



BUSINESS PLAN

SPORTMARK, s. r. o.

Class: E2.A

Field of studies: 63-41-M/01 – Business and Law

63-41-M/01 – Management of Sport and Healthy Life Style

School year: 2017/2019

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Preamble

Our business plan describes what and how we want to make, the services of our field, our organizational structure and the finance which our company would need to its running.

In this document there is described a business plan and an intent of our fictive company SPORTMARK, s. r. o., which aim is to introduce the company and its business to our international friends and to the students of our school. We would like to introduce our own marketing strategy at the production of sport equipment and modelling area and to introduce everything we managed, created and made. Furthermore we would like to describe our successes or potential falls.

This business plan has been created on the basement of a mutual co-operation of the class E2.A, during its second and third year of studies, which studies are oriented to these fields and therefore it comes from obtained experiences both at our school and practice trainings.

The aim of this business plan is to find out if our company, with its business plan, will be profitable and prosperous and furthermore if this business plan would be possible to be realized in the period on a few more years. We will verify if the leading or the specific work position at the company will be fine for us and which specialization we want to go in the future.

Our motto is to give the people things they want and like and to show them that the sport is their friend to share an experience with.

1. Company details

Company name:	SPORTMARK, s. r. o.
Form:	Limited Liability Company
Registered Capital:	CZK 1,641,000.00
Identifying Number:	874 101 02
Tax Identifying Number:	CZ874 101 02
Seat:	B. Martinů 1994/4, 741 01 Nový Jičín
Business Activity:	Organization of sport events and photos competitions, design and sale of sport clothes and equipment, modelling, advertisement service, marketing, representation in medias
Phone:	+420 556 708 760
E-mail:	info@sportmark.cz
Web-pages:	221703.myshoptet.com
	HYPERLINK "http://www.sportmark.cz"
CEO:	Klára Vašutová
CEO Deputy:	Klára Rýdlova
Foundation:	2018

The copy of the Trade Register is attached in the enclosure no. 1.

2. Company description

2.1 Foundation and History

The legal form of the company "SPORTMARK" is the limited liability company. The company was founded in 2018 as a fictive company at the Secondary vocational school EDUCA, s.r.o. in Nový Jičín situated in the Moravian-Silesian region of the Czech Republic. The company was founded by students of the class E2.A studying Business and Law and Management of Sport and Healthy Life Style.

The name and all decisions taken by the company are done by voting. The representatives of the company are Klára Vašutová – Chief Executive Director (CEO), Klára Rýdlová – CEO Deputy and Nikol Hradilová – Executive Director. Other employees are placed to the individual departments in the accordance to their knowledge and training, education and relation to the given activity.

2.2 Object of the activity

Due to the wide field of studies our company is aimed to design and sale sports clothes and equipment. The marketing department deals with a promotion in the form of a multi-medial representation. Taking into consideration the creativity of all our employees we make a business as well as in the area of modelling, which we plan to introduce at trade fairs of fictional companies as well. And because there are students at our school who like taking photos, we held photography competitions at our school at given topics.

2.3 Description of the activity

From the beginning of the foundation of our company we organize events which are connected to the aim of our company e.g.: fashion shows, photography competitions etc. As a fictive company we would like to participate to the Trade Fair of Fictive Companies where we could promote our products as well as to meet other fictive companies which are run by others schools in the Czech Republic.

As we designed our own business card and the catchword, to which we filmed a video, we will take part in competitions about the best business card and a catchword being held by CEFIF.

2.4 Content and description of individual company members

Chief Executive Officer

She is responsible for running of the company, leading meetings, giving individual tasks to the departments, set up deadlines and checks subordinates.

Chief Executive Officer Deputy

She acts as a deputy for CEO to the fullest extend when CEO is out of office.

Secretary

She is responsible for making new contacts between our fictive company and surroundings, deals with all administrative work, does Minutes of Meetings from the Board of Directors and register the attendance.

Legal Department

The main activity is connected with setting up of the fictive company, its registration and documentation. Consequently this departments is responsible for human resources activities and alternatively for controlling.

Human Resources Department

It prepares descriptions of working positions, make the work contracts of individual employees, prepares and gives data for accounts department. As well as it makes and processes evaluation of employees.

Commercial Department

It procures all necessary equipment for a proper running of the fictive company and material which is necessary for sale of the products. It is connected with making all administration and documentation in this area.

