

Case analysis: the ultimate fighting championship essay



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Strength IJFC is the market leader of the mixed martial arts promotion industry. About 90% of the industrys total revenue is from UFC. This shows that IJFC dominate the industry although a few numbers of competitors presence in the industry. Could use this credibility to attract more fighters and sponsors domestic and international to collaborate with IJFC.

IJFC is also part of a monopoly business. They led other companies in the industry. UFC product and promoting strategies are different from its competitors. IJFC air live fights on a regular basis and easy for audiences to watch it.

They also get contract with highly demanded fighters and not focus solely to get the world's best fighter. They also hire popular shows host to host their program in order to make their shows more interesting and attractive to the customers. IJFC have a strategic partnership which could help the company to increase its revenue and market share in the industry. This strategic partnership would put IJFC at a stronger position in the market. With the strong position in the market, IJFC have the ability to lead the industry and increase the gap between its competitors. This would be beneficial to the company.

2. Weaknesses

IJFC experience a difficulty in controlling the operation and the quality of its show as it involves domestic and international market. Fans also worry about the quality of IJFC shows that would be diluted with international fighters. If the show is dilute with international fighters, the core customers which are base in North America would decline and perhaps due to the decrease in

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customers' satisfaction. In addition, UFC have to understand how the international market perceives its show and company.

IJFC also should have a strong collaboration with international sponsor in order to be success in the international market. UFC is lacked with any form of union to protect the interest of its fighters. It would make.