

Swansea Beach Football Cup



Business Overview

Our Product & Value Proposition

- Swansea Beach Football Club provides organised beach competitive football opportunities for teams in Swansea. We focus on creating fun and inclusive environments where football teams at U12s and U13s age groups can engage and take part. The value we offer is a unique sporting experience that combines football, fitness, and community engagement while making beach sports more accessible locally

Business Overview

Vision, Mission & Aims

- Vision: Become a leading beach football club in Wales
- Mission: Promote beach football and build a local community
- Business Aims: Grow membership, develop competitive teams
- Our vision is to establish Swansea Beach Football Club as a leading beach football organisation in Wales. Our mission is to promote the sport while creating an inclusive community environment. To achieve this, our aims include increasing club membership, developing competitive teams, and building partnerships with local organisations and youth programmes

Business Overview

Why the Concept is Viable

- Growing interest in alternative sports
- Swansea's coastal location
- Low equipment and facility costs
- Community and tourism potential
- The concept is viable because Swansea's coastal location provides natural facilities for beach football. The sport requires relatively low equipment and setup costs, making it easier to run compared to traditional sports clubs. Additionally, there is growing interest in alternative sports and community based activities, which creates strong potential for participation and long term growth

Market Research

- **Primary Market Target:** Under 12s and 13s local grassroots football teams
- Parents and families looking for safe, fun summer activities
- **Secondary Market:** Local spectators including friends, families and tourists visiting the beach
- Local businesses interested in community sport sponsorship
- **Market Positioning:** A fun, community-focused beach football experience
- Combines sport, physical activity and outdoor recreation in a unique coastal setting.
- Positioned as an accessible event compared to larger regional tournaments.

Market Research

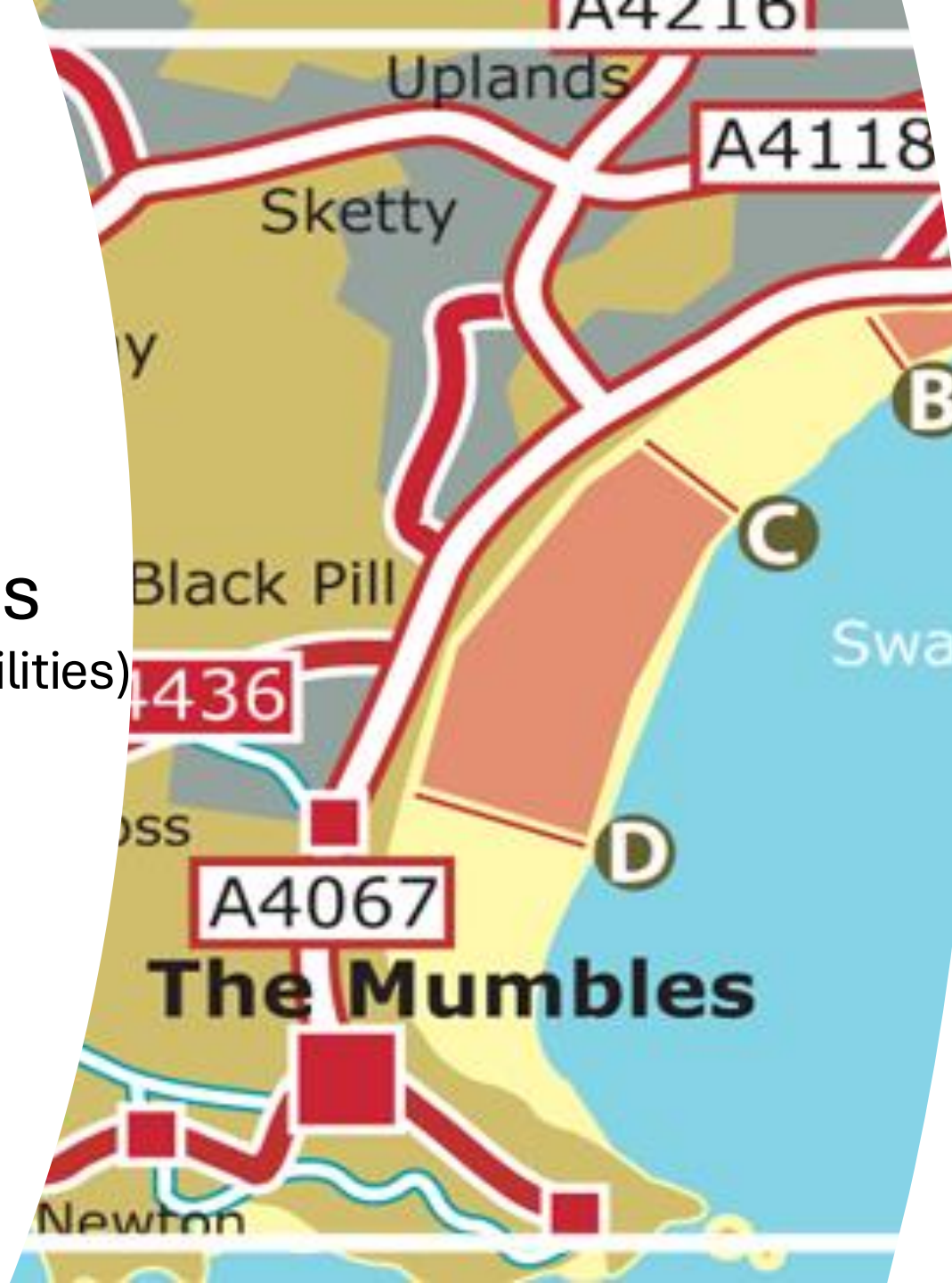
- **Competition:** Traditional grassroots tournaments run by local clubs
- **Competitive advantage:** Unique beach environment, scenic location at Swansea bay, Opportunity for smaller team format and faster games, creates a festival-style atmosphere.
- **Market Opportunity:** Growing interest in sport format and informal competitions, increasing emphasis on youth physical activity and community sport development, natural venue advantage.

Market Research

- **Potential barriers to market entry:** Weather conditions affecting beach events, permission and permits from local council, safety considerations for sport on sand, competition with other tournaments during the summer months.
- **Key stakeholders:** Under 12 and 13 players, parents and guardians, local football clubs, event organisers and volunteers.
- **Potential partners:** FAW grassroots programme, Swansea Council for beach use, local food vendors and sport retailers as sponsors, community organisations supporting youth sport participation.

Operations

(venue and facilities)



Location: Swansea Beach – flat, safe, and accessible area for matches

Pitch Layout: Multiple pitches marked with cones and portable goals for tournament play

Spectator Zones: Designated areas with clear boundaries for safety and optimal viewing

Facilities:

- Portable toilets and hand sanitiser stations
- First aid station with trained personnel
- Water and refreshments for participants and spectators

Accessibility: Easy access for participants, spectators, and emergency services

Equipment Storage: Safe storage area for balls, cones, and PA system

Operations

(staffing and roles)

- **Referees (Cal):** Oversee matches, enforce rules, keep time
- **Pitch Manager (Tom):** Prepare pitches, set up goals and cones, manage equipment
- **Marshals (Kai):** Supervise spectators, maintain safety in spectator zones
- **First Aid Team (Jacob and Harrison):** Respond to injuries, manage first aid station
- **All Group Members:** Assist with registration, check-in, and general event support
- **Communication:** Volunteers equipped with radios/whistles for coordination

Operations

(health and safety)

- **First Aid:** Station with trained personnel (Harrison and Jacob), injury response plan
- **Weather Considerations:** Sun protection, emergency plan for rain or strong winds
- **Crowd Control:** Barriers, signage, marshals supervising spectators (Kai)
- **Emergency Plan:** Access for emergency services, clear evacuation routes
- **Equipment Safety:** Proper storage of balls, cones, goals, and PA system (Tom)
- **Hygiene Measures:** Hand sanitiser stations, safe water and refreshment points

Financial Overview

Pricing model

Team entry fees

- Entry fees per team: £100
- Expected teams: 16 (RO16, QF, SF, Final)
- Total team entry revenue: $16 * £100 = £1,600$

Entry pricing is positioned as affordable for recreational team's while covering core event costs.