Marketing Department

This department is responsible for logo and catchword proposal. It makes web pages which are continuously modified and takes care of all forms of advertising.

Accounting Department

The main activity of this department is to make and run accountancy of the fictive company. The employees make accountancy bills, issue and accept invoices, run the cash box and bank accounts.

2.5 Organizational structure



2.6 Company co-partners and their shares

Name and surname	Výše vkladu		Co-partners share %
	Money deposit	No-money deposit	
Klára Vašutová	196 000 CZK		13%
Nikol Hradilová	180 000 CZK		11%
Klára Rýdlová	155 000 CZK		9%
Aneta Šturalová		115 000 CZK	7%
Vendula Kopalová	150 000 CZK		9%
Anna Chalupová		40 000 CZK	2%
Daniela Cholastová	160 000 CZK		10%
Darina Davidová	130 000 CZK		8%
Kristýna Vraspírová	100 000 CZK		6%
Tereza Purmenská		100 000 CZK	6%
Benedikt Holub	100 000 CZK		6%
Matěj Veselý		175 000 CZK	11%
Kristýna Goláňová		40 000 CZK	2%

During the first year of running of the fictive company the number of co-workers has changed as well as the amount of the fundamental capital. Originally there were 15 co-partners with the basic capital in amount of CZK 1 925 000. Because of the leaving and arriving of some co-

workers the present number of co-workers was reduced to 13 and the amount of the fundamental capital was reduced to amount CZK 1 641 000.

3. Goals

3.1 Short-term goals

- Process the basic promotion and advertisement of the company
- To advertise the company and its products in the frame of the school
- To design the company catchword

3.2 Long-term goals

- To organize a fashion show or an event focused on the sport
- To establish commercial relationship with cooperating schools from the Slovak Republic and France
- To be more visible in Nový Jičín and its surrounding
- To take part in the Fictive Companies Trade Fairs held in the Czech Republic

3.3 Vision

Our branded clothes must know the students from our school and Nový Jičín inhabitants.

3.4 Catchword

SPORTMARK, the best way to win!!!

4. Characteristic of products

Our company SPORTMARK, s.r.o. offers a wide range of products which can serve not just to demanding sport trainings but as well as to relax activities. We offer sport clothes, sport equipment and sport shoes.

4.1 Clothes

Our e-shop offers polyester and spandex functional t-shirts for women in all sizes from medium (M) to XX-Large (XXL) and polyester functional t-shirts for men in the sizes from

medium (M) to XX-Large (XXL). These are free functional t-shirts which are practical to use not just for summer sports but as well as to wear under jackets in spring and autumn.

Next we offer men's sport shorts which we buy from the company Nike, Inc. They are suitable for free-time activities, there are pockets at the backsides. The shorts are made from 100 % cotton. These shorts we offer at sizes from medium (M) to XX-Large (XXL).

Our offer includes a woman's running leggings with a pocket at the backside. These leggings we buy from the company Nike, Inc. The leggings are in sizes medium (M) up to XX-Large (XXL).

The prices of our clothes are from €20 (CZK 517) up to €45 (CZK 1163).

4.2 Shoes

In our shop we can also offer running trainers for all family. In our e-shop you can find women's running trainers white or black colour in European sizes from 35 to 45. These trainers we buy from the company Nike, Inc.

Next we offer men's running trainers in colours – black and white in European sizes from 36 to 48. These trainers we also take from the company Nike, Inc.

In our offer does not miss children's running trainers in yellow, red, black and white colours. The trainers are in European sizes smaller from 12 to 16 and larger from 32 – 34. These trainers we take from the company Nike, Inc.

In our offer you can find slippers both for men and women. The men slippers are in midnight and black colour. They are in sizes from 36 to 48. We take them from the company Nike, Inc.

The price of the shoes in our shop is between €30 (CZK 775) and €130 (CZK 3360).

We made our own proposal of a Christmas sport collection for men, women and children. You can a proposal of this Christmas collection in the enclosure no. 2.

4.3 Sport equipment

If you miss any tools in your sport equipment, you can buy in our shop several of them.

We offer dumbbells between 1 up to 5 kg. Their steel core is covered by vinyl and by some clothes which is sustainable against hot and humid temperatures.

The 1 kg and 2 kg dumbbells are suitable for a home fitness workout, 3 kg dumbbells are for aerobic exercises. 5 kg dumbbells are used for aerobic exercises and home workout of upper limbs and upper part of a trunk. The price of our dumbbells is between €10 (CZK 285) and €13 (CZK 336).

