

---

---

# Sports marketing on Garden Village

By Christopher Briggs

---

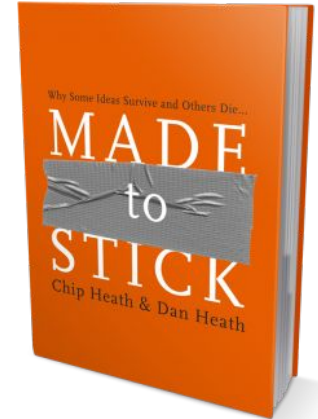
---

# Contents

- Page 2 Brief overview
- Page 3 aims
- Page 4 objectives
- Page 5 SWOT analysis
- Page 6 strengths
- Page 7 weaknesses
- Page 8 opportunity
- Page 9 threats
- Page 10 Analysis market segmentation
- Page 11 market segmentation
- Page 12 marketing mix
- Page 13 summary
- Page 14 reference list

# A brief overview

**Garden Village Association Football Club** is a football club, based in Swansea, South West Wales and currently playing in the Welsh football league Division one . The club is affiliated to the Football association of wales (FAW), West Wales Football Association (WWFA),welsh football league and the Swansea Senior Football League. [wflleague.co.uk](http://wflleague.co.uk). Retrieved 21 May 2019.





# Aims

The aims of this marketing plan is to make sure we gain and sustain more people to participate within the club and maintain the numbers to come through so more players are available for al 3 teams we they have.

Another aim is to keep the club in a financially stable state so the club will carry on hopefully for more years to come.

—

## Objectives

- Make sure to maintain 3 squads for the next 3 years
- Make sure to have subs every game day
- Make sure to increase participation in all the ages

# SWOT analysis





# Strengths

Close to local houses and easy access

Big history so people know who garden village are

3 senior teams so the youth can join them

A lot of youth teams



# Weaknesses

Low income of money

Players not paying subs every week

Equipment getting broken/lost

Not many people train

Other local teams

Better set up teams such as pontardawe

# Opportunity

A lot of money to help sustain the club and help build renovations

lure more players in

More branding/sponsorships

Better equipment



## Tip

If one example isn't sufficient to help people understand the breadth of your idea, pick a couple of examples.

# Threats

Other local clubs

Not everyone wants to play competitively

Not enough money

Minimal amount of sponsorships/ businesses in the area

# Analysis of market segment

## Geographic segmentation

Garden village can use this as an advantage as many people live in the local area, This an advantage as many families live here so we can use this as an advantage to advertise a great family activity as the children and parents can participate within the teams and help out with the club house.





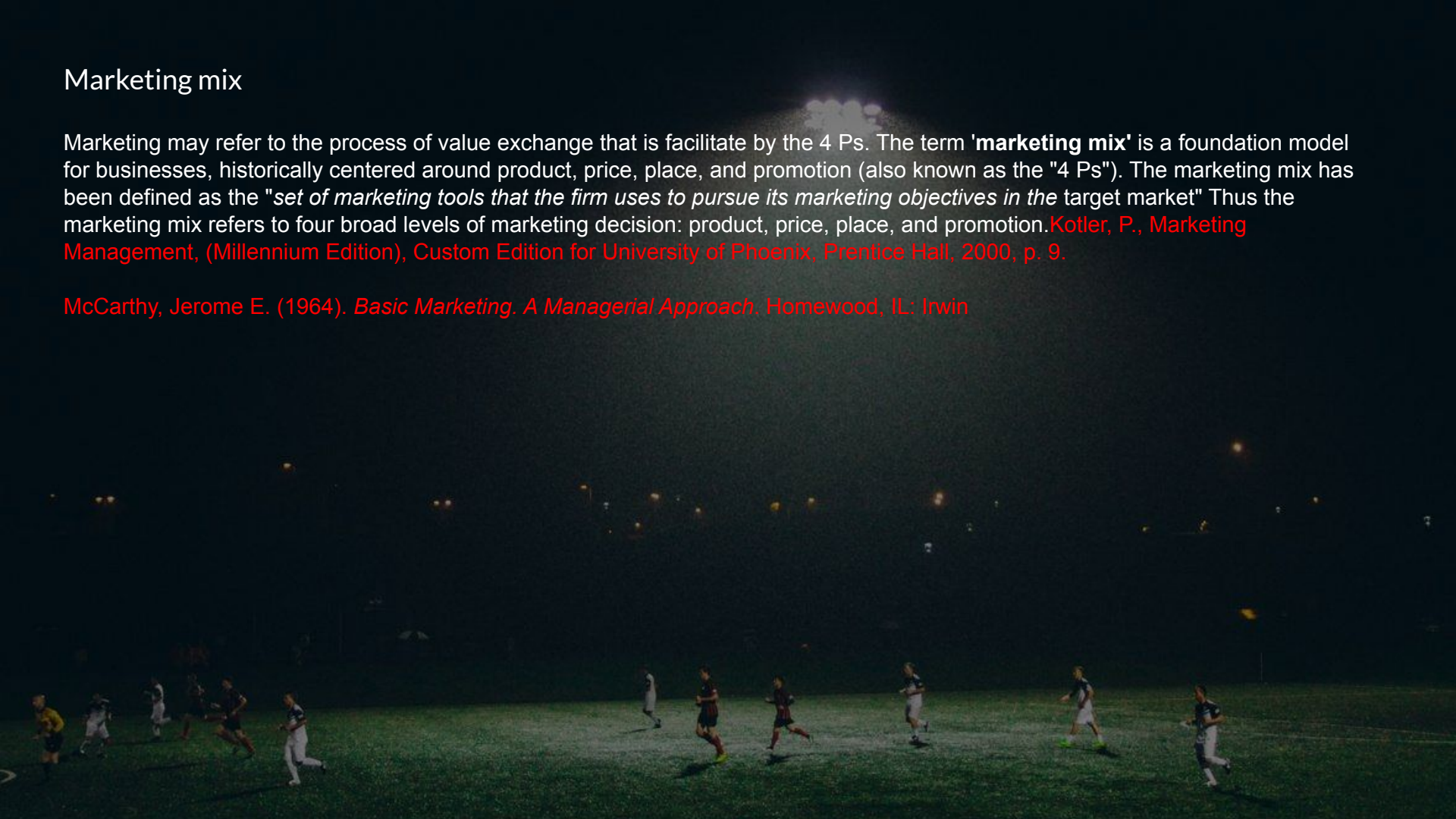
## Psychographic segmentation

We can use this to our advantage as people have habits many have buying habits so we can help use this to persuade them why going into the clubhouse and watching the football games within match days is beneficial for them.

## Marketing mix

Marketing may refer to the process of value exchange that is facilitate by the 4 Ps. The term '**marketing mix**' is a foundation model for businesses, historically centered around product, price, place, and promotion (also known as the "4 Ps"). The marketing mix has been defined as the "*set of marketing tools that the firm uses to pursue its marketing objectives in the target market*" Thus the marketing mix refers to four broad levels of marketing decision: product, price, place, and promotion. **Kotler, P., Marketing Management, (Millennium Edition), Custom Edition for University of Phoenix, Prentice Hall, 2000, p. 9.**

**McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach, Homewood, IL: Irwin**





# Summary

In summary i can see within this presentation that Garden village are in a good place within participation levels and financials to a certain point.

With the market plan that i have designed i believe this will take it from a good place to an even better and grea place within the frame of 2-3 years.



# Reference list

*wfleague.co.uk. Retrieved 21 May 2019*

Kotler, P., Marketing Management, (Millennium Edition), Custom Edition for University of Phoenix, Prentice Hall, 2000, p. 9.

McCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin