

Summary

We have made the business scan for mini-campsite Gouweveer, located in the province of Zeeland. During the business scan we found out how we can analyze what the company can and how it can be improved. We did this by researching the internal and external environment. For this we used the micro, meso and macro methods. The micro and meso environment stand for the internal side of the company and the macro environment stands for the external side.

The micro environment is about the strengths and weaknesses of the company. The method for the analyses that can be used is the 7S-model from McKinsey. By applying the 7S-model to mini-campsite Gouweveer, it has emerged that hospitality is central within the company and the owners Ineke and Johan van de Waart take care of this personally.

The meso environment creates opportunities and threats that the company can respond to. Porter's five-force model will be used to analyse the meso environment. By implementing the five-force model at mini-campsite Gouweveer, it has been found that they are progressive through solar panels, recycling and an electric bicycle charging point. There are competitors in the area, but the mini-campsite owners Ineke and Johan van de Waart don't see them as competition, but they confront each other, help each other.

The macro environment is about factors over which the company has no influence. The DESTEP analysis will be used to survey the macro environment. It is well known that there is an aging population in the Netherlands, in other words the number of young people is decreasing, and the number of older people is increasing. As a result, there are more and more activities for the elderly such as cycling and walking. People are now also looking more for campsites with a more luxury feeling, this is called the 'Glamping'. This fits well in the Zierikzee area and the owners can take advantage of this. Threats that the campsite can do nothing about include the price increases of the utilities, VAT increases and the climate changes.

You can make a SWOT-analysis by summarizing all strengths and weaknesses in a short but powerful way. SWOT stands for "Strengths, Weaknesses, Opportunities and Threats". The strengths of mini-campsite Gouweveer are hospitality, e-bikes, and they keep the competition as a friend. The weak points are booking systems and language skills. The opportunities are the increasing number of tourists, outside recreation, energy saving and glamping. Threats could be that they must consider the rising prices that apply in 2019, not only the VAT rates have risen but also the prices of utilities.

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Commented [SS1]: ? who? As students from NHL Stenden.

Commented [SS2]: Can DO! What the company already does well/ What they are good at

Commented [SS3]: Perspectives instead off methods.

Commented [SS4]: Why did you write this company scan? Context and urgency! Why does VEKABO want this?

Commented [SS5]: Sluit niet aan op de rest van de alinea

Commented [SS6]: Looks like Hospitality is really the only finding.. but it isn't, it is the most important finding

Commented [SS7]: Analyse

Commented [SS8]: Five-Forces

Commented [SS9]: But/ because/in fact, they cooperate each other. Give a short example.

Commented [SS10]: ON

Commented [SS11]: It's about the findings of the macro environment of he company.

Commented [SS12]: Was used

Commented [SS13]: New topic!!?? New paragraph perhaps?

Commented [SS14]: How?

Commented [SS15]: SWOT analyse was made (Don't use You)

Commented [SS16]: New-unexplained-information

Commented [SS17]: Describe how the SWOT analysis was made and then put the findings under the SWOT analysis.