The necessary aid such as an exercise pad for fitness, yoga and aerobic exercises does not miss in our offer. The exercise pads we offer in several colours – violet, green, orange, blue, pink. They are made from a high quality material together with PVC – resistant and comfortable material which can be washed. The price of these pads is only €7 (CZK 186).

The last but not least item of our offer is a volleyball ball Gala brand which is made from innovated PU material. It is really great for playing, it is visible from heights and it is superb in flying. The size is 5, the weight from 260 g up to 280 g. Our price of the ball is €10 (CZK 258).

5. Events organizing

SPORTMARK, Ltd. is not just a company which aim is to sell the sport products but its intent is as well to organize sport event for general public. The company holds various events, competitions and girls fashion shows. The fashion show will be even organized at the final conference of the project for all participants.

5.1 The first competition being organized by our company

When our company started we had a lot of good ideas, we planned competitions for all the year and each competition should have had its own reward. The first event which was organized at our secondary school EDUCA, s.r.o. was the competition about the funniest photo taken during some sport event. It was participated by a lot of students through all grades and fields of studies. Each participant sent a great photo but our team had to choose just one winner. The prize was to have the best meal in our town. To have the right Turkish kebab for free.

This competition was really successful at our school and therefore we organized it as well as for the students from the Slovak Lučenec and French Épinal.

5.2 Fashion show

Our company has not been aimed just to sport. We are interested in the girls' interests and therefore we decided to organize a fashion show in beautiful dresses. Each girl who will know about the fashion show can be participated there. Each girl has got at least one beautiful dresses which are not worn during an ordinary day in her wardrobe. So the girls can shine at our fashion show in these dresses. In that moment our team will be changed into the committee and assess by the scale of numbers how beautiful the girl's dress, make-up are and if it is everything harmonized.

We are aware of the fact that not each girl is interested in a fashion but can be interested in sport. Therefore we even organize sport fashion shows for these girls.

During sport fashion shows is assessed the quality of the clothes. The girls will give their comment why to wear this type of clothes and bring their sport aids for a better effect at the show.

5.3 Co-operation with our secondary school EDUCA, s. r. o.

The students of our company SPORTMARK, s.r.o. are the students of our secondary school EDUCA, s.r.o. who decided to join their business with the school activities. Our school organizes various sport events in which the students of our class E3.A are actively participated.

6. Market research

6.1 Market analysis

As we could verify, what the situation is in the market of the sport outfitters and equipment, we made a questionnaire which is mentioned in the enclosure no. 3. By the mean of the questionnaire we found out what are our future customers' needs and we shortly evaluated the results in the graphs which are mentioned in the enclosure no. 4. In accordance to these data we aim our company marketing work and the products we offer.

Written assessment of the market research

In accordance to the filled questionnaires of the market research we found out that:

- 53 % of respondents are women and 47 % are men
- Major part of respondents are from Nový Jičín (35 %) and from Kopřivnice (24 %)
- 94 % of respondents do shopping on-line
- The most frequent sport shop is Sportisimo, s.r.o. (46 %) and A3 Sport (23 %)
- The respondents do sports once (29 %) or twice (23 %) a week
- During choosing sports' clothes the respondents mostly want a quality (29 %) and the price (21 %)
- 96 % of respondents do not matter to pay more for the quality
- The most prefer brand of the respondents is Nike (47 %) and Adidas (34 %).

6.2 Customer and his needs (market segmentation)

Our customers are sporty people who can appreciate quality sport clothes. The customers can choose from our websites whatever clothes and equipment from each kind of sport. Meaning everyone: men, women, children, seniors. We offer really wide range of sport goods and sport accessories. We can grant the quality of the goods which can be appreciated by our customers.

As well we can offer a bonus programme with a reward for loyal customers. They would receive a club card SPORTMARK (the example of the card is in the enclosure no.) where the customer can get his bonuses and benefits.

6.3 Competition and comparative benefits of the company

Our biggest competitors are Sportisimo, s.r.o., Decathlon, Intersport, s.r.o., A3 sport, s.r.o., D-sport, v.o.s., Hervis sport and Moda, s.r.o., sportex, a.s. etc. The biggest advantage of these companies is the fact they have been a long time at the market and their customers know their products and buy them. They have a lot more employees and they seat not just in the Czech Republic but in a lot of other foreign countries. Therefore they can be proud of their great advertisement. They have bigger capital and the financial resources for further development of their companies. The competition at the market is very strong and for this reason we want to be strong from the quality point of view of the product. The competitors are owners of very good basements of their shops, mainly based in the shop centres, where a lot of people spend their free time because of the shopping. Our company does not have so wide portfolio of the products in the market and it is not so renowned.

