

Sports organizations: case study: pro sports collectibles

[Business](#), [Management](#)



Case Study: Pro Sports Collectibles al Affiliation Case Study: Pro Sports Collectibles The Pro Sport Collectibles faces major challenges. The main concern is staffing and record keeping. From the notes, it is evident that the system lacks the needed technological advancement to ensure efficiency and effectiveness. Communication is also an obstacle. The communication model uses limits the amount of information shared by both the external and internal environment. The system is time consuming given the amount of time a person takes to locate given files within the system. The firm lacks an online platform where the external environment can interact with the firm. This fact limits the amount of customers pushing good s and seeking services from the firm. The current manual system complicates the nature of business undertaken by the firm (Cavell & Walker, 2013).

Communication and interaction with the external environment has been limited in the effectiveness of Pro Sport Collectibles. The external environment is an integral component as it provides the market and funding of any given firm. In this case, the new system needs to advance the manner in which the external and internal environment communicate with each other. The system requires a model that will effectively minimize wastages in terms of time and quality delivery. A communication portal should be included in the new website to enhance service provision (Buttle & Maklan, 2015).

Customers are essential to any firm. The manner in which the internal environment manages these customers will determine the action plan undertaken by different department. Customer information needs to retrieve and analyzed in order to enhance the communication and ensure an

effective action plan. The new design should include a database that stores communication details from customers. The major platforms to source information would be the social media, phone conversations and emails. The information gathered will enhance the management to act on dissatisfaction and upgrade available systems. The customer profiles and capturing system should be able to enhance planning of task, enhance service deliver and improve communication (Buttle & Maklan, 2015).

The social media plan should be effective to the new management.

Customers would be able to order, communicate and suggest changes through this platform. An online marketing strategy should be placed to ensure the products and services are availed to a wider market. Information shared through this platform would be used to inform the public on new strategies being laid by the firm. Customers will be given an opportunity to share and comment on the strategies being laid by the firm. The new ownership would be able to use information gathered through the platform to adjust plans (Buttle & Maklan, 2015).

Paul in his notes highlighted staffing and record keeping as major setbacks. The manual system has limited the market potential of the firm (Cavell & Walker, 2013). Technology will improve their access to market. An online marketing and communication model will reduce increase the market size. The computerized data storage and entry model will reduce the amount of time taken by the staff t search for specific information. The social media platform would be essential in sourcing information from customers and marketing new products. The model will go a long way in ensuring Paul globalize his business. The key component being improved communication

and effective service delivery and response.

Reference

Buttle, F & Maklan, S. (2015). Customer Relationship Management: Concepts and Technologies. New York: Routledge

Covell, D & Walker, S. (2013). Managing Sport Organizations: Responsibility for Performance. New York: Routledge