

# Myrtle Creek Golf Course

## First Annual Frostbite Open

\* January 23, 2010

\* 10:00am Shotgun Start

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

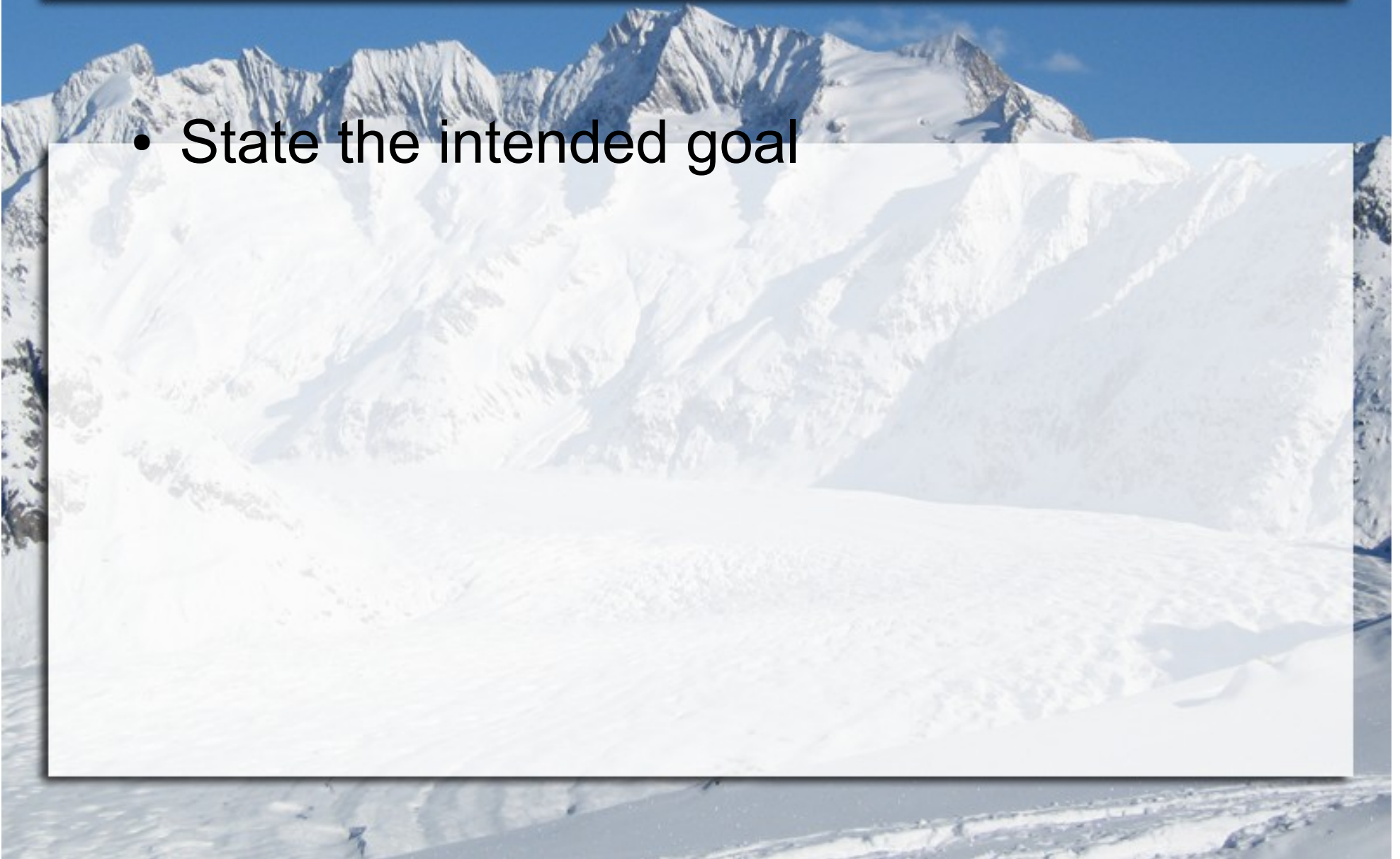
\* \$55.00 per player... (includes golf, car, lunch,  
and prize fund)