Comparison of our goods with the competitors goods – several examples:

A3 sport offers Women Kine dri-fit essential tight for CZK 640,-

Our company offers the same trousers for CZK 776,- (€30)

D-sport offers slippers Nike Benassi Solarsoft 2 for CZK

Our company Sportmark offers the same slippers for €30 (CZK 776)

Sportex offers volleyball balloon for CZK 589,-

Our company Sportmark offers the same ball for €10 (CZK 259,-)

A3 sport offers Nike air max shoes 270 SE for CZK 3 190,-

Sportmark offers these shoes for €130 (CZK 3 370,-)

In comparison with the competitive product we operate in prices in the higher and lower level as well. Therefore we must use good quality and marketing tools in the frame of the marketing department to reach and get and keep our customers (e.g. Clube cards, sells, discounts etc.).

7. Marketing plan

The marketing strategy of our company is aimed to the individual needs and wishes of customers and the task is to build good name of our company because of a professional offer of our service.

7.1 Target group and characteristic of customers

Target group	Customer characteristic	Share
Children	6 – 10 let	5%
Youths	Sportsmen	60%
Middle aged people	Doing sport activities	20%
Middle aged people	Wanting to find the way to sport	15%

PRODUCT/SERVICE OF THE MARKETING MIX

Products and services	Sport equipment	Sport clothes	Organizing of fashion shows	Photograph competitions
Place	Nový Jičín and its surrounding			
Price	Depends of the branch	In accordance to the branch from CZK 300 – 2000	Individually in accordance to the agreement – per our calculation.	Individually in accordance to the agreement.
Advertising	T-shirt	Catch-word	Promotional goods	Advertising in medias
Promotion	Loyalty card	Vouchers		

7.2 SWOT ANALYSIS

Strengths:

- Communication
- Good planning abilities
- Great team

Weakness:

- No experience with running a business
- Not having ability to make decisions

Opportunities:

- Make our company more visible among the students both at our school and abroad
- Show our ideas

Threats:

- Competition of the similar company at school or in our region
- Not keeping the company at the market

7.3 Way of the sale

Our plan is to sell the goods through an e-shop. We have been making websites for social networks through which is possible to be transferred to our e-shop and buy our products.

We intent to order our goods through reliable and recommended suppliers, e.g.: Nike, Adidas, Sportisimo. We focus our attention to e-shops and suppliers which are interesting for our customers and which have good prices. They must have good assessment at our customers. The prices of the product to be bought are from CZK 200 to CZK 3400. The material and sizes must be flexible for our customers.

Furthermore we want to extend our company into the shops to increase selling and interest of our goods.

7.4 Place of sale

The main selling place of the company SPORTMARK should be Nový Jičín but when the time goes we would like to sell our product in the surroundings. It is connected to the shops and the radio. Newly we have been founding the contacts through which put the advertisement into the local radios, e.g. Hitrádio Orion, Kiss radio etc.

7.5 Promotion of sale

To increase the sale our marketing department holds promotional events and leaflets with offers of our clothes and sport tools for action prices. We would like to place our leaflets in some info-centres or fitness centres. The example of an action leaflet is mentioned in the enclosure no. 6, the example of the catalogue is put in the enclosure no. 7.

We would promote our company as well as in the radio, e.g.: Hitrádio Orion, Kiss radio etc., We plan to make a contact with this radio and lately we want to contact the TV through a short sport sketch.

To make our company more visible we have our business cards (enclosure no. 8) and promotional t-shirts (enclosure no. 9). At school we have a noticeboard which has been updated regularly.

We shot a promotional video of our company so our company became more visible, we bought promotional items, which you can see in the enclosure no. 10.

From a long-term point of view we would like to make promotion of our company in the form of banners on the buildings (enclosure no. 11), posters to be placed at the public boards (enclosure no. 12) and as well as at the social networks.

7.6 Sale support

Our company wants to hold a big promotional campaign at the Nový Jičín square. Due to this event we want our customers to remember us and want to do shopping at our shops. We would meet them more with our products and simultaneously they could try them and possibly to buy them. At this promotional programme there would be music arranged by Hitrádio Orion, sport activities both for children and adults joined together with a competition awarded by sport prizes. The supposed price of our promotional campaign would be about CZK 100 000. The money we would get through sponsors presents. We would ask Hitrádio Orion to be our sponsor because we are aware of the fact that it supports small business and small events.

