

Lifesaver Learning



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Situational Analysis: *Company*

- Located in east Wichita, LifeSaver Learning offers training and certifications in CPR, AED, and many other health related fields.
- First opened in 1990 by Mike Ferguson, current president and CEO.
- Offers classes to the general public and healthcare providers.



Situational Analysis: *Customer*

Current Customers:

- Colleges & Schools
- Hospitals, Dental and Medical Offices
- Manufacturing & Construction Companies
- Restaurants
- Health & Fitness Clubs/Gyms
- Law Offices
- Child Care Providers
- Utility Companies & Distribution Centers



Situational Analysis: *Competitors*



Situational Analysis: Collaborators

- **American Heart Association**
- **Word Point**
- **Moore Medical Supply Company**
- **AED Superstore**
- **ChildStart**



Situational Analysis: *Climate*

Political	Economic	Social	Technology
OSHA & AHA require specific trainings and certifications	Demand decreases for general public training and certification when companies generate lower profits.	Current world culture is more aware and willing to receive general public training due to recent public tragedies	Lifesaver now offers E-learning and online training and certification
Good Samaritan Law- People legally obligated to call 911, encouraged to know and perform CPR and First Aid	Demand increases for general public education when companies generate higher profits.	Society is more willing to learn because of current health care awareness	Advances in technology have improved training equipment by making it more realistic and effective

Situational Analysis: S.W.O.T. Analysis

Strengths	Weaknesses	Opportunities	Threats
• Best emergency medical training in Kansas • Taught by active emergency medical personnel that use experience and hands-on teaching in addition to book material • 24/7 service with on and offsite training. • Provides modern and user-friendly training equipment	• Location of the business • Building of operations is leased • Company owned vehicles are older models	• Expanding to the Restaurant industry • Expanding to the Club/Bar industry • Emergency Services	• Amber Waves • Convenient CPR • Red Cross • Ever changing consumer demands

Segmentation - Targeting - Positioning

	Dental Hygienists	Physicians	Childcare Workers	Optometrist
Average Salary	\$74,100	\$198,370	\$20,320	\$119,100
Average Age	43.7	51	36.4	50
Occupation	Diagnose and treat dental issues and help patients develop better oral hygiene regimens. They clean teeth, correct bite issues, perform surgeries and extractions, and perform other duties to ensure that the teeth and mouth are healthy.	Examine patients, take medical histories, prescribe medications, and order, perform, and interpret diagnostic tests. They often counsel patients on diet, hygiene, and preventive healthcare.	Provide care for children including setting schedules and routines, grooming, feeding, changing diapers, and cleaning rooms and toys. They maintain a safe workplace by monitoring children for health, behavioral, and emotional issues.	Perform vision tests and analyze results. They diagnose sight problems and diseases including nearsightedness, farsightedness, and glaucoma. They prescribe eyeglasses, contact lenses, and medications.

Segmentation - Targeting - Positioning

Dental Hygienists

Key Traits:

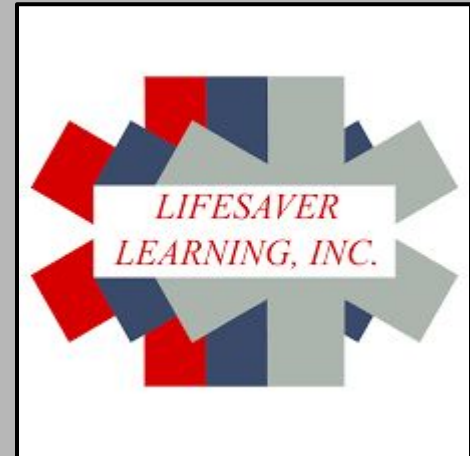
- Bachelor's degree or higher
- Very sociable
- Good communicators
- Live above minimum wage
- Flexible hours to balance work and home life



Segmentation - Targeting - Positioning

Lifesaver Learning will provide an efficient, interactive, and fun class experience for dental hygienists, in order to better meet their demands.

- Classes will only cover necessary material, making class shorter and engaging
- Students will physically perform learned material and answer questions
- Classes will feature interesting stories, jokes, several breaks, and snacks.



Product - Price - Place - Promotion

Courses for General Public

- CPR and AED
- First Aid and Safety
- Bloodborne pathogens
- Signs and symptoms of childhood illness
- Signs and symptoms of abuse and neglect
- Signs and symptoms of traumatic head injuries
- Accident Prevention

Courses for Healthcare Providers

- Basic Life Support (BLS)
- Advanced Cardiac Life Support (ACLS)
- Pediatric Advanced Life Support (PALS)

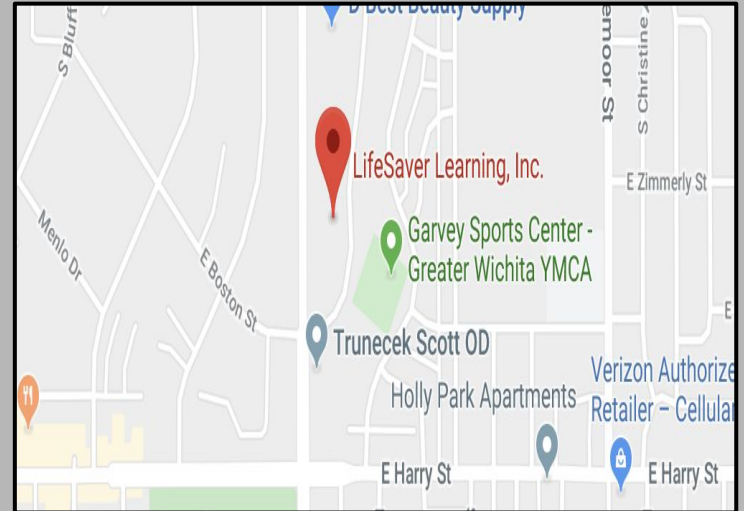
Product - **Price** - Place - Promotion

Course	Price
Adult, Child, Infant CPR, AED First Aid and Safety	\$65-70 per person for full class per person \$50 for CPR and AED per person \$50 for First Aid and Safety per person
Bloodborne Pathogens	\$25 per person
Signs and Symptoms of Childhood Illness, Abuse and Neglect, and Traumatic Head Injuries	\$35 per person
Basic Life Support for Healthcare Providers	\$45-50 per person

Product - Price - **Place** - Promotion



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Product - Price - Place - Promotion



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