Player Name \_\_\_\_\_ HDC \_\_\_\_\_

Player Name \_\_\_\_\_ HDC \_\_\_\_\_

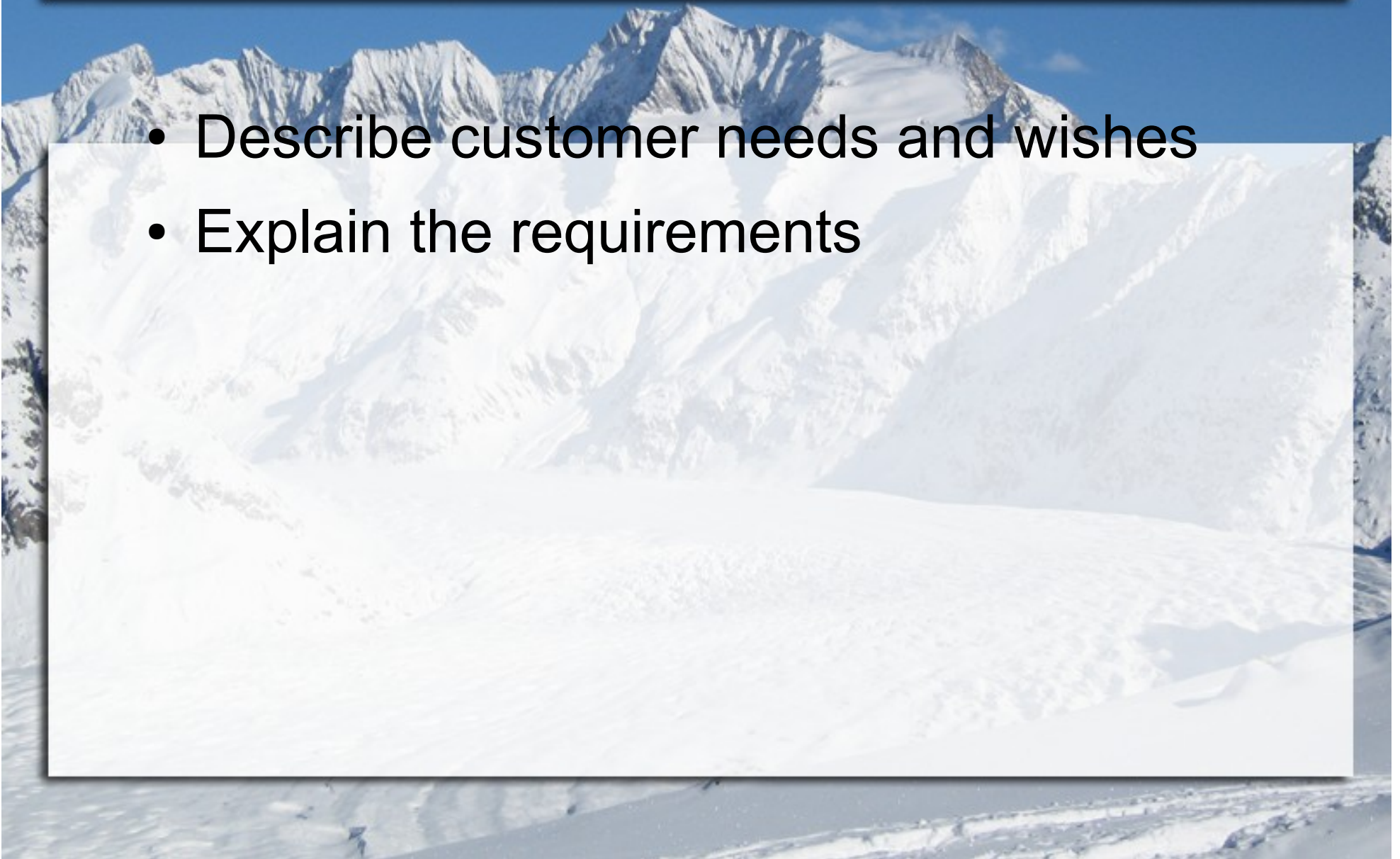
# Long-term Goal

- State the intended goal



# Customer Wishes

- Describe customer needs and wishes