7.7 Sale plan

At first we tried the trading in the frame of the fictive companies so we could test if there is some interest in our sport goods and then we would like to extend our sale in accordance of our customers.

Under the co-operation with the schools in Lučenec, Slovak Republic and Épinal, France, we made our own e-shop and we tried the trading.

As we would like to support our offer we will choose a business representative from our company who would sell our products into the shops. By this activity we would start our sale in these shops.

Živnostenský úřad CEFIF
Weilova 6
102 00 Praha 10 - Hostivař

RG. C. PO: - 2349/2018

VÝPIS Z ŽIVNOSTENSKÉHO REJSTŘÍKU

Firma: Sportmark, s.r.o.
Sídlo: B. Martinů 1994/4, 741 01 NOVÝ JIČÍN
IČ: 874 101 02
Právní forma: společnost s ručením omezením
Odpovědný zástupce:

Živnostenské oprávnění č. 1

Předmět podnikání: Výroba, obchod a služby neuvedené v přílohách 1 až 3 živnostenského zákona
Obor činnosti: 66. Reklamní činnost, marketing, mediální zastoupení
68. Fotografické služby
67. Návrhářská, designéřská, aranžéřská činnost a modeling
74. Provozování tělovýchovných a sportovních zařízení a organizování sportovní činnosti
80. Výroba, obchod a služby jinde nezařazené

Vznik / změna živnostenského podnikání dne: 8. února 2018

Doba trvání živnostenského oprávnění: na neurčitou dobu

Provozovna: B. Martinů 1994/4, 741 01 NOVÝ JIČÍN

Poučení: Proti tomuto usnesení lze podat odvolání CEFIFu do 15 dnů od jeho doručení centru CEFIF.

V Praze dne: 14. února 2018

Za správnost vyhotovení: Veronika Škrnová



Tato živnostenská opr

ím úředním

Oblečení



UNISEX
WINDBREAKER
~~45€~~
36€

WOMEN CASUAL YOGA T-HIRT
~~20€~~
16€



WOMEN NIKE DRI-FIT
ESSENTIAL TIGHT
~~30€~~
24€

Obuv



NIKE AIR MAX 270 SE
~~130€~~
104€



NIKE BENASSI SOLARSOFT 2
~~30€~~
24€

Oblečení



BOY'S SPORTS SHORTS
~~23€~~



DRES JOMA COMBI
~~25€~~



ICE SPORT T-SHIRT
~~20€~~
16€

Obuv



NIKE AIR PRESTO ESSENTIAL
~~130€~~
104€



NIKE BENASSI SOLARSOFT 2
~~30€~~
24€

Sportovní potřeby



EXERCISE PAD

~~7€~~ 5,60€



GREEN DUMBELL

~~13€~~

10,40€



PINK DUMBELL

~~13€~~

10,40€



PURPLE DUMBELL

~~10€~~

8€



RED DUMBELL

~~13€~~

10,40€



VOLLEYBALL BALL

~~10€~~ 8€

Questionnaire

1, Are you a man – woman?

2, Where are you from?

.....

3, What sport shop have you been visiting most often?

.....

4, Do you do shopping on-line? Yes - No

5, What are the most important criteria at choosing sport clothes?

