

Comprehensive and  
school activities make  
them less



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Comprehensive Case Study Rocky Soccer Academy This is a case study of Karl Henning, a soccer player who traveled to the United States, 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 to have great potential and a future, but Karl needs to improve his marketing and make changes to academic management.

In this case study, what and how to improve the academy's marketing strategy to increase growth and profitability is the main goal. In a competitive world, every business has a strategy to use it. The company's strategy is the company's plan to capture its vision, priorities, success to be profitable and optimize financial performance and business model. The strategy is successful when the strategy led to the company's development and strong competition but when the fundamental strategy failed, 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 nkjkjl jlk llk lj lk kl jlk jk lj ljl lkj lkj lk jlk jkj kjh jhjhhj jhjhhj hkj hkjk H jhhhj kh jhj hk hk kjh kjh jh jhkj Karl Henning traveled to the United States from the United Kingdom. In 2000 the football bag.

He has had a professional career in the UK since he grew up playing soccer in many high school team competitions. Arrived in the United Kingdom, he found a job at the local meat processing plant. He loves football but can not continue to play badly. Then he started training football with children. He founded the Rocky Soccer Academy. The child started to appreciate his exercises and his business grew.

Now, to develop or improve your business, you need to make some important decisions 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 main problem is that after 14 years, their school and school activities make them less interested in football education. An option is to try to increase loyalty by developing targeted programs for children over 14 years.

The first option is to try to increase loyalty by developing programs for young people over 14. The advantages are that it has resources. Even the image of the company has a good reputation.

The Henning Football Academy is one of the few companies offering football lessons. The problem is the loss of football interest to young people. The football is the least popular sport in America. Baseball, soccer and basketball are more popular with teens. The second option is to develop a marketing strategy that encourages current customers to buy more professional acquired buyers to buy more customer loyalty and additional income who did not enter other markets. Henning was more attentive to his current customers.

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

It also has facilities and resources in the area. The judge may have Henning who should add staff to the management of new clients. The fourth option is to serve many children from Loveland, Longmont and Greeley. Four selection professionals are the nearest town of Fort Collins and the population of 140,000. H jh hhj kh jhj hk hk kjh kjh jh jhkj hk jhk kjh kjk jkjhkhkj kj nkjkjl jlk llk lj lk kl jlk jk lj ljl lkj lkj lk jlk jkj kjh jhj jhj hkj hkjk H jhhhj kh jhj hk hk kjh kjh jh jhkj Option 4 is the service of many children in Loveland, Longmont and Greeley. She was the strongest ever since Henning served the children. The population is higher than Fort Collins. The football establishment is limited in the region.

He has many opportunities to publish his activities on soccer events in the region. Option 2 is the development of marketing strategies that H jh hhj kh jhj hk hk kjh kjhj jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl jlk llk lj lk kl jlk jk lj ljl lkj lkj lk jlk jkj kjh jhj jhj hkj hkjk H jhhhj kh jhj hk hk kjh kjh jh jhkj encourage current customers to buy more, which is the second most attractive one in which they have a strong customer base. Product improvement in this sector strengthens customer loyalty and attracts new customers Option 1 saves children aged 14 to 15.

It's a wrong choice because there is a greater impact on older children and Henning needs to compete with other games. In order to preserve children interested in soccer, it increases the popularity of sports, but it is difficult because in America, basketball, baseball and football are the most popular.

Option 4 enhances the activity by entering new markets and acquiring new customers from 6 to 9 years. This option is most concerned because

children aged 6 to 9 need to follow various programs, replacing the product in <https://assignbuster.com/comprehensive-and-school-activities-make-them-less/>

general. II. Choose the two options you think are effective, protect your choices and improve 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 jk kjh jhjhhj jhjhhj hkj hkjk H jhhhj kh jhj hk hk kjh kjh jh jhkjThe first option I chose was Choice 4. The Rocky soccer Academy was based in Fort Collins and enjoyed high reputation in the community.

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

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

To make the Rocky Football Academy more attractive, Henning can give free one-week trial and 20% discount for 6 months. H jh hhj khjhj hk hk kjh kjh jh jhkj hk jhk kjh kjk jkjhkhkj kj nkj kjjl jlk llk lj lk kl jlk jk lj ljl lkj lkj lk jlk jk kjh jhjhhj jhjhhj hkj hkjk H jhhhj kh jhj hk hk kjh kjh jh jhkjDuring a free trial period, Henning informed his coaching team that his company was different from other alternatives. It is an opportunity to sell Rocky Academy services,



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