- Explain the requirements



# Fulfilling Customer Needs

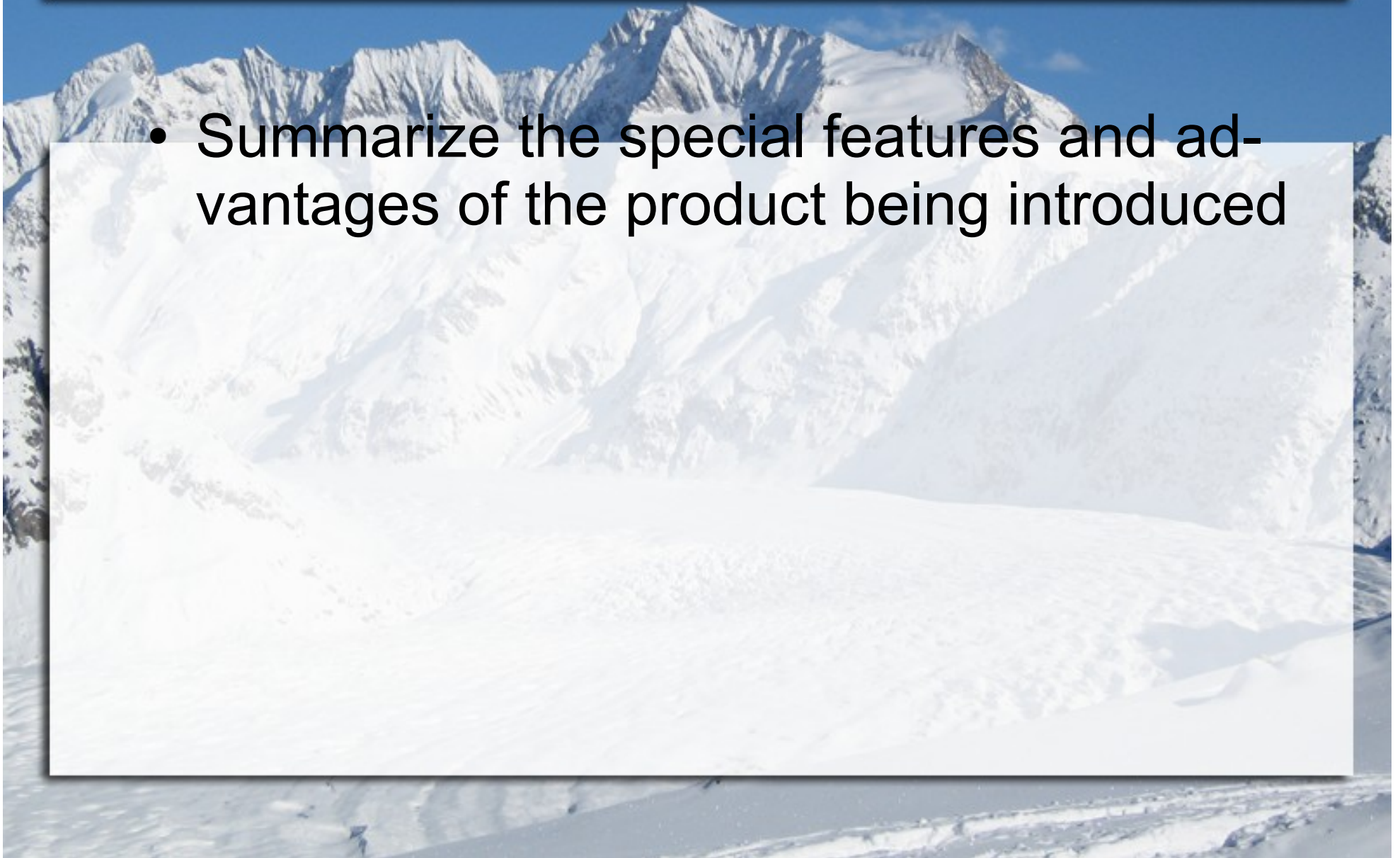
- Describe the main attributes of the product
- Link the product attributes to customer needs

# 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

