

Presentation

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ENTERPRISE AND ENTREPRENEURSHIP

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Title: "High-tech Sports"

INTRODUCTION

This presentation will discuss a business plan based in the United Kingdom that will sell its products through Amazon



This venture will sell sports products like cricket bags, balls, cricket kits, footballs, tennis rackets, and other sports equipment through one of the largest e-commerce platforms Amazon.



This business will work with Amazon to distribute its products globally to expand its target market. The company will be named "High-tech Sports".

OVERVIEW OF THE BUSINESS IDEA, PRODUCT AND/ OR SERVICE



A UK-based firm called "High-tech Sports" wants to sell sporting goods on Amazon's online marketplace. The business will focus mostly on football, cricket, and volleyball while selling a wide variety of sports equipment.

The product line will include footballs, tennis rackets, cricket bags, balls, cricket packs and other sporting products.

The company's mission is to offer clients top-notch, reliable, and cutting-edge sporting products, engaging beginners as well as experts in their chosen areas of play (Asgari, 2023).

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OWNERSHIP AND LEGAL FORMAT OF THE STARTUP

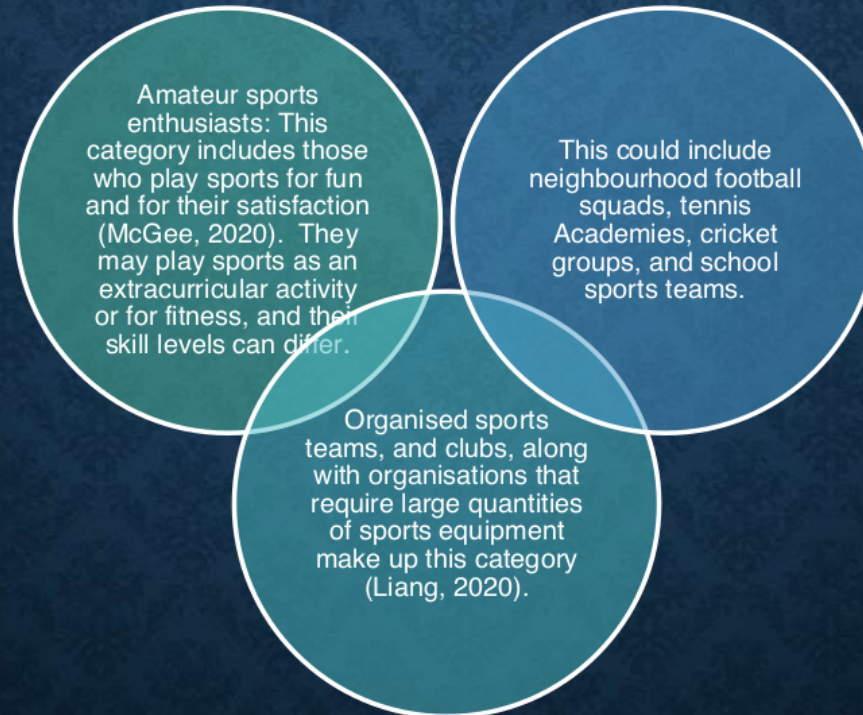
In the United Kingdom, the ownership and legal structure of the startup "High-tech Sports" will be a private limited company (Ltd).

This legal framework gives freedom in terms of administration and ownership structure, as well as limited liability protection for the owners (Chung, 2022).

According to the initial financial investment and ownership distribution, the founder of the company or a group of early investors will own the majority of the business. The founder, as the business's owner, will be in charge of determining the company's overall strategic direction as well as important choices about the choice of products, marketing tactics, and expansion plans (Gu, 2023).

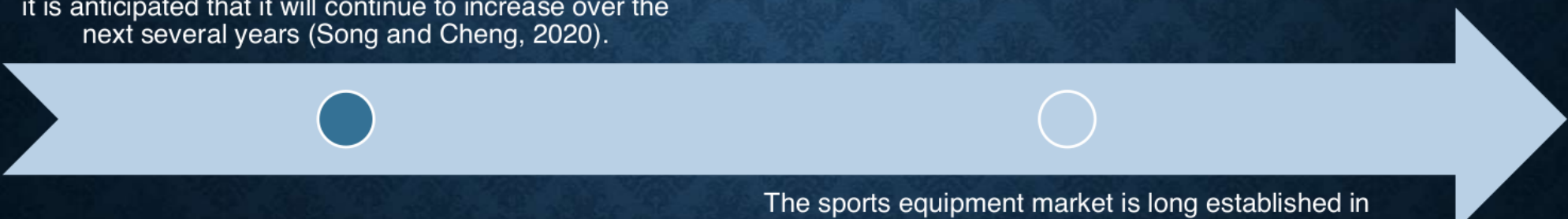
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EXPLANATION OF THE TARGET MARKET AND THE MARKETING STRATEGIES THE COMPANY WILL ADOPT TO REACH THEIR CUSTOMERS



