Client Information

Client name: Robert flowers Client Address:

Primary contact

- Name: Robert flowers

- Position: MD

- Email address: robflowers2804@live.co.uk

- Phone Number: 07429601493

Secondary contact(s)

- Name: Chris Martin

- Position: Director

- Email address: chris.martin@creativenetwork.co.uk

- Phone Number: 07837 961128

Client Industry: Sporting goods

General Questions

How would you describe what your company does for a customer?

We will offer new (discontinued lines) and second hand sports goods at exceptional value for money. We will be filling a gap in the market that is required with the current financial demands stretching families.

We will be providing a 1st class service with ease of purchase and delivery being key factors to excellent customer value and service.

Main Business Activity:

Selling quality used or discontinued sporting goods to customers who are new to a certain sport or who wish to buy a quality piece of equipment at a relatively low price, around 50% of the brand new price.

What products and services do you provide?

Used or discontinued sporting goods to individuals, teams and institutions such as universities and colleges. We are currently defining the particular sports we wish to specialise in.

Does your industry abide by any legislation that we need to be aware of?

Not to my knowledge, we will not be dealing in mechanical equipment to start off with and as such there will be no risk of injury to the customer by using the products.

Marketing Specifics

What advertising mediums have you used in the past? Direct mail / Print Ads / Outdoor Media / Social Media / Online Media / PPC / Email marketing / Directory Listings / Radio / Other

As a new start we have not used any. The business will be e-commerce only and we will look to use Social Media, E-Marketing and Targetted Direct mail campaigns. We will also be considering venue marketing when visiting our target audiences such as schools, universities and sports clubs.

Do you plan on sending monthly email newsletters to your customers? Not as a generlisation, however I fell a newsletter that is aimed at each particular sport and sent to the corresponding sports team could be very useful. We will be looking as we grow to offer consumers targetted offers to drive traffic to our e-commerce site and we will be considering target landing pages to register results from our campaigns.

Branding

How do you want your customers to perceive you?

As a business that sells and buys quality sports equipment and sells it on at a price that allows individuals to buy higher end equipment at the price of the low end equipment in the big sports shops such as sports direct or JJB.

What is your customer-centric business philosophy? (i.e. the customer is always right / service with a smile etc)

The business philosophy will be based around customer service, offering the best customer service possible. This includes being completely transparent with the price we buy a used item at and the price we sell an item at so that both the buyer and the seller feel they have been treated fairly and got a good deal. We will wish to communicate with our customers offering great value and offers.

Positioning statement / strapline, something along the line of: Save big, spend less, play more

Open to suggestions.

What are the key messages you wish to get across with your logo / brand?

Quality, professionalism, transferable between industries.

Are there any colours that you feel strongly associate with your business?

Open to any ideas

Are there any words or imagery already associated with your business?

no

Customers / Target Audience

Do you have a customer database? If so, how many contacts? Yes, we would need a database of the teams and institutes that sign up to receive the 5% credit back ( or similar deal) this would include there name, sport, contact and email. As well as this there should be a data base of the individuals who sign up, they will not receive and cash back however it will make it a lot easier for them as the address and contact info will already be entered into the final payment page once they sign in.

Who is their typical/ ideal customer, in terms of age / income / gender etc?

Any gender, working class/ low middle class, probably 18- 40 however this will depend on the sport and they age range, possibly someone who has played a sport before and wants to get back into it or someone new to a sport, the people who sell to use would most probably be family people who want to raise some extra funds.

Are there any more specific customer insights?

Not at the moment, however we feel the target audience we wish to attract can come from a wide range of backgrounds and needs.

In which different ways can your customers make purchases? Online via a standard online payment tool with a debit/credit card. Teams can pay direct to the company in other ways which make it easier for them as some sports teams do not have debit cards.

Do you know WHY your customers make a purchase?

They will be looking for quality gear at a low price, the will re-buy because of the service they received and the items they purchased.

Competition

A little bit about your competitors (locally and nationally):

- Who they are; local sports shop, sports direct and jjb, eBay, Amazon

). The local sports shops can have that one on one connection with the customer it has become common place however for customers to go to a shop first then buy the item from the internet at a lower price.

. Sports direct and jjb are massive companies and as such the items they sell are very low priced however for the majority of sports these items are low quality and entry models. eBay and Amazon are both internet based companies and therefore can sell at low prices, with eBay there are a number of negatives associated with buying from the site and this can and does put people off, amazon has a very good reputation however with the site being so large it can be hard to find the exact item that a person is after and the site is not designed for a particular category and looks slightly bland.

- Their current market share: Unknown

If you know more about your competitors (for example, what is the quality of their management, what is their marketing strategy, what is their position with technology etc?) Please elaborate:

Competition websites

See email sent previously

What do you like/ dislike about your competitors, branding, marketing activity?

Not focused too much on this at the moment.

Which business in their market or related markets do you most respect and why?

Not had time to assess or make judgement.

What would you say is the biggest value/benefit you bring to your customers?

We aim to be able to sell quality used or discontinued gear at a price that is affordable to everyone and allows customers the try out a sport by buying a piece of used equipment or by buying a quality discontinued piece of equipment. We will make buying process easy to understand and reward loyalty wherever we can.

Why would your customers say you’re different from your competition?

The aim of the business will not be to put as big a markup as possible on all items instead we will aim to buy at a reasonable price and sell at a fair price, this will mean we can be cheaper than all other competition but also offer a service where the customer knows the used equipment has been checked and refurbished so they are buying it with piece of mind also backed up by are 28 day guarantee.

Ecommerce Questions

Websites

Do you have any domain names? (List them)

Secondchancesport.com/co.uk 2ndchancesport.com/co.uk. we need to place a bid for secondchancesports.com

Please provide a list of Product categories and sub category’s

The initial sports covered will be:

Badminton

2. Basketball

3. Cricket

4. Fishing

5. Football

6. Hockey

7. Netball

8. Rugby

9. Volleyball

10. Table tennis ( ping pong)

11. Darts

12. Boxing

13. Golf

14. Running/Athletics

15. Squash

16. Tennis

The makes and models will depend on the equipment we have in stock

Please provide a sitemap

Requested filter by options (List them)

Open to suggestions

Do you already have a merchant account (ex. through your bank) to accept credit cards? Or will you be using a 3rd party service such as Pay Pal?

We will wish to accept credit cards direct.

Do you already have a secure gateway (ex. <http://www.authorize.net>) to accept credit cards?

Not yet?

Any preformance on SSL security certificate level?

?

What information do you want to display about the products? (eg caption, detailed description, price etc)

A small caption, a new price, details about the make possibiy, a price we are selling it at and a product code, again open to options. Also a photo of the product and a list of features and benefits.

You will need to provide us with:

Terms and conditions for the website and other legal documents

Returns and or other policys

Delivery options and details

Any Tax issues

(All above to follow)