**Career and Workplace Essentials – Dr. J. Mior**

**Case Study – Ontario Federation of Anglers and Hunters Value 10% Due Date:** Friday, Week 6

For this case study you are required to complete the following ***situational analysis*** on **The Ontario Federation of Anglers and Hunters (OFAH)**. Your assignment must be **word processed using Microsoft Word**. Proof read your work carefully before you submit it. Make sure that you are using Canadian spelling. You will submit your assignment digitally to joe.mior@flemingcollege.ca. You will use the following format for your filename for your assignment: **CWE\_yourlastname\_OFAH**. Marks will be deducted if you do not name your file properly.

Your main source of information will be obtained from the OFAH web site located at:

[**Website: http://www.ofah.org**](http://www.ofah.org/)

Your final case study report will address the following:

**The Organization**

 Type of organization

 Mission/vision/mandate of the organization (primary purpose of the business)

 What has OFAH accomplished? Provide some **specific** examples.

 What are the current outdoor issues?

 What do you think the Federation’s image is in the marketplace? (i.e. how do you think the public and the members perceive this organization?)

 Finances - How does OFAH generate revenue to fund activities and cover operational costs?

 With whom does OFAH partner?

**Target Market Customers (Members)**

 Who are they? How many? How would you describe the typical member (consumer)?

 How can they use the site?

 How can they use the organization?

 How does OFAH find out what members want from the organization?

**Distribution**

 How do members access products and services offered by OFAH?

**Current Marketing Mix**

 What benefits are offered to members?

 What programs does OFAH offer?

 What products and services are offered by the Federation to its members and to the public?

 What projects does the Federation sponsor or work on?

 What promotional techniques are used? (How does the public know about the

Federation?)

**Competition**

 Does OFAH have competition? Who? What type?

