**Part 1: E-Commerce Business Proposal**

**Executive Summary**

SportEquip is an e-commerce platform specializing in affordable, high-quality sports training equipment for athletes of all levels. Our goal is to generate $1.2 million in revenue within three years by focusing on niche products and personalized service, supported by an efficient operational structure.

**Company Description**

SportEquip addresses the lack of accessible, niche training tools for athletes in specific sports such as track and field, boxing, and swimming. We curate hard-to-find, high-performance equipment designed to enhance athlete performance and training efficiency.

**Market Analysis**

The global sports equipment market is growing at 8% annually. Our primary customers are amateur and semi-professional athletes, coaches, and fitness enthusiasts aged 18-45. By focusing on niche sports, we avoid competition with large, generalized retailers.

**Organization & Management**

CEO/Founder: Oversees strategy and product sourcing.

Operations Manager: Manages inventory and order fulfillment.

Marketing Specialist: Develops digital campaigns and partnerships.

Customer Service Representative: Handles inquiries and support.

**Products & Services**

We offer specialized training equipment, including:

Weighted sleds for track and field athletes.

Boxing-specific resistance bands and punch trackers.

Swim paddles and kickboards designed for professional-grade training.

Agility ladders, cones, and hurdles for multi-sport athletes.

**Marketing & Sales**

Digital Marketing: Use Instagram and TikTok to share training tips and product demos.

Email Campaigns: Offer exclusive deals and training resources.

SEO: Focus on keywords related to more niche training equipment.

Partnerships: Collaborate with sports academies and influencers.

**Financial Projections**

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Revenue** | **Expenses** | **Profit** |
| 1 | $250,000 | $180,000 | $70,000 |
| 2 | $500,000 | $350,000 | $150,000 |
| 3 | $1,200,000 | $800,000 | $400,000 |

**Funding Requirements**

We require $120,000 over three years for website development, inventory, marketing, and operational costs.