

SPORT MARKETING PLAN

Manfy25 FC

CEDRIC MANUEL FLEURY NKOUH

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A soccer ball with black and white panels is shown hitting a white goal net. The background is a green field with white lines. The ball is positioned on the left side of the frame, and the net is on the right.

SPORT MARKETING PLAN

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OVERVIEW OF THE CLUB

- ▶ Manfy25 FC is a football club founded in 2015 by Cedric Manuel Fleury after finishing his degree in International Sport Management. He discovered that in his local community there was not any football team for the people to socialize and being active. He decided to create a not-for-profit football team to help people of all age groups and sex to do a regular physical activity and be social after a football match. Although Manfy25 FC is a not-for-profit club it can make some profit, but this profit must be used to the well being of the club, and is not distributed to the chair, members or private people of the club. The club is divided in 5 groups : a senior team which groups veterans over 40 years old, the first team 18 years old to 39, the young 14 to 17 years old, the early age 10 to 13 years old and a ladies football team. The senior team is playing the amateur Sunday senior league, the first team the amateur Saturday league and the young are playing the reserve league and the early age friendly every Sunday morning. And at the end the lady team is playing the women amateur league. (2020)

AIM AND OBJECTIVE OF THE PLAN



SITUATION ANALYSIS {
EXTERNAL AND
INTERNAL }



ANALYSIS OF THE
MARKET SEGMENT/S



MARKETING MIX- 4/7
PS



UNDERSTAND HOW A
NOT-FOR-PROFIT
CLUB WORKS



SUPPORT FROM THE
GOVERNMENT

SITUATION ANALYSIS (EXTERNAL & INTERNAL)

► SWOT Analysis

- SWOT is strengths , weaknesses, opportunities and threats of the football club. Strengths and weaknesses are things about the football club. Strengths and weaknesses are things about the football club and opportunities and Threats are things about the wide environment.

SITUATION ANAYLISIS

- ▶ THE SITUATION
ANALYSIS FOR MANFY25
FC
- ▶ Macro-Environmental
Analysis (External)
- 100 people of the club
come to watch the game
every Saturday and 150
on a Sunday homes
games.
- 50 people of the club
watch the away game.
- People are more likely
to have an interest in
football.



SITUATION ANALYSIS

- ▶ **SITUATION ANALYSIS FOR MANFY25 FC**
- ▶ **Micro-Environmental Analysis (Internal)**
- ▶ **It is what can be control**
 - . 15 players are in the senior team
 - . 20 players are in the first team
 - . 20 players are in the youth team
 - . 25 players are in the early age team
 - . 15 players are in the female team
 - . 75% of the club member regularly come to the club on the match day and spend time for a drink and meal at the club and watch the Saturday and Sunday match on tv



SWOT ANALYSIS

- ▶ **STRENGTHS**
- ▶ **Good service after the football match for home game.**
- ▶ **Good quality price of the product at the bar of the club.**
- ▶ **Fair price on the club shirt, short, hoodies, t-shirt, scalp and others club product.**



SWOT ANALYSIS

▶ WEAKNESSES

- ▶ **Low Budget**
- ▶ **Low google ranking**

▶ OPPORTUNITIES

- ▶ **Increase the club budget** buy selling the stand for advertising at the stadium .
- ▶ **Promote the sponsorships of some players**
- ▶ **Promote the sponsorships on football shirt and training shirt**
- ▶ **Regular fundraising door to door, local shop, clubs members.**

▶ THREATS

- ▶ **Others clubs partners**



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ANALYSIS OF MARKET SEGMENT/S

- ▶ In Marketing , the segmentation is normally use when deciding a target market, such as common characteristics of a market segment include interests, lifestyle, age, gender, some example of market segmentation are demographic, geographic, psychographic and behavior. (Nonprofit Marketing, 2020)

- ▶ Demographic

It is a segmentation divide in two B2B or B2C context.

B2C demographic traits group :

- Age: early age to veterans
- Gender: Male and Female
- Occupation: Various. (Nonprofit Marketing, 2020)

ANALYSIS OF MARKET SEGMENT/S

- ▶ B2B Demographic segment include:
 - Club size: 5 teams, 7 coaches, 3 physio, 2 club secretaries, 4 bar staffs, 3 kits men, a club president, some chair owner and club member. One man for the media.
 - Industry type : sport (Football)
 - Role : sell goods for the club to make money to run the club, promote physical activity and socialisation
 - Time in position : Thursday 2hours (training), Saturday and Sunday game 6 hours or more ...(Nonprofit Marketing, 2020)

ANALYSIS OF MARKET SEGMENT/S

► Geographic

This segmentation will splits the audience depending where they are.

- Continent : Europe
- Country : Wales
- City : Swansea
- Region : Abertawe

Transaction (RFM) can be also had as a segmentation of market this catalogue model customer according to

ANALYSIS OF MARKET SEGMENTATION/S

- ▶ 1/ Recency : Most of the customer and club member have a can of biers , glass of juice, or hot drink every match day.

2/ Frequency : every match day when the club bar is open the club sell at least one biers for every person who is there, also at the beginning of the season some club member buy club shirt, hoodies, scalp etc...

3/ Monetary : The club offer 4 payment methods which are bank transfer, PayPal, cash and card on the counter. In addition on a game day each customer spend at least £2 and at the beginning of the season at least £5 on a club shop. (Nonprofit Marketing, 2020)

MARKETING MIX 4Ps/ 7Ps

- ▶ Neil Borden, make more popular the marketing mix in the 1950s , which was a group of ten element of marketing, But the most important was the 4Ps of marketing. In 1960s, Jerome Mc Cathy comes and splits the 7Ps model, refining the most important from the marketing mix. As the time was going some of the Ps have been crystallized, for example 5Ps, 8Ps etc... Although 4Ps of marketing is like the most important, the purest crystal which cannot be refined further. (Mix, 2020)

MARKETING MIX 4Ps/7Ps



MARKETING MIX 4Ps/7Ps

► PEOPLE

- The Staff for the bar and the club shop will be club member, players and volunteer and they will receive a basic training in sale.
- **All the Staff will be were as uniform the football club shirt.**
- The Staff will manage a social interactions with client.



MARKETING MIX 4Ps/7Ps

► PRODUCT

The product that the club will propose to build their finance are club shirt, hoodies, scarves

The club will propose to some company private or in public sector for a sponsoring of the club so they can put their image in some stand at the stadium and also on a football shirt.

The bar of the club will have beers, non alcoholic drink, hot drink, hot dog, sandwiches, fish and chips.

The regular customer will have some discount

MARKETING MIX 4Ps/7Ps

► PRICE

The price will be affordable for everyone with a little benefit to sell a lot of product.

One month before the end of the season they will be a sale on every club shop product.

Regular customer will have a discount same as the club member will have 10% off with the membership card.

All the club member will have the possibility to split the cost of a product in a club shop.

MARKETING MIX 4Ps/ 7Ps

► PLACE

A Facebook page and a website will be open for the sale of club shop product.

Free delivery by player for the customers who wish to get their product at home.

An inventory will be made regularly.

SUMMARY

- ▶ At the end of those slide it can been clearly see that the marketing plan of a not-for-profit club is not too far from for the normal club. Except the fact that the money making is for the use of the club not for an individual person. And most of the people who are working on the business are doing it for free.
- ▶ Also a business plan for a not-for-profit football club has been made with a design of normal club but adaptation of a not-for-profit club.

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