BUSINESS THROUGHOUT EUROPE

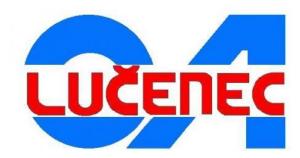






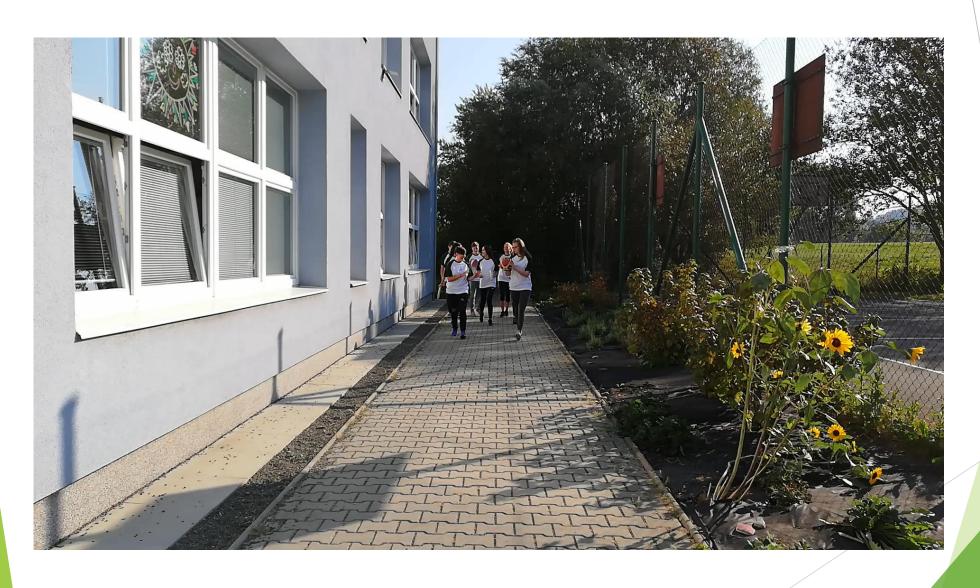






SPORTMARK, s. r. o.

THAT'S US



MARKETING PLAN

PRODUCTS AND SERVICES

- Sport clothes
- Sport equipment

VISIONS

Students of our school and people from Nový Jičín must know our branded clothes



Extension to customers' awareness

PRODUCTS AND SERVICES AT THE MARKETING MIX

Product / Service

Parts of the marketing mix

Products and services	Sport equipment	Sport clothes	Organization of models competitions	Photography competitions
Place	Nový Jičín and the surrounding			
Price	In accordance to the quality and a brand	In accordance to the quality and a brand from CZK 300 - 2000	Individually per an agreeement - per our quatation	Individually in accordance to an agreement
Promotion	T-shirts	Catchword	Promotional ite ms	Advertisemen t in medias
People	Loyalty cards	Gift vouchers		

SWOT ANALYSIS

STRENGTHS:

- Communication
- Good planning skills
- Excellent team
- Co-operation

WEAKNESS:

- No experience with an entrepreneurship
- Indecision

SWOT ANALYSIS

OPPORTUNITIS:

- ► To make our company more visible among our studens at school and abroad.
- ► To introduce our good ideas.

THREATS:

- Competition of a similar firm at school.
- Not survive at the market.

MARKETING PLAN

Target group	Customer profile	Share
Children	6 - 10 years old	5%
Youths	Sportsmen	60%
Middle aged people	Active at sports	20%
Retired people	Looking for a chance to be active	15%

PROMOTIONAL ITEMS



CATCHWORD

▶ "Sportmark, the best way to win!"

