

DEVELOPMENT STRATEGY

SPORTS CENTER MIGROS GREIFENSEE



Source: www.milandia.ch

Client: Sportzentrum Migros Greifensee

Year: 2000

Location: Greifensee, Switzerland

Brief Description:

For the improvement of the economy and for to generate new target groups Migros hired Wenzel Consulting to carry out a development strategy for the sports center in Greifensee. For this an authentic positioning should be identified which distinguishes the center from the competition.

In the first phase the existing concept "Megasports" (developed by Klubschule Migros, Zürich) was checked concerning its plausibility. In phases II and III possible alternative ideas for the concept optimization were carried out (development of a strategy and the positioning) for the facility.

In October, 2005, the Grand Opening of "Sport- und Erlebnispark Milandia" took place in Greifensee.

Tasks:

Phase I:

- Trend Analysis Leisure and Sports Market



- Site Description and Evaluation
- Check of the Demand
- Evaluation of the concept "Megasports"
- Plausibility Check of the economic Key Data

Phases II and III:

- Description of the current Situation
- Examination of feasible and authentic offer modules
- Concept Development
- Development of the Positioning
- Consideration of the operating efficiency