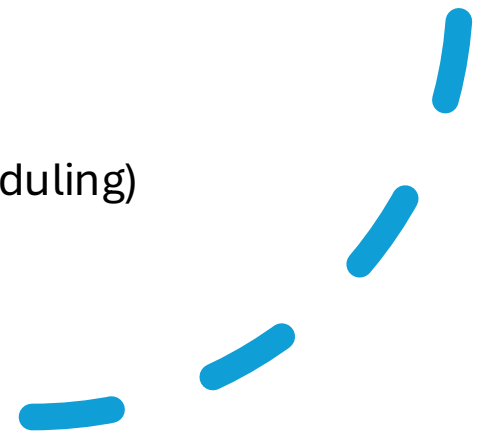
Sponsorship & Partnerships

- Local business sponsors (e.g. gyms, bars, sports brands)
- Estimated sponsorship revenue: £1000

On-site Sales & Add-ons

- Merchandise
- Refreshment vendor commissions
- Optional team extras (custom bibs, priority scheduling)
- Estimated revenue: £1,000

Total Expected revenue: £3,600



Financial Overview

Costs involved (development & marketing found)

Fixed & Variable Costs

- Venue and permission
- Beach usage / council fees: Approximately £500

Equipment

- Goals, pitch markers (cones)
- Referee equipment (cards, whistle)
- Total: £150-£200

Staffing & Officials

- Referees- £0- one of the event organisers will be the referee.
- Event staff: we will be running the event
- Total: £0

Financial Overview

Marketing promotion

Social media adverts

Posters and flyers

Graphic design and branding

Total: £0- we will be doing the marketing and promotion

Insurance and safety

Public liability Insurance

First aid provision

Total: £400

Prizes & Trophies

Trophies, medals, winners' prizes

Total approx. £100

Miscellaneous & Contingency

Water, signage, printing, unforeseen costs

Total: £300

Total estimated cost- approx. £1500



Financial Overview

- Sources of capital funding

The Swansea beach Football Cup is designed as a low-capital startup.

Identified funding sources:

- Founder capital/personal Investment: £1,500
- Advance team entry fees (early registration): £1,500
- Sponsorship deposits paid pre-event £500

Break even Analysis

- Total Fixed & variable costs: £1,500
- Revenue per team: £100
- Break-even point: $£1,500 \div £100 = 15$ teams

However, with sponsorship and on-site revenue included, break-even is achieved at approximately: 6-8 teams. This provides a comfortable margin for the event.

Sales and Marketing

- Clear sales and marketing channels have been identified for the Swansea Beach Football Cup.
- The main marketing channel will be social media, including Instagram, TikTok and Facebook, which are popular with our target audience of young football players.
- We will work with local football clubs, schools, Universities and colleges in Swansea to promote the tournament and encourage teams to take part.
- An online registration system will allow teams to sign up, pay entry fees and receive information about the event.
- Posters and flyers will be placed around Swansea Beach, sports facilities, and the city centre to attract local schools.
- Word-of-mouth promotion will also help spread awareness of the tournament.
- These channels will help us reach a large number of potential participants and increase interest in the event.

Sales and Marketing- Marketing Mix

- How is the marketing mix being used for the Swansea Beach Football Cup?
- We are using the marketing mix (4Ps) to promote and develop the tournament.
- Product: The product is a unique beach football tournament held on Swansea Beach. It offers a fun and competitive environment with music, entertainment and a social atmosphere.
- Price: The entry fee for teams will be £100 for local football teams can take part.
- Place: The event will take place on Swansea Beach, which is a popular and accessible location and makes the tournament different from traditional football events.
- Promotion: Promotion will be done through social media campaigns, posters, partnerships with sports organisations and online marketing.
- Using the marketing mix helps us attract participants and make the event stand out.

Sales and Marketing – Launch and Promotion Measures

- Several measures will be used to successfully launch and promote the Swansea Beach Football Cup.
- We will start with a social media launch campaign to introduce the tournament and build excitement.
- Teams will be encouraged to register early so they The tournament will be promoted through local schools, colleges and grassroots football clubs.
- We will post regular updates, countdowns and promotional videos to keep people interested.
- On the day of the event, there will be music and entertainment to create a great atmosphere and attract spectators.
- Photos and videos from the event will be shared afterwards to help grow the tournament in the future.

Sales and Marketing- Customer Expectations, Systems and Branding

- How will customer expectations be managed?
- Clear information will be provided about the rules, schedule, location and match format.
- Teams will receive updates through social media and email communication.
- The event will be well organised to ensure a positive experience for players and spectators.
- What systems will manage customer information?
- An online registration system will collect team details, player information and contact details.
- A spreadsheet or database will be used to manage teams, schedules and communication.
- A logo for the Swansea Beach Football Cup has been created.
- Branding will be used on: Posters, Social media, Event banners, Team information packs
- This branding will help make the tournament look professional and recognisable.