

# Sports marketing plan - a plan to increase interest and attendance for c.d. chiva...

[Business](#), [Marketing](#)



Sur Lecturer Sports Marketing Plan This is a Sports Marketing Plan that will enable us increase the interest and attendance for C. D. Chivas U. S. A. located in Los Angeles, California.

### Background

#### Product description

In this section, we present information about the services offered at C. D Chivas U. S. A. that is located in Los Angeles, California. The services offered here is strictly entertainment and we do matches. There is a lot of luxury and enjoyment for the whole family. There are various games played. The season time length and frame is considerably long to allow one enjoy all the games with us. Our services are composed of full entertainment package. The purpose of the service is to offer entertainment for the whole family at all levels inclusive of all social status. The services are presented to our esteemed customers are offered ad Chivas which is in Los Angeles, California. There are no particular criteria or method for accessing our services except for the tickets. It is our responsibility to ensure our target customers enjoy the entertainment.

#### Competitive analysis

In this section, we major in the analysis of our competitors and the comparison with our services. Among our competitors are: Galaxy, NBA, and the choice to staying at home. We will examine the quality of service of our competitors. For instance, we will have to look into the times at which our competitors offer their games, the price of their tickets among others. As a service provider in a stiff competition market, we shall examine the strengths and weaknesses of our current competitors such us Galaxy and

NBA. We will consider any competitor potential and with ability to influence the choice of our customers. At this stage we will provide a defensive and offensive strategic context so as to assess the opportunities and threats. This stage is very essential as a component of our corporate strategy.

The entertainment industry has a wide scope and nature as sales depends on the customers' enjoyment of the games. Our competitors who are Galaxy and NBA also offer similar services as we do and therefore quality of service we offer will distinguish us from our competitors. Our customers include every individual who enjoys watching games. We target teenage and young adult groups as our major customers. As mentioned before, the key success factor is the quality and cost of our services. Our competitors though offer similar services, we beat them in quality and our prices are also moderate and affordable to our customers. As a competitive strategy, we shall increase and multiply the number of our first time attendants. Possibly, we need to increase this by 500 people per game. The overall increase population is 9000 and we want to achieve this by October 31, 2013. In order to beat our competitors, we shall launch a program for fans to compete and win various prizes such as beverage and food vouchers, tickets and apparel. In order to facilitate a buzz on the team with its new fans, we shall integrate the local media and the social media and fan of the competition. We shall also create sponsorship and discount plans to be offered to the youth businesses and teams. This will ensure we are ahead of all our competitors. As a competitive strategy, we shall also give rewards to our clients where we have fans getting points for each dollar spent within our stadium. We shall also provide sections for adults where drinks are offered. In the midst of the games, we

shall offer special packages for families so as to create efficiency in the cost for more families to attend most of our games.

#### External environmental analysis

Our company is influenced by various external factors in the environment. Some of the factors that will impact on our company and industry as a whole include: political factors which dictates the extent to which the government intercedes in the economy. For instance, through tax policy, trade restrictions, environmental law, labor laws, political stability, and tariffs; the economic factors like the interest rates, inflation and economic growth also impact on our services; social factors include age distribution, rate of population growth, and safety of the people may also influence the attendance of the games. In addition, our company will be influenced by technological factors, environmental factors such as weather and climate change which may alter the rate of attendance of the games.

#### Works Cited

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