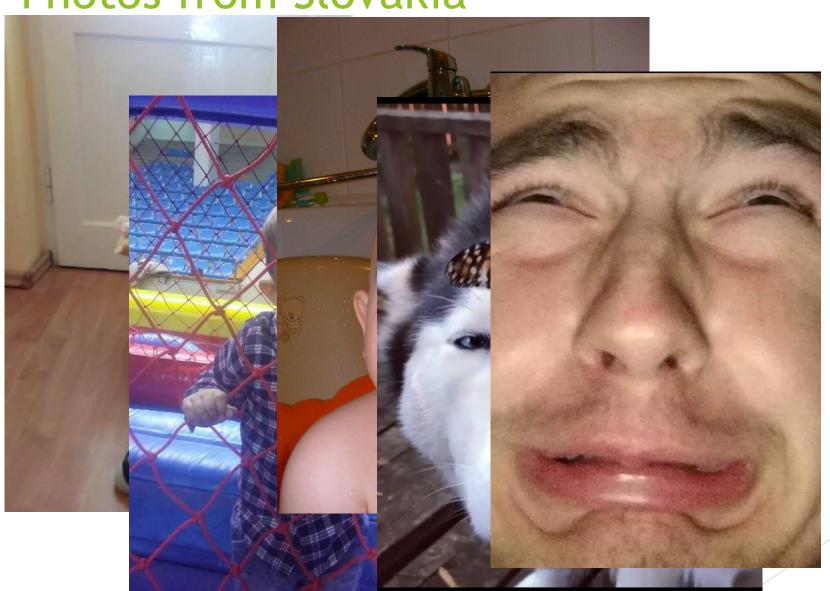




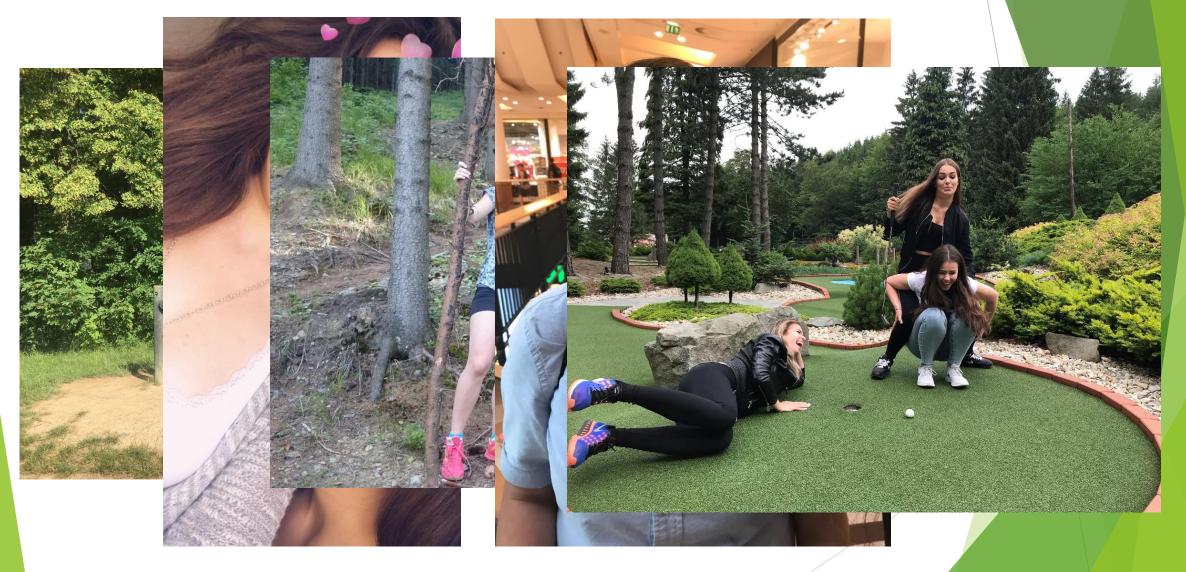


Photography competition

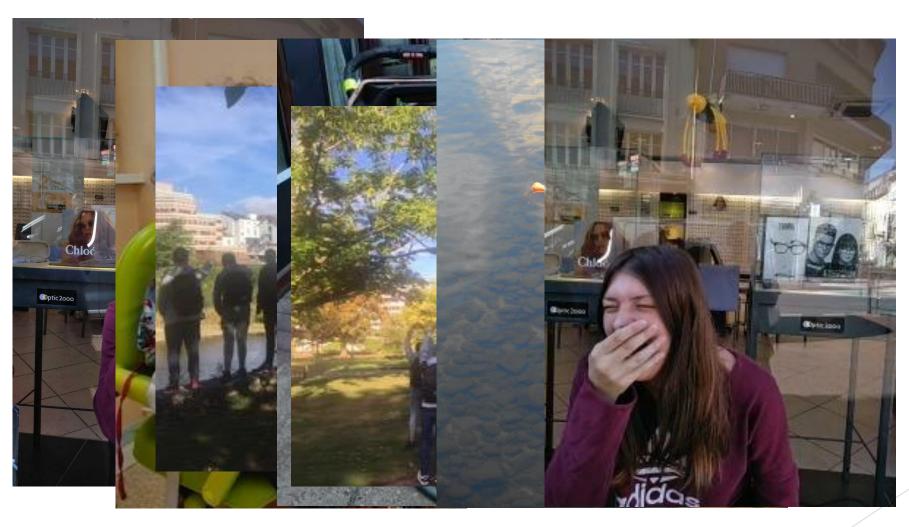
Photos from Slovakia



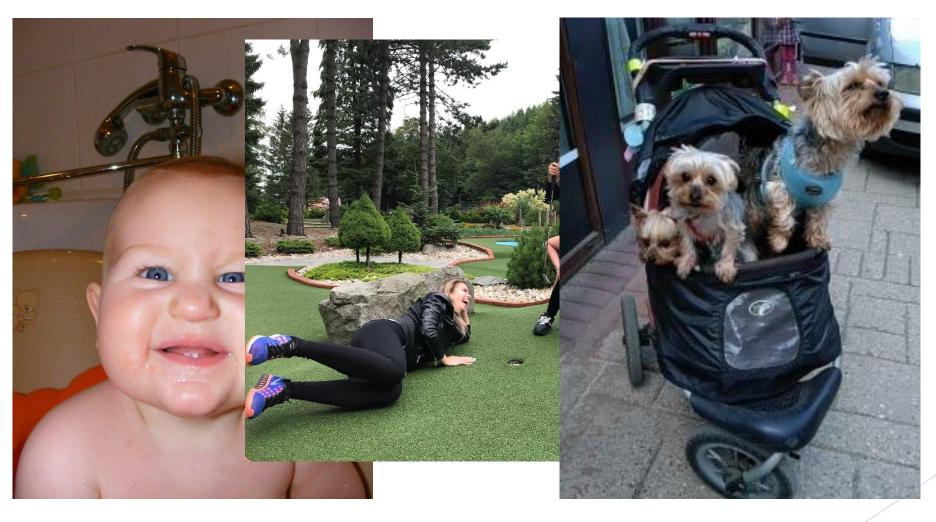
Photos from Czechia



Photos from France



Photos to the final



Rules for voting

- Everyone from the group of each country has a one vote
- ► Teachers can vote too
- When the score will be the same, we will ask other students from the Slovak school to vote

The voting list

- Every country has its own colour of the voting list
- Czech Republic green
- Slovakia red
- France blue



Thank you for your attention

SPORTMARK, s. r. o.