

# [Comprehensive and school activities make them less](https://assignbuster.com/comprehensive-and-school-activities-make-them-less/)

Comprehensive Case StudyRocky Soccer Academy Thisis a case study of Karl Henning, a soccer player who traveled to the UnitedStates, followed his passion and founded a soccer academy to train youngsters. Karl was a good teacher and the kids enjoyed his training. The academy seems tohave great potential and a future, but Karl needs to improve his marketing andmake changes to academic management.

In this case study, what and how toimprove the academy's marketing strategy to increase growth and profitabilityis the main goal. In a competitive world, every business has a strategy to useit. The company's strategy is the company's plan to capture its vision, priorities, success to be profitable and optimize financial performance andbusiness model. The strategy is successful when the strategy led to thecompany's development and strong competition but when the fundamental strategyfailed, the company had to change strategy or prepare for losses. H jh hhj khjhj hk hk   kjh kjh jh jhkj hk jhk kjh kjk jkjhkhkj kj nkjkjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkj Karl Henning traveled tothe United States from the United Kingdom. In 2000 the football bag.

He has hada professional career in the UK since he grew up playing soccer in many highschool team competitions. Arrived in the United Kingdom, he found a job at thelocal meat processing plant. He loves football but can not continue to playbadly. Then he started training football with children. He founded the RockySoccer Academy. The child started to appreciate his exercises and his businessgrew.

Now, to develop or improve your business, you need to make some importantdecisions and make some changes to your strategies. Because of his hard work, his client's salary was 80%. Most of his students under 14 years. The mainproblem is that after 14 years, their school and school activities make themless interested in football education. An option is to try to increase loyaltyby developing targeted programs for children over 14 years.

The first option is totry to increase loyalty by developing programs for young people over 14. Theadvantages are that it has resources. Even the image of the company has a goodreputation.

The Henning Football Academy is one of the few companies offeringfootball lessons. The problem is the loss of football interest to young people. The football is the least popular sport in America. Baseball, soccer andbasketball are more popular with teens. The second option is to develop amarketing strategy that encourages current customers to buy more professionalacquired buyers to buy more customer loyalty and additional income who did notenter other markets Henning was more attentive to his current customers.

Disadvantages can lose opportunities in other markets. The third option is totest the growth of the business by entering new markets and acquiring newcustomers from 6 to 9 years old. Professionals in this option are thatcustomers who come to the age of fourteen and fifteen years lose their interestand stop receiving a football education, wanting kids to enter new market.

Italso has facilities and resources in the area. The judge may have Henning whoshould add staff to the management of new clients. The fourth option is toserve many children from Loveland, Longmont and Greeley. Four selectionprofessionals are the nearest town of Fort Collins and the population of140, 000. H jh hhj kh jhj hk hk   kjh kjh jh jhkj hk jhk kjh kjk jkjhkhkj kj nkjkjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjOption 4 is the serviceof many children in Loveland, Longmont and Greeley. She was the strongest eversince Henning served the children. The population is higher than Fort Collins. The football establishment is limited in the region.

He has many opportunitiesto publish his activities on soccer events in the region. Option 2 is thedevelopment of marketing strategies that H jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjencourage currentcustomers to buy more, which is the second most attractive one in which theyhave a strong customer base. Product improvement in this sector strengthenscustomer loyalty and attracts new customers Option 1 saves children aged 14 to15.

It's a wrong choice because it there is a greater impact on older childrenand Henning needs to compete with other gamesIn order to preservechildren interested in soccer, it increases the popularity of sports, but it isdifficult because in America, basketball, baseball and football are the mostpopular. Option 4 enhances the activity by entering new markets and acquiringnew customers from 6 to 9 years. This option is most concerned because childrenaged 6 to 9 need to follow various programs, replacing the product in general. II. Choose the two options you think are effective, protect your choices andimprove marketing strategies for two options. H jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjThe first option I chose wasChoice 4. The Rocky soccer Academy was based in Fort Collins and enjoyed highreputation in the community.

Many Fort Collins customers compete locally andnationally. Others continue to win national titles. Henning's good teaching andhis team have positive results. All the things I feel strong are. NearLoveland, Longmont and Greeley, there is little soccer training in the area. With the formation of very small soccer in the region, a good opportunity wasborn.

The total population is 140, 000. The population of FortCollins, with 110, 000 people and 600 children in this population, organizesfootball training. The surrounding area of ?? Henning has about 600 children. IfHenning attracts more customers from surrounding areas, it can provide themflexibility in building large structures. I chose the Fort Collins facility. The acquisition of Fort Collins property can be a cause for anger for potentialcustomers, as the site may be destroyed.

To make the Rocky Football Academymore attractive, Henning can give free one-week trial and 20% discount for 6months. H jh hhj khjhj hk hk   kjh kjh jh jhkj hk jhk kjh kjk jkjhkhkj kj nkjkjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjDuring a free trialperiod, Henning informed his coaching team that his company was different fromother alternatives. It is an opportunity to sell Rocky Academy services, whichwill result in many customers. The second option I have chosen is selection 2.

Target Henning target is the current customers. I decided that it shouldprovide the right development program for football players to play football. Other equipment required to implement this new program will provide equity forthe construction of a larger structure. The largest structure will be built in FortCollins. His reputation and his technical team have the possibilities.

Aweakness that I noticed is that current customers have not seen much compressedpoints. To address some of these concerns, special promotion is needed like thefirst two weeks of the program are free, allowing clients to learn more abouttheir progress. For those who choose to join the conditioning program, thehighest price will occur and there are special privileges like using the spa. H jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkjH jh hhj kh jhj hk hk   kjh kjhjh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl  jlk llk lj lk kl jlk jk lj ljl  lkj lkj lk jlk jkj kjh jhjhj jhjhj hkj hkjk  H jhhhj kh jhj hk hk   kjh kjh jh jhkj