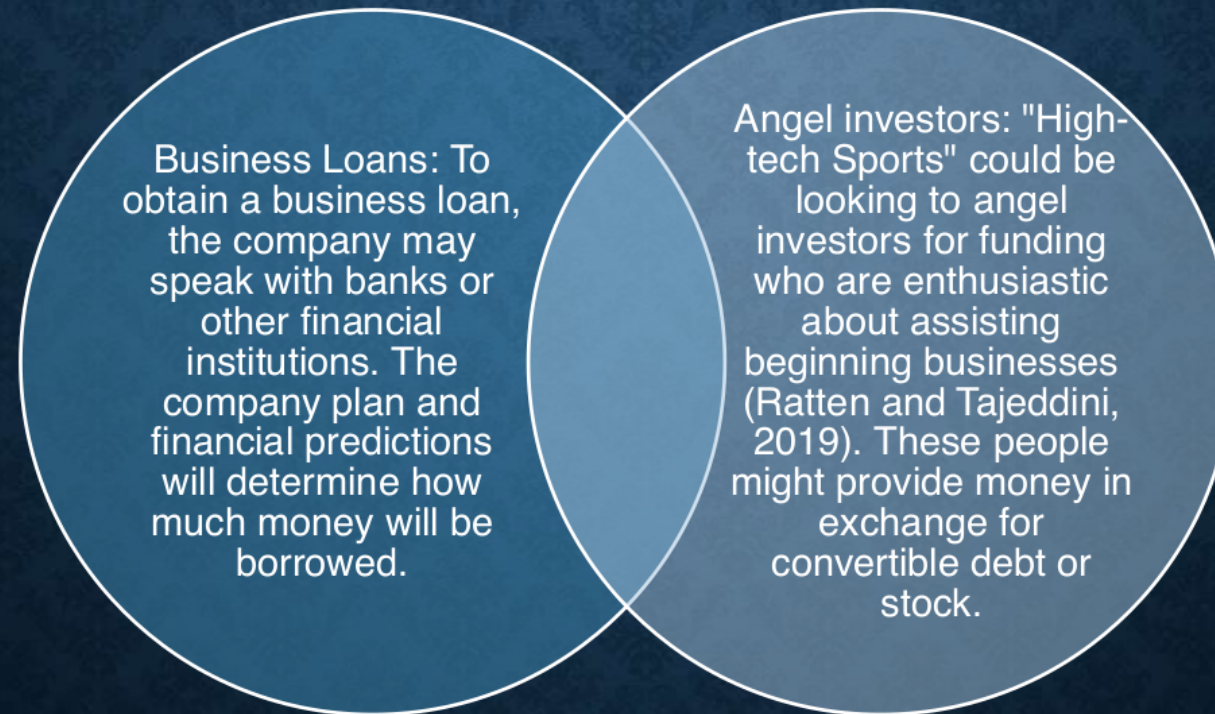
INDUSTRY AND COMPETITORS ANALYSIS

Numerous businesses serve the demands of sports fans in the fiercely competitive market for sports equipment. The market for sports equipment worldwide was estimated to be worth over \$70 billion in 2020, and it is anticipated that it will continue to increase over the next several years (Song and Cheng, 2020).



The sports equipment market is long established in Britain, where different well-known companies are competing for market share. Well-known sportswear companies counting Adidas, Decathlon, Puma, and Puma are a few of the market's most impressive rivals. ((Ratten, 2021

FUNDING REQUIREMENTS AND HOW THE FUNDS WILL BE USED



CONCLUSION

A UK-based firm called "High-tech Sports" wants to use Amazon's global distribution network to sell sporting goods all over the world. Offering a wide selection of top-notch products, the company intends to cater to professional as well as amateur athletes and sporting organisations.



The business will execute effective marketing strategies, put a high value on client support, and set itself separate from the competition with cutting-edge items to be effective in a vicious market.



To pay for start-up costs and back development, financing will be obtained from a variety of sources, which incorporate business credits or crowdfunding. With a solid emphasis on strategic planning and customer fulfilment, "High-tech Sports" is well-positioned to end up a well-known sports equipment company within the industry.

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