- a) Price
- b) Material
- c) Quality
- d) Branch
- e) Design

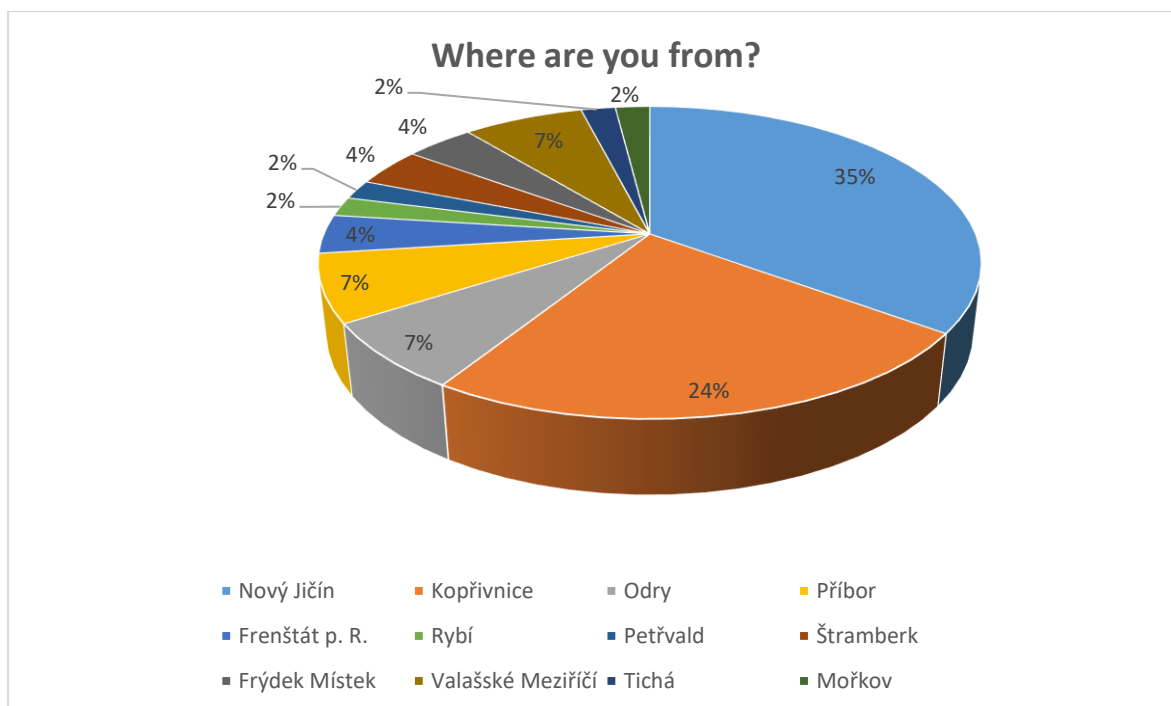
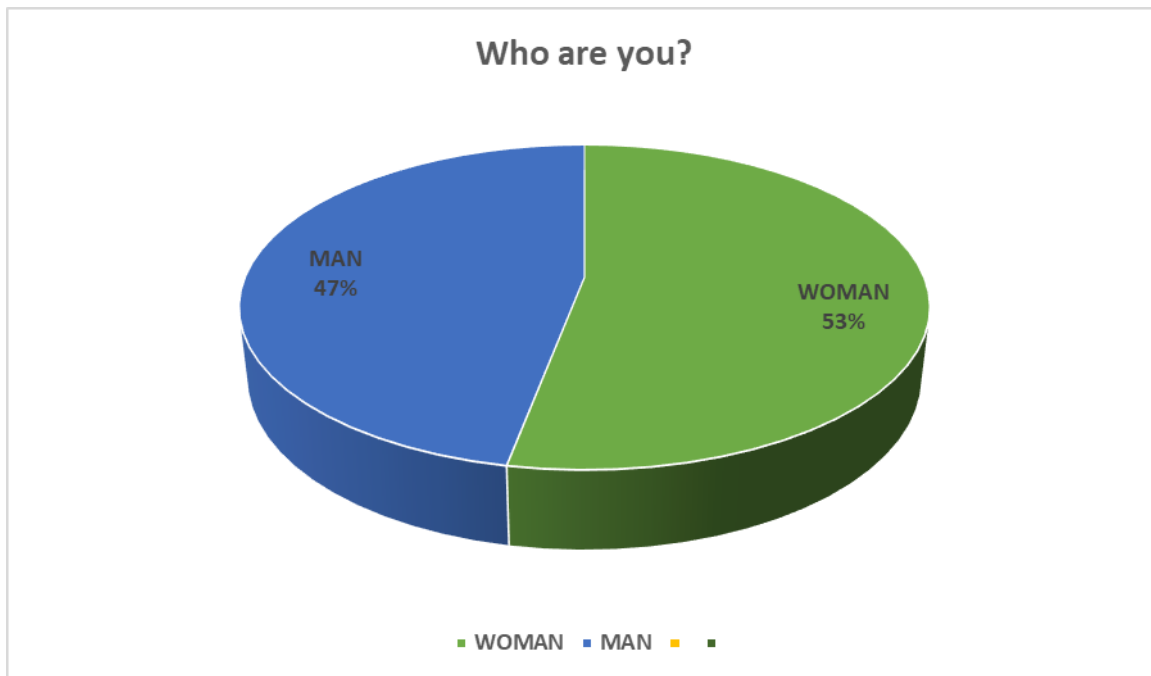
6, Are you able to spend more money because of the quality? Yes - No

7, What brand do you prefer?

