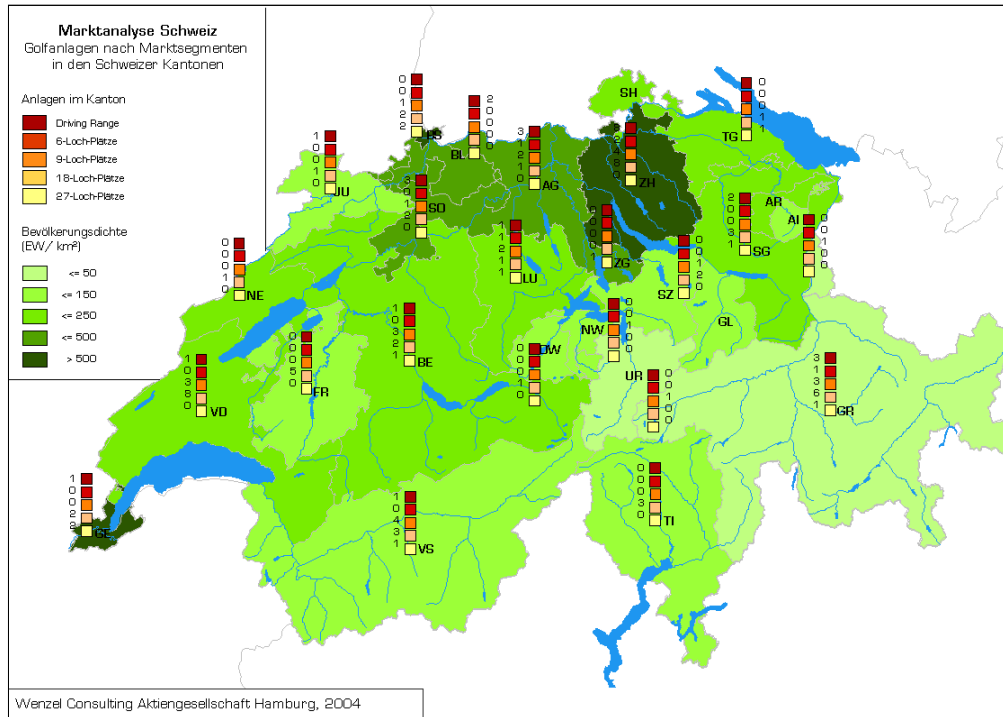


**MARKET ANALYSIS SWITZERLAND:
GOLF, FITNESS AND WATER PARKS**



Client: Migros-Genossenschafts-Bund, Koordinationsstelle der Klubschulen und Freizeitanlagen, Zürich, Switzerland

Year: 2004

Location: Switzerland

Brief Description:

Migros is operating various sports and leisure facilities in Switzerland, golf, fitness and water parks are counted among. For to be able to act forward-looking and offensively, Migros commissioned Wenzel Consulting to work out a market analysis for the according branches, in cooperation with the Migros planning team. While Migros investigated basic data and analyzed the sites Wenzel Consulting was coordinating the project work and evaluating the market data.

The goal was to provide the basis for a strategically future-oriented development and expansion of Migros leisure projects by identifying spatial and qualitative potentials for new offers in golf, fitness and water parks.



Tasks:

- Development of the basic Layout for the drawing up of the Database
- Evaluation of the Market Data
- Editing of sociodemographic and –economic parameters of the different individual states (cantons) of Switzerland.
- Assessment of existing Development Potentials