Student Entrepreneurship in Europe
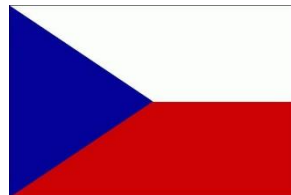
EDUCA Pardubice

OMNES SPORT

"Prove you can do it!"

"Only talent cannot be delivered."

Czech Republic

MARKETING PLAN

PLAN

of OMNES SPORT Ltd.

Product

- **sports clothes** and equipment of world-famous brands

- **satisfy all customers needs** at reasonable price, quickly and efficiently

Product

- selection of world-known brands = quality

- any objections and imperfections = company is ready to handle complaint of dissatisfied customers

Price

- company **goal** = get new customers and offer quality goods at competitive price

- offering products for lower or similar prices as competition

The Price?
GOOD QUESTION!

Price

2 main factors to be considered:

1. cover purchase costs

2. analysis of competitors´ prices

- **adjusted price attract attention of future customers**

- **discount according to the size of the order**

Place (distribution)

- **direct distribution**

- **goods purchased directly from suppliers and imported directly**

- **customers and suppliers mainly from East and Central Bohemia**

Place (distribution)

- **supplies stored in a warehouse (part of the shop)**

- **range of goods updated as required by customers**

Promotion

- **2000 leaflets and posters distributed and hung (before shop opening)**

- **spot broadcast on a local radio**

Promotion

- **shop - visible company logo + advertising stand**

- **main promotion - company website and Facebook**

- **company advert in city buses (for 2 weeks)**

SWOT analysis

strenghts, opportunities, weaknesses and threats

Strenghts

➢ **trained staff**

➢ **quality goods**

➢ **competitive prices**

➢ **opening hours**

Weaknesses

- **new company**

- **lack of awareness of customers**

- **leased premises**

- **higher initial costs**

- **company size**

- **loan burden**

Opportunities

- ✓ **new suppliers**

- ✓ **website**

- ✓ **longer opening hours**

- ✓ **delivery orders to house**

- ✓ **taking customers from competitors**

Threats

- ☻ **long tradition of competitors**

- ☻ **competition with better choice**

- ☻ **increase of goods price**

- ☻ **rent increase**

Thank you
for your attention!