

Assignment

PROGRAM:BBA 4th Semester

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Course: Marketing Management

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Simple Marketing Plane

World Sports

We have the best quality of sports equipments.

- 1.Football
- 2.Cricket bat
- 3.Hockey Equipment's
- 4.Woliball
- 5.Basketball
- 6.Tennis
- 7.Balls
- 8.kits
- 9.Sports Glasses



10.Sports Shoes

Etc.

1.Social Media

We will use social media for marketing purpose.

1.Facebook

Run your on page on the name of (World Sports).

Marketing is now done through social media which is very effective
Now adays and Avery Product/Business/Company use social media
Forum for Marketing because it is very effective.

2.wattsapp

U can promote your product through wattsapp by sending
Your product or Company or business details to your friends or share
In wattsapp groups.

2.Boards

Marketing can be done through boards advertisement .

1.Advisory

2.Non_profit

3.Private

4.Public

A.Advisory

Advertisement board are very effective for marketing purposes
And advertisement through media these things can help you in marketing.

SWOT Analysis

S: Strength

W.Weakness

O.Opertunities

T.Threats

You must have to do SWOT Analysis of your product/company/business
In simple marketing plan.

SWOT Analysis

The following SWOT analysis captures the key strengths and weaknesses within the company and describes the opportunities and threats facing Pegasus.

Strengths

- .In-depth industry experience and insight
- .Creative yet practical product designers
- .The use of a highly efficient, flexible business model utilizing direct customer sales and distribution

Weaknesses

- .The reliance on outside capital necessary to grow the business
- .A lack of retailers who can work face to face with the customer to generate brand and product awareness
- .The difficulty of developing brand awareness as a start-up company

Opportunities

- .Participation within a growing industry
- .Decreased product costs through economies of scale
- .The ability to leverage other industry participants' marketing efforts to help grow the general market

Threats

.Future/potential competition from an already-established market participant

.A continued slump in the economy that could have a negative effect on people's spending of discretionary income on fitness/recreational products

The release of a study that calls into question the safety of skating or the inability to prevent major skating-induced

The Four important points are

1.Product

2.pricing

3.Distribution

4.communicayions

Are the main things.

Product

Several of Pegasus's currently developed products have patents pending, and local market research indicates that there is great demand for these products. Pegasus will achieve fast, significant market penetration through a solid business model, long-range planning, and a strong management team that is able to execute this exciting opportunity. The three principals on the management team have more than 30 years of combined personal and industry experience. This extensive experience provides Pegasus with the empirical information as well as the passion to provide the skating market with much-needed after-market products.

Pricing

This will be based on a per-product retail price. Because of the advantages of selling directly, higher margins can be achieved with premium pricing that will still appeal to customer segments.

Distribution

Pegasus will sell its products initially through . In addition to allowing for higher margins, this direct-to-the-consumer approach will allow Pegasus to maintain a close relationship with customers, which is essential for producing products that have a true market demand. By the end of the year, Pegasus also will have developed relationships with different skate shops and will begin to sell some of its products through retailers.

Communications

The message that Pegasus will seek to communicate is that it offers the best-designed, most useful skating accessories. This message will be communicated through a variety of methods. The first will be the Pegasus Web site, which will provide a rich source of product information and offer consumers the opportunity to purchase. A lot of time and money will be invested in the site to provide the customer with the perception of total professionalism and utility for Pegasus's products and services.

The second marketing method will be advertisements placed in numerous industry magazines. The skating industry is supported by several different glossy magazines designed to promote the industry as a whole. In addition, a number of smaller periodicals serve the smaller market segments within the skating industry. The last method of communication is the use of printed sales literature. The two previously mentioned marketing methods will create demand for the sales literature, which will be sent out to customers. The cost of the sales literature will be fairly minimal because it will use the already-compiled information .

Sir we have big problem of internet connection n Network problem in Waziristan and internet speed is almost 10kbs to 20kbs and Network connection is not available so I just come 45kilometer away

from home for internet and I just now know about the assignment so I wright it now and that's why It's not good enough .

Due to internet problem and lockdown I was failed to submit some midterm papers .

I just write the assignment in 45minutes because the shop is closing.