

GROWTH & STRATEGY — MODULE 20

Trend Assessment Matrix

Research three wellness trends. Assess each against four criteria.

Name:	Date:
-------	-------

Trend 1

TREND NAME AND DESCRIPTION

Criteria	1	2	3	4	5
Guest demand (are people asking for this?)					
Commercial viability (can you charge for it?)					
Operational feasibility (can you deliver with current resources?)					
Competitive landscape (who else is doing this locally?)					

OVERALL ASSESSMENT: PURSUE / MONITOR / IGNORE

Trend 2

TREND NAME AND DESCRIPTION

Criteria	1	2	3	4	5
Guest demand (are people asking for this?)					
Commercial viability (can you charge for it?)					
Operational feasibility (can you deliver with current resources?)					
Competitive landscape (who else is doing this locally?)					

OVERALL ASSESSMENT: PURSUE / MONITOR / IGNORE

Trend 3

TREND NAME AND DESCRIPTION

Criteria	1	2	3	4	5
Guest demand (are people asking for this?)					

Commercial viability (can you charge for it?)					
Operational feasibility (can you deliver with current resources?)					
Competitive landscape (who else is doing this locally?)					

O V E R A L L A S S E S S M E N T : P U R S U E / M O N I T O R / I G N O R E
