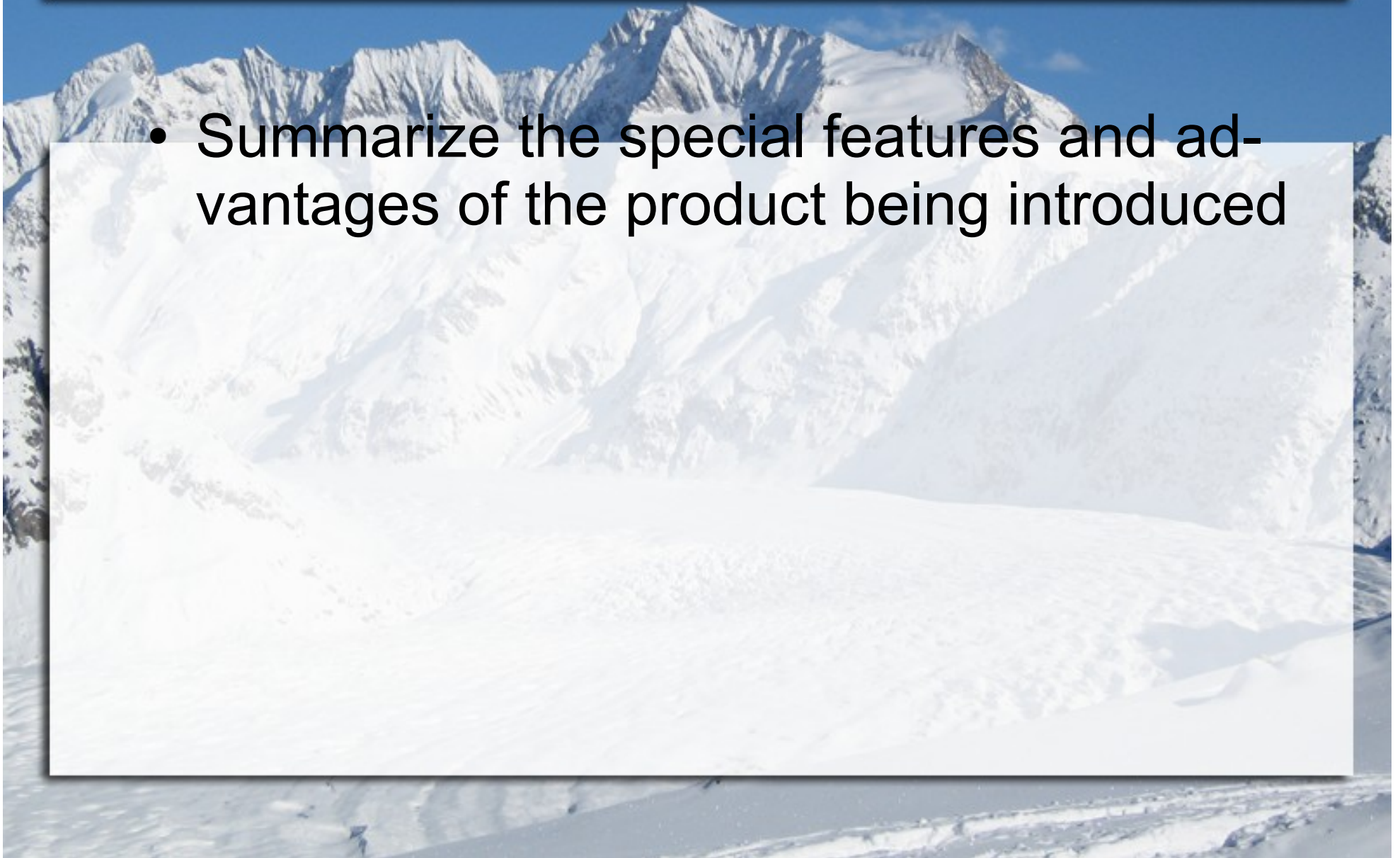
- Describe the main attributes of the product
- Link the product attributes to customer needs

Cost Analysis

- Indicate the financial advantages for the customer
- Compare quality and price with those of the competition

Strengths and Advantages

- Summarize the special features and advantages of the product being introduced



Next Steps of Action

- Explain the steps that now need to be taken

