Grant Arnett

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**Link for the presentation-** [**https://www.loom.com/share/f091598452334e5fbacc40e7a9f247fe**](https://www.loom.com/share/f091598452334e5fbacc40e7a9f247fe)

**Report BRA Sports Goods**

1. **About our business - Joao Vitor Bonanoni**

BRA Sports Goods offers the best quality of sportive goods, working with the 10 most famous brands on the market. One of the unique companies that provide high-level professional sportive goods. The company was founded in 2002 and had its original store located in Kansas City. During the past years, we have been increasing our customers and profits.

Based on survey researches our company is able to offer the best quality of service inside the sports area in Missouri state.

1. **Situation analysis -Joao Vitor Bonanoni**

**Location**

* 10 physical stores in the Missouri state, around colleges and universities. These locations give us an opportunity to attract students, faculty, and their families to our business. After some researches, it was discovered that more than 60% of our customers are student-athletes.
* The Online store gives us an opportunity to reach more customers all over the American territory

**Competitors**

* Hibbett Sports- second competitor
* Dick’s Sporting Goods - principal competitor
* Walmart - low price and don’t have attractive stores

**SWOT Analysis**

1. **Strengths - Joao Vitor Bonanoni**

* Availability of first-line products.
  + The unique store that offers high-level professional products.
* Good and quick interaction with the customers.
  + Our workers are trained to offer the best experience for our customers.
* A good relationship between the employees in the workplace.
  + Company events for workers, health care assistance.
* Coverage of more than 10 most famous sports brands around the country.
  + Most famous brands, offering new releases and high-performance products.

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1. **Weakness - Lucas Silva**

* Lack of availability in other states

This aspect is our main goal to improve in the future, and we feel that it will leverage our selling rates.

* Restrict reach to find employees outside the state (MO).

Our store prioritizes a mix of cultures, and we know that expanding our store to different states will be possible to bring new people with different ways to think and help us to grow our development as a store and family.

* Bureaucracy on the delivery process.

The high bureaucracy is a bad problem that actually we are still facing to delivery the products, the high taxes, and the slow delivery method is being a negative point between the customers and the company.

1. **Opportunities - Lucas Silva**

* Reach college athletes that live around our stores.

It consists of offering an easy way for the athletes to find their sportive products with good prices and high quality, prioritizing the comfort of the person that will acquire the product.

* Promote our company through colleges.

This idea stands for in a fast spread of the company’s name, essentially it will support the store increasing the chances to be a master sponsor in each college.

* Growing to neighbor states

It is the basic idea of a businessman, to expand the business to reach excellent levels, could be economical, social, and in relation to marketing.

* Promote events to support the practice of sports in schools.

This aspect stands for a boost of the practice of sports, trying to encourage the world be more sportive active

1. **Threats - Lucas Silva**

* Low prices in some of our competitors’ stores with low-quality products. Selling a fake feeling of getting a good sportive product.

Actually, this is the worst point to be discussed, because the fake feeling to sell a third line product cheaply and make the customer believe that it is the best option to buy is a kind of unethical behavior against some people that confidence is essential.

* A complex delivery process by online sales.

The other companies have a better delivery service than our available delivery service.

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1. **Finances - Grant Arnett**

The business start-up will cost $50,000. Our business is in the small market of the midwest but with the funding and business objectives set up the company can triple in profits and size in just 5 years.

1. **Profits - Grant Arnett**

Our store is based on the everyday consumer. We are in the business of supply and demand so as the demand for our products increases the supply and profit will increase.

1. **Business expectations - Grant Arnett**

Our expectations as a company are to keep expanding throughout the country. Also, our business is now online which is more consumer-friendly during these pandemic times. This has increased revenue for us and if the company keeps on this track we will be worldwide.

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1. **Marketing - Kainan Dos Santos**

* First of all, We will use Social Media such as Instagram, Facebook, and Twitter to attract the most number of people to our store and consequently bring new clients.
* Also Through our Social media, we will direct people to our Online store.
* We will use Advertisements in the colleges around the stores, we will do it from small colleges to big universities.

- and then we will put Flyers in colleges and sports events.

1. **Objectives- Kainan Dos Santos**

**Profit**

We have to Increase the profit by a minimum of 15% percent in the first semester of 2021.

**Brand awareness**

Grow the number of walk-in clients and the number of online visits. To get this we need to focus on marketing, increasing the number of followers in our Social Media and advertisement.

**Improve our delivery system**

Have a faster and easier way to deliver online products. In our opinion, it is a big detail to keep our clients satisfied

1. **Future- Kainan Dos Santos**

* The first goals is Become the biggest sportive franchise in the midwest.
* Become a sponsor of 5 big universities in the USA.
* Expand our company worldwide with our online store

**Conclusion**

In this project, we could develop as a group a business idea that shows the main points of a business. With some support data from real sportive companies, we brought an analysis of a good company. We could improve our knowledge of Google Slides and Zoom. Our group is satisfied with the work presented in this final project.