

The background of the slide is a dark, semi-transparent circular overlay on a photograph of a meeting. The photograph shows a wooden table with several papers, colorful sticky notes (yellow, pink, green), and a color calibration chart. Hands of people are visible, interacting with the documents. The text is overlaid in white, sans-serif font.

# MARKETING STRATEGY SPORT-O-MANIAC

MEMBERS

AMAN KUMAR VERMA

RAJAT KUMAR

THALESH PAL



INTRODUCING PURE PLAY





# "THE GRASS IS ALWAYS GREENER ON OUR SIDE"

## WHO ARE WE?

We are an Astro Turf rental company which gives you the best experience while playing any kind of sport on our turf. Apart from that we also do corporate events and rent our turf to coaching academies and Institutes.

## WHY US?

Our USP is we have a **Turf Booking app**, where you not only get to choose the turf according to your time convenience but you also get to choose your player.





# GRASS WITH CLASS

- The quality of the grass we use is FIFA approved & do not get surprised if you get to spot some Pune city FC members playing a game from time to time.
- We also have attached hygienic changing rooms for males as well as females
- Covid Protocols and guidelines are strictly followed.

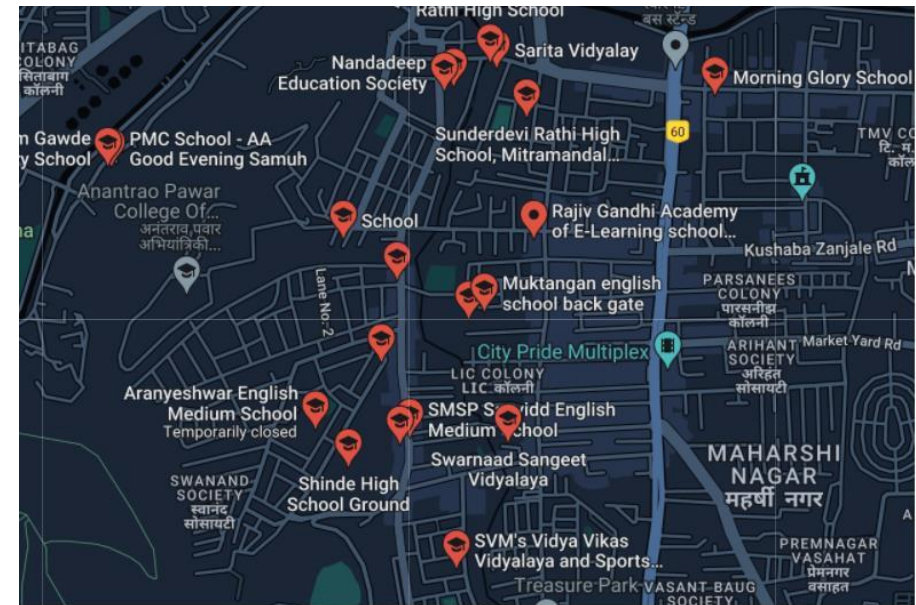


# PRIMARY RESEARCH

## Target Audience:

Because the game is particularly popular among the school and college going students so they will be more than interested in joining.

