NBA for Kansas City

Name of Student

Institutional Affiliations

**EXECUTIVE SUMMARY**

This report is about a sports equipment company in Kansas City which will sell sports equipment and clothing. The majority of revenue will be used in the efforts to make sure that there is an NBA team representing Kansas. A four membered management team will be chosen with accounting, marketing, human resource, communication expertise. Further hiring will be done to make sure that there are some members directly from the playing field. The major focus will be on the NBA but our company will promote all the sports played across the country. Market skimming strategy will be used to gather more and more revenue for the company. Social and electronic media will be used as primary source of advertisement.

**BACKGROUND**

The company is involved in the business of making sports wear and has been in the business for the last two decades. It chose to operate in the Kansas City because it comprises of two states at the same time. The city is the biggest in Missouri state and has many other major sports activities taking place at different places. The major services offered by company include the gymnasium for various players and officials along with trainers who suggest different diet plans for players. The vision of the company is to promote all sports in the Kansas City specially to bring an NBA team to the city. The mission will be to properly guide every person interested in any sport in terms of fitness and training. The company will also sponsor teams from Kansas City which will take part in major tournaments in any part of the country. The major goal of the company will be to train and prepare a team which can represent the Kansas City in the NBA over a period of time. The second goal of company is to give prominent names to the USA in the field of every sports. The last goal is to attract experienced people to the management who can communicate to the NBA management in a better way.

**MANAGEMENT**

 The company will take people who have worked for the other companies or are still working with them (Camilleri, 2018). We will offer a competitive salary package to the management team. The main responsibility of the management team will be to organize the resources to manufacture the various sports equipment. The second responsibility of the management team will be to hire the best trainers for the physical and sports training of the sportsmen. There will be 4 people in the management team. There will be an accounting and finance specialist who will prepare the annual financial statements of the company. This person will have 5-8 years of relevant experience in his field. There will be one communication specialist who will be responsible for communicating to the NBA management in order to make sure that they listen to our part of the talk and give us a serious consideration of taking part in the NBA. This person will have at least 5 years of experience in the relevant field. One person will be responsible to hire the trainers and other relevant staff members for our company. He will have at least 7 years of experience in the relevant field. The last person will be responsible to make the marketing plan of the company which will include definition of all the 4 p’s for our products. Due to the critical nature of this job, this person will be having at least 10 years of relevant experience. We will offer a market package of salary and benefits to all the members of management team.

The strength of the management team is the experience that it has and the clear direction that is provided to it by the mission and vision. The weakness of the management team is that it will have to work with a limited amount of resources. With a long-term experience in their fields, these persons will not be used to working with a limited budget at hand. Another weakness of this team is that there is no professional sportsman as its member. The team will find further members by giving print advertisements in the local newspapers. Preferably, the next member of the team will be some sports person.

CEO

(Communication Specialist) (HR Specialist) (Marketing Specialist) Accounting and Finance

**MARKETING STRATEGY**

The population of Kansas City is approximately 500 000. We will target around 10000 people who are young and are interested in training for sports. The dollar amount of this target market will be $ 90000.

In which Geographical area will the company’s sales be concentrated (Kansas City, Missouri)

Customers will purchase our products or services because they also want to be a part of the big sport teams. The training services will be open for all people residing in the city but sportsmen will be preferred over all others. Our products and services will be carefully targeted so people will buy them according to their needs (Seric & Gil-Saura, 2011).

The customers will get physically fit by using our services. A major part of our revenues will be used towards initiation of dialogue with the NBA to enter our team in the competition. This will benefit the players and their families. People from our training floor will also take part in other competitions all around the country. The overall target market will benefit from these events.

**Pricing**

 The company will charge a higher price of its products and services. We will skim the market to capture the top paying clients in the star (Liozu, 2015)t. The higher prices will be accompanied by a higher level of service provided to the clients a commitment towards participation in the biggest leagues of all sports. With the passage of time, the prices will be lowered to match the competitors. The prices will be set by adding a certain percentage of mark up to the cost of purchasing (G.Tellis, 1986). This may show that the profit margin will be very high but the ultimate goal is to create a team for the NBA.

**Promotion**

 There are many ways to promote our products. The primary way is to use the social media and company website to offer the products to our target market (Deshwal, 2016). There will also be a physical store from where we will sell our products and a neighborhood training floor. All the promotional materials and campaigns will have the ultimate aim of NBA presence written on it. The logo of the company will read “DREAM” so that all customers know what we are trying to achieve. The marketing person in our management will seek sponsorships in various big events taking place in the states which are nearby to us. We will offer free training sessions and sports equipment to various teams. There will be an offer made by our company for free training and equipment for sportsmen from Kansas City who get selected for any national level sports. The city has an indoor facility which can host the NBA matches, our company will try and take its rights for a certain period of time. This will make sure that we can practice and pick raw talent from the emerging population of the city. Television advertisements will also be prepared so that more and more people become aware of our products and services.

# **References**

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