

Key objectives of the project report sample

[Business](#), [Company](#)



The project is about creating a surf competition to improve the BILLABONG Company sales. The surf competition will be used as an aid to raise money for a specific charity. Furthermore, raise awareness about the charity being supported. At the end some individuals would have received help from the cash collected, but at the same time the project will also have promoted the Billabong company image and profile.

The project would still add value to the Billabong Company because it will hopefully increase sales through exposure. This is the primary objective of the project. Billabong as a company was established in Australia, on its Gold Coast in the late 1973. Gordon Merchant who was a surfboard shaper and surfer, with his partner Rena started Billabong Company in those early days. The Gordon and Rena aim was to make a company which can hold an international surfer event on the Gold Coast.

Billabong currently does not hold Australian competitions or local events. Therefore one of the key aims of the surf project will help to encourage Billabong Company to have more local event. Billabong Company has helped the surf industry to grow and it has also made the professional surfing to gain a new image. The company has extended its wings into the board sports sector by focusing on skates, wake and snow market.

The Surf competition will be held in Bondi surfers' paradise. The competition will engage celebrity surfers from all over Australia. With a greater number of celebrity surfers the competition would lead to a collection of more funds for the specific charity. The funds will come from surfers fee registration, profit got from tickets, profits from the merchandise sold, funds from event sponsors, profit from children taught how to surf and also from community

donations.

The objective of raising funds for the charity will enable more people to purchase more board sports item sold by Billabong. In the long run this objective would improve the sales of the company.

Another objective of the surf competition would be to raise awareness for the chosen charity. Awareness about the chosen charity would attract more people towards the surf competition. The awareness would encourage more Australian surfers to attend but at the same time attract more sports judges to come to judge amateur competitors. Therefore awareness about the chosen charity would not only attract more surfers to come, and learn more about the Billabong Company, but also help to identify young amateur surfer who can participate in the international competitions (Plunkett, 2008).

Improving the the image of the company is among the objectives of the project. The image of the Billabong as a company among the Australia community will be improved by the charity awareness. Billabong Company is known for distribution, marketing, retailing and wholesaling of apparel, eyewear, accessories, hardgoods and wetsuits in the board sports sector.

The image of Billabong Company has also improved due to brand names like Billabong, Von Zipper, Kustom, Xcel, Element, Sector 9 and many others. The sale of the Billabong Company products like Eyewear, wetsuit and accessories will help to collect funds for the charity, increase company sales and also promote company brand (Kirby& Drury, 2009).

The actual surf competition would also help to run promotional competitions, which is another objective of the project. Winners from both actual and promotional competitions would be flown to Hawaii, which at the same time

it would be promoting the company image and name. Therefore, the surf competition in Australia would aid in collecting funds for the chosen charity, and increase awareness about it. At the same time the competition would not only promote the image of the Billabong Company, but also increase the sale of company products (Plunkett, 2007).

Reference List

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