



Wednesday 14 May 2014 – Morning

AS GCE LEISURE STUDIES

G182/01/CS Leisure Industry Practice

CASE STUDY

Duration: 1 hour 30 minutes



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Premier Karting

Premier Karting is a karting centre located in Edinburgh. Premier Karting has indoor and outdoor karting areas, which allow it to operate as an all-year-round business.

The facilities available at Premier Karting are:

- indoor karting area
- outdoor karting area
- changing rooms
- viewing area
- café
- shop
- car/coach park
- toilets.

The karting centre is run by a partnership between Brian and Ian Richardson. Brian and Ian established the karting centre ten years ago and have since seen good sales; however, the recent economic climate has caused a decline in customer numbers which has impacted on both liquidity and profitability (**see Fig. 1**). While Premier Karting attracts a range of customers, the main customer group currently using the karting centre is 'stag parties'.

The pricing strategies of the karting centre encourage early booking, with discounts increasing the earlier that the booking takes place (**see Fig. 2**).

The karting centre is located on the outskirts of Edinburgh on an industrial estate. One advantage of this to Premier Karting is a large car park, which can easily accommodate coaches and mini-buses. Unfortunately, there is no access to good public transport, with the nearest bus stop being a 15 minute walk away. The karting centre has proved difficult to find for some customers. The industrial estate has many roads, and the buildings look identical except for the signage. This is frustrating for customers, many of whom end up phoning Premier Karting to get directions to the venue location.

The karting centre has a website which outlines the location, the facilities on offer and the prices. The website also has a function which allows people to make their bookings online. This information is useful to Brian and Ian in their future planning. Feedback on the karting centre is collected through the website. To encourage the use of this feedback method, Premier Karting offers a voucher for refreshments to be used during the next visit. No other formal feedback method is used by the karting centre.

The karting centre, like any other leisure facility, has to comply with health and safety legislation. Risk assessments are reviewed and updated as necessary. Due to the very nature of the karting centre, there have been a number of accidents which have resulted in customers going to hospital. Premier Karting maintains standards through the use of the QUEST quality system.

Now ten years old, the centre is looking shabby. Brian and Ian used to look at offering different races and race leagues in order to get repeat business. However, in the last 18 months they have added nothing new to the product offer at Premier Karting.

Brian and Ian feel that they now need to review the product on offer at Premier Karting. They think karting may have had its day, and that people are now considering other leisure activities. They are planning to undertake some market research to find out what present customers think about the facilities but they also want to know the needs and expectations of potential customers.

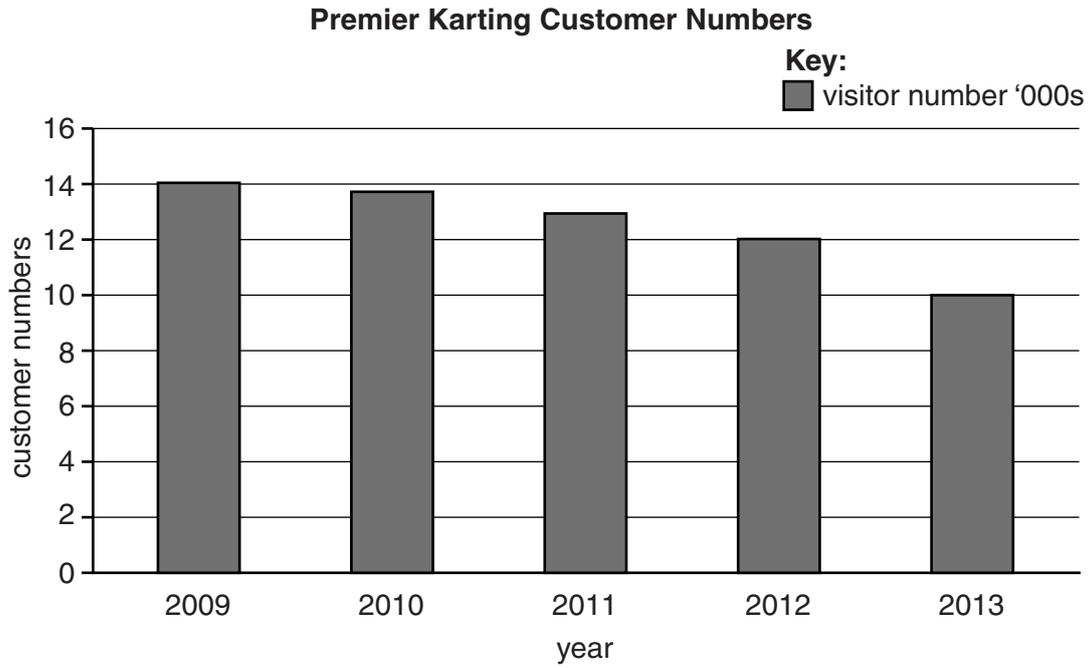


Fig. 1

Premier Karting Booking Discounts

Booking Discounts	
Book 3 months in advance	- 20% Discount
Book 2 months in advance	- 10% Discount
Book 1 month in advance	- 5% Discount

Fig. 2

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