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*Managing Enterprise in
the 21st Century*

Lecturer: Husam Helmi

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BUSINESS PLAN

DINAMO

FOOTBALL SPORT CENTRE

STUDENT ID 2028899



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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*It's never too early or
too late to work
towards being the
healthiest you.*

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Fitness Made Simple
Dinamo Football Club
“Made By Your Passion”

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Contact

Dinamo Stadium
Olympic Way
Wembley,
London
HA9 0WS



DINAMO FITNESS

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HEALTH IS A JOURNEY, NOT A
DESTINATION





Be Your Own Inspiration

- Dinamo is a football centre for both professionals and amateurs
- Based in Wembley to be well connected by public and private transportation
- Dinamo aims to promote a healthier life-style for its users
- It supports diversity and inclusion by forming multicultural teams (Thomas, 2019)
- Dinamo supports children to become professional footballers



Group Classes

- Football Academy for Kids
- Youth Football
- Amateur Football Division





Regulars

There are many, to organize a game of soccer with friends and work colleagues on a fixed weekly basis, to keep constantly trained and at the same time to relax to relieve tensions after a whole day of work or study.

Occasional customers

These are clients, young but also adults, who only occasionally, and without regularity, decide to rent the court by the hour, for a five-a-side football or tennis match with friends or colleagues or for a mini-tournament.



frequency

divide the potential customers according to the frequency with which they go to the field young adults and adults. while they usually prefer to rent the field by the hour.





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Relation to different age

In addition to segmentation in relation to the different age groups of the players

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Customer segmentation

-Children

usually use the football field mostly in the afternoon of the day and on weekdays

-Young people and adults

For this type of user, it is more frequent, that they use the football field, freely, without following any course, that is, limiting themselves to rent the field for a game between friends.

Children

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usually use the football field mostly in the afternoon of the day and on weekdays, especially to participate in football school,

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courses to learn football

courses to learn football with
courses generally divided
by age groups

Caffe' - Bar

Easy that it ends up becoming a point of aggregation and socialization, where you can relax before and after the game of soccer, to have a chat with a drink or a sandwich

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spring and summer

Intra-city tournaments, often
by the same meters who
hold courses themselves at
the camp



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in spring and summer on holidays

are organized tournaments for small champions
events that attract interest in the area.

Including sports and recreational associations in the area so that their
members can attend the camp by paying a discounted rate is an effective
promotional tool to try to make the most of the plant

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*Are different types of
Competitors*

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Other competitors

- Other private football pitches:
- Soccer fields linked to schools or churches
- Football pitches in public sports facilities

OUR
BRAND

It is precisely on the quality of the services offered, where we build a private sports facility to beat local public competition, offering sports proposals and high-quality services

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different types

Are competitors of a soccer field, all sports facilities of all kinds, such as gyms, swimming pools, tennis courts, volleyball basketball, Athletic tracks, and everything else since they represent an alternative opportunity to do sports.





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**HIGHLY RESILIENT
FOOTBALL FIELDS
WITH OPTIMAL
CHARACTERISTICS
ALL YEAR ROUND
AND ANY WEATHER
CONDITION**

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SYNTHETIC GRASS SURFACE

- Our football pitches offer outstanding playing characteristics
- More natural-looking durable surface
- Cheap maintenance
- Synthetic surfaces are appropriate for long hours of usage (Zima, 2017)

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A GREAT PITCH

- Lower Maintenance Costs
- Enhanced Durability
- Increase in Overall Playing Hours



AMATEUR FOOTBALL

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THE SUCCESS OF EVERY TEAM IS
BASED ON TEAM PLAY (K.
ROCKNE, 1920)



STRENGTHS

- Good coaching training and experience
- Excellent networking contacts
- Loyal dedication to the club and the country
- Large and loyal alumni base



WEAKNESSES

- Don't belong to a professional coaching body
- Few current sponsors
- Low level of press coverage

OPPORTUNITIES

- Few coaches offering specific sales coaching to organisations (Agrihealth, 2023)
- Offer reasonable rate to customers in the right location
- Motivate people
- Create team from groups of different people



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THREATS

- Markets could change
- Many coaches being trained
- Other people could think of the same niche market



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POSITIONS ON THE FOOTBALL FIELD

- Offense
- Defense
- Punt
- Field Goal
- Punt Return
- Kickoff
- Kick Return
- Punt Return





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