## RELEVANT LOCATIONS-



# COSTING

## Weekdays:

- 6AM-10AM : ₹ 3000 /-
- 10AM-4PM : ₹ 2500/-
- 4PM-6PM : ₹ 3000 /-
- 6PM-12AM : ₹ 3500/-

## Weekends and public holiday:

- 6AM-10AM : ₹ 3000 /-
- 10AM-4PM : ₹ 3000/-
- 4PM-6PM : ₹ 3500 /-
- 6PM-12AM : ₹ 4000/-



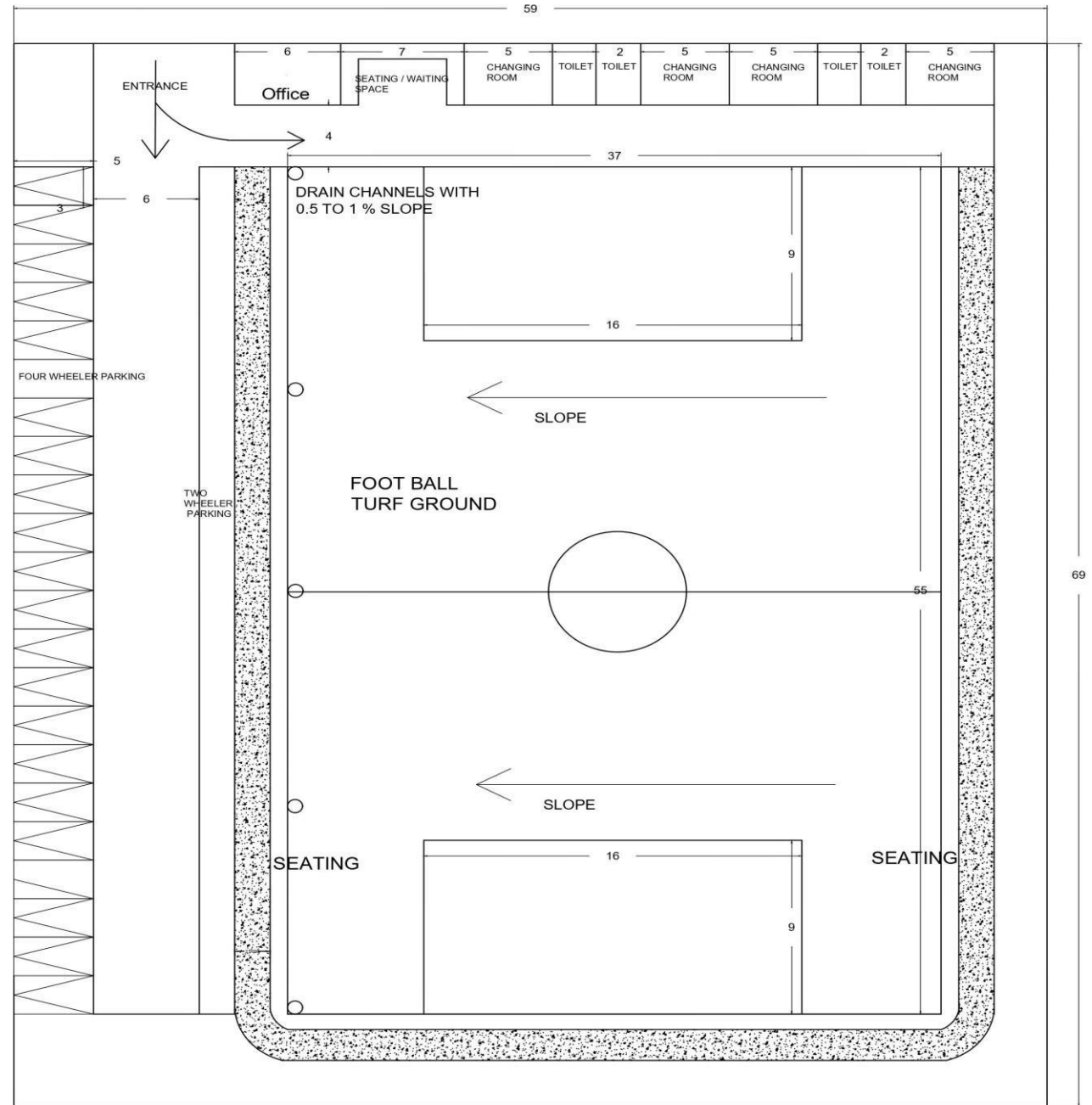
# LOCATION



Next to Le coffee house, Infront of Muktang English School Parvati, Pune-411009

# Layout

The project is spread across 1 acre of land. The rent is Rs 3.5 lac. It comes with amenities like 4-wheeler parking, 2-wheeler parking, seating to enjoy the match, washrooms and changing rooms for male, female and other genders.







IMAGES FOR REFERENCE





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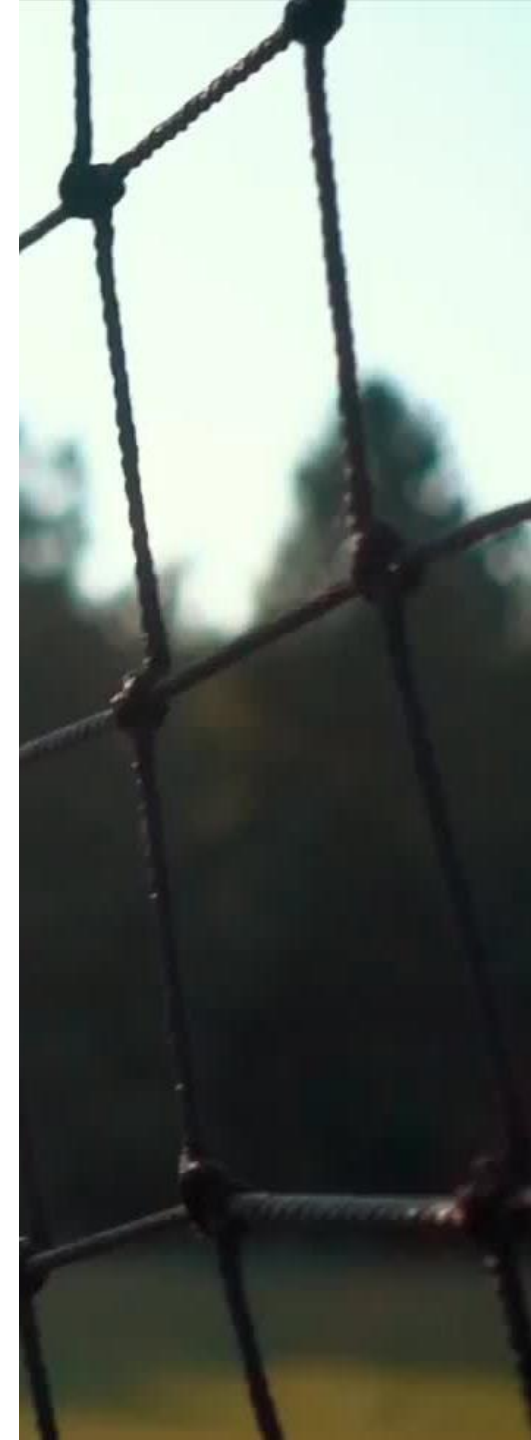
A major sports analytics company says that turfs in our area are jam packed after office hours as most big playgrounds in the cities are inaccessible to the general public.

According to statistics when first turf was build in 2014 there were only around 8 turfs in the Pune city but now it has more than atleast 30-40 turf grounds and most of them are doing great business.


Turf arenas are profitable as compared to other sports ventures because the initial investment is much lower.

Building turf arenas cost around 30-35 lakhs depending upon the turf quality.

With approximately 35 hours occupancy per week you can break even in about 12 to 16 months.





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- These Turfs require low maintenance as they are made of synthetic grass and these turfs also double up as and when use for multi sports activity and corporate events.
  - The distinct advantage of playing or training on the Turf is that the risk of injury is low since they are made up of artificial grass.



# Our very own Personalized APP - PUREPLAY



This App will be used for the following purposes :

Free User Registrations and Profile Creation