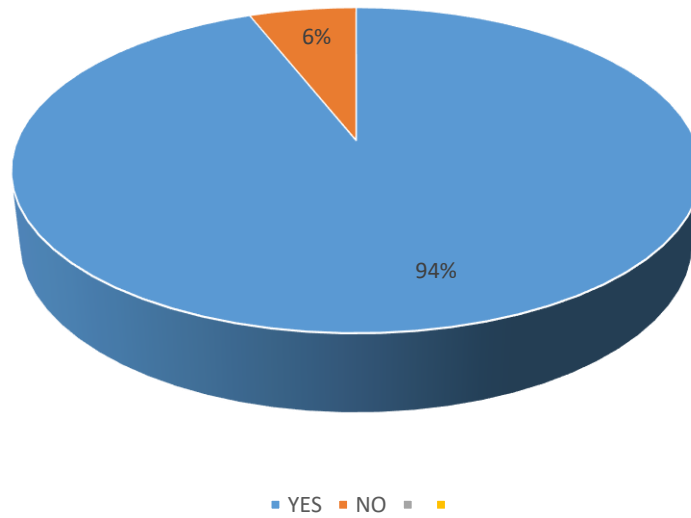
- a) NIKE
- b) ADIDAS
- c) PUMA
- d) UNDER ARMOUR
- e) OTHERS (if you choose this alternative, write which ones)

.....

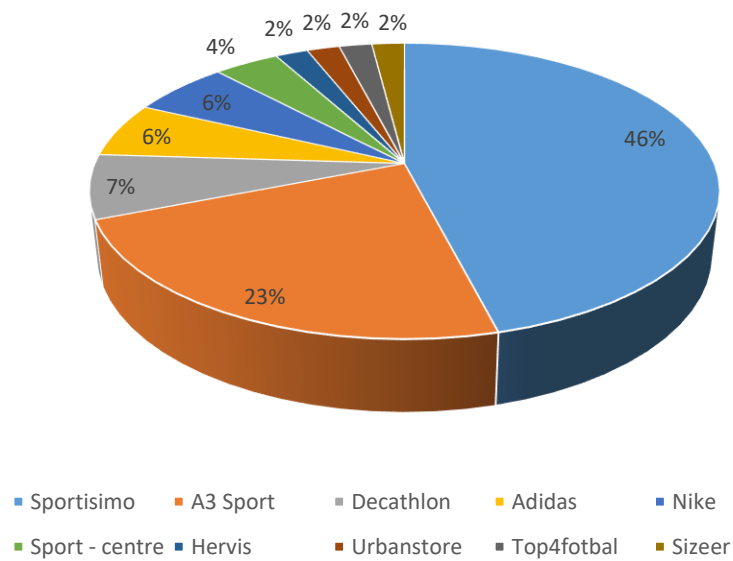
Market analysis



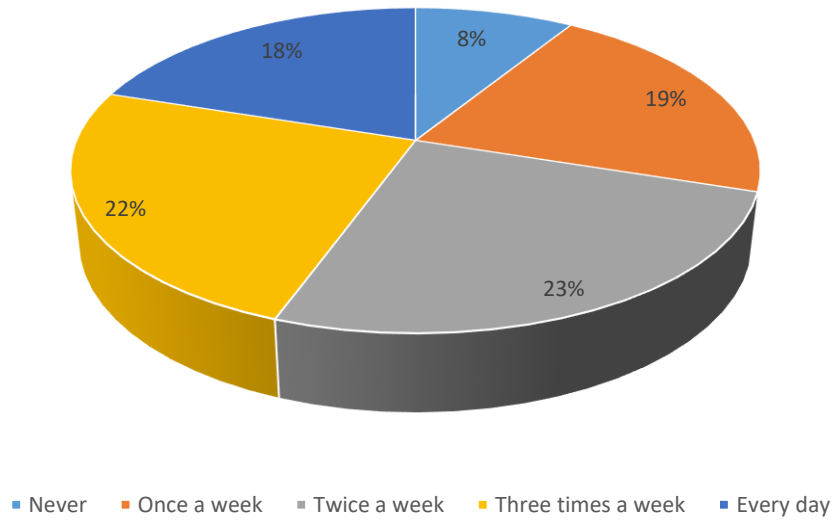
Do you shop on-line?



