

1. Record Nr.	UNISA996218597603316
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Titolo	Business management for the equine industry // Sharon Eastwood, Anne-Lise Riis Jensen and Anna Jordon
Pubbl/distr/stampa	Ames, Iowa, : Blackwell Pub., 2006
ISBN	1-281-32220-2 9786611322205 0-470-76138-5 0-470-75114-2 0-470-75043-X
Descrizione fisica	1 online resource (170 p.)
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Disciplina	636.1068
Soggetti	Horse industry - Great Britain - Management New business enterprises - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 153-155) and index.
Nota di contenuto	Business Management for the Equine Industry; Contents; Preface; Acknowledgements; Abbreviations; 1 Overview; Part 1 Assessing a Business; 2 The British equine industry; Manufacturing and breeding; Owners and riders; The service sector; 3 The livery industry; Range of services available; Variation of charges; facilities offered; 4 The external environment; How do we get the information?; Framework for the analysis; Political factors; Economic factors; Social factors; Technological factors; Legal factors; Environmental factors; 5 The competitive environment; framework for the analysis Rivalry from existing competitorsThreat of new entrants; Bargaining power of suppliers; Bargaining power of customers; Threat of substitute products; 6 The resource appraisal; swot analysis; Resource appraisal; Part 2 Managing a Business; 7 Resource management; Equine resources; Physical resources; Human resources; Financial resources; Risk assessment; 8 Strategic planning; Assessing the situation; Setting targets; Devising the strategy; Military theories; Porter's generic strategies; Assessing the options; Implementation; 9 Marketing; Market

analysis; Market research; The marketing mix
Marketing strategies
The marketing plan; 10 The business plan;
Covering letter; Title page; Contents page; Executive summary; Current
market situation; Existing business; Proposed development; Project
schedule; Marketing plan; Finance plan; Critical risk assessment;
Sensitivity analysis; Appendices; Part 3 Case Studies; 1: The small DIY
yard; 2: The small competition yard; 3: The commercial livery yard; 4:
The equestrian centre; References and further reading; Index

Sommario/riassunto

Written by a team of consultants who combine modern business
knowledge with decades of direct experience of working in the equine
industry, this book bridges the gap between modern business theory
and equine business practice. After providing overviews of the
equestrian industry and the livery sector as a detailed example, Part I
(Assessing a Business) sets out how to access the business
environment, externally, competitively and with regard to its internal
resources. Part 2 (Management) goes on to deal with resource
management and how to go about strategic planning and marketing,
conclu
