

Prince sports essay sample

[Literature](#), [Russian Literature](#)



This case study will examine the marketing and visual plan of Prince Sports. It will include the trends in environmental forces that work for and against Prince Sports in the tennis industry, marketing and promotional activities to promote tennis playing, and to reach certain players. This case study will also include how Prince Sports can gain distribution and sales as well as reaching global markets outside of the United States.

In the twenty-first century, there are trends in the environmental forces that could work and work against Prince Sports in the tennis industry. Social trends can work for Princeton Ports by simply using social media sites such as Facebook, Twitter, and Instagram. Utilizing social media can really get the attention of the younger generation. If Prince Sports use social media they could gain a much larger audience. Technology could work for and against Prince Sports. It would be great if Prince Sports could stay up to date with technology however you must keep in the mind that now all people into high technology and may prefer to keep things simple.

Placing an ad on Facebook, having mini camps, and mailing out brochures are a few marketing activities Prince Sports could use in the United States to promote tennis playing. Prince Sports could also look into partnering up with school districts to help promote tennis playing in schools by either have it been taught during physical education or an actual part of the school athletics. Any of these activities could help take Prince Sports to a whole new level. A few promotional activities that Prince Sports could use to reach recreational and junior players are hosting small tennis tournaments around the United States, having demos, and maybe look into beach tennis. These suggestions would connect with both recreational and junior players.

Prince sports could gain distribution and sales by placing ads connecting with local area stores such as Walmart and Target. Offering consumer brochures in stores and being placed in store ads. Prince Sports could also send out coupons in the mail and Sunday ads. Maybe at specialty tennis shops, Prince Sports could have a spokesperson who could go and visit the different stores and possibly host a demo. In reaching global markets outside of the United States Prince Sports should consider economics status and demographics when selecting countries. If the country is poor there will not be an increase in sales and could end up being a loss rather than a gain. Japan, France, and Australia would be some good choices. Prince Sports could reach these markets by contacting professional tennis players who live in these countries. Maybe Prince Sports could have a spokesperson in each country to help promote their products.

There are many ways Prince Sports could expand and achieve their marketing goals. Prince Sports should make sure their products are affordable but competitive and appeal to all ages. Prince Sports could also reach out to countries where tennis playing is on the rise. Russia is one of the leading countries considered a tennis powerhouse.