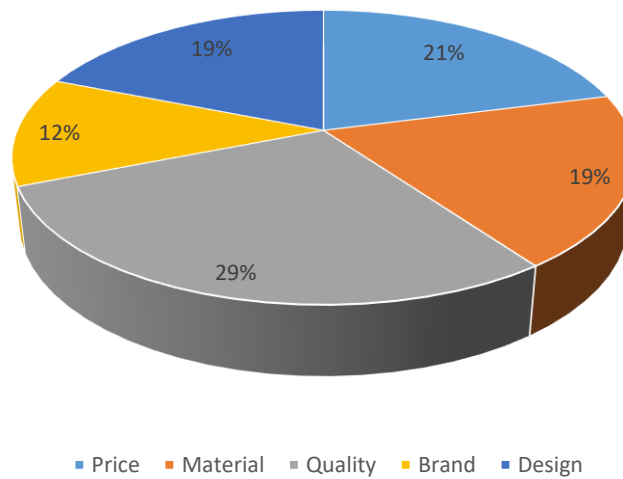
Which sport shop do you visit the most?



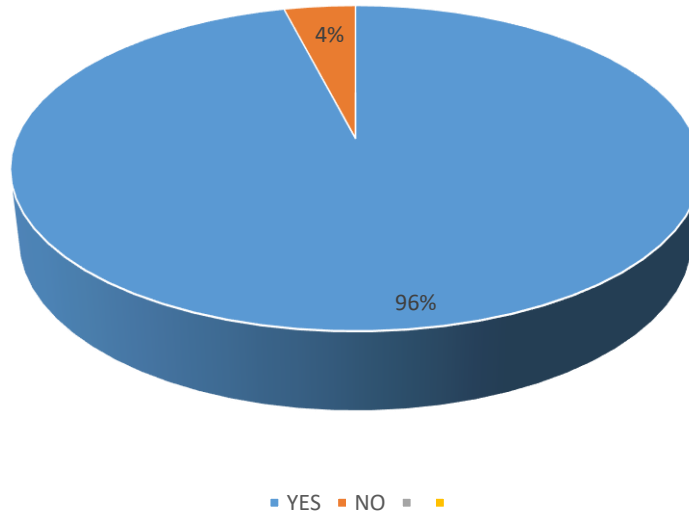
How often do you do any sport?



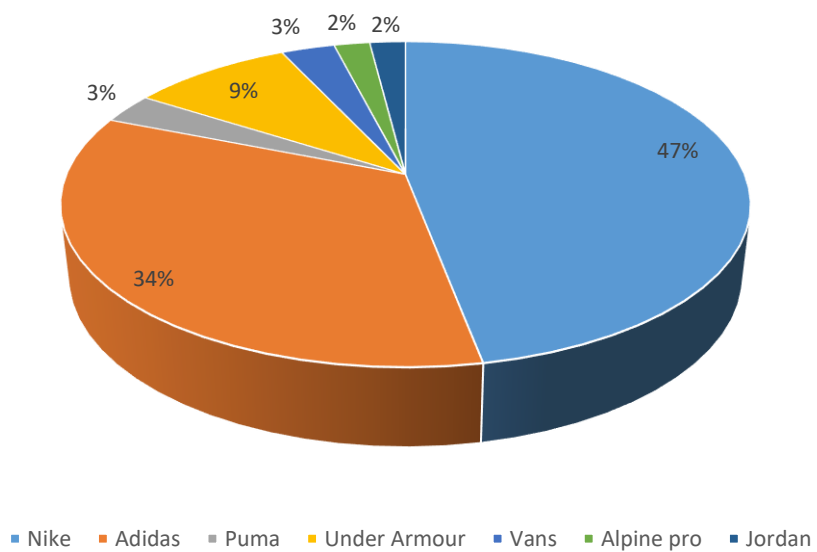
When you are shopping, what are the most important criterias for you?



Are you in to pay extra for a quality?



Which brand do you prefer?



Enclosure no. 5



Enclosure no. 6



Enclosure no. 8



Enclosure no. 9



Enclosure no. 10



Enclosure no. 11

SPORTMARK S.R.O

„The best way to win!“



Otevírací doba: PO- 9:00-18:00 SO- 8:00-20:00
UT- 9:00-18:00 NE- 8:00-20:00
ST- zavřeno
ČT- 9:00-18:00
PA- 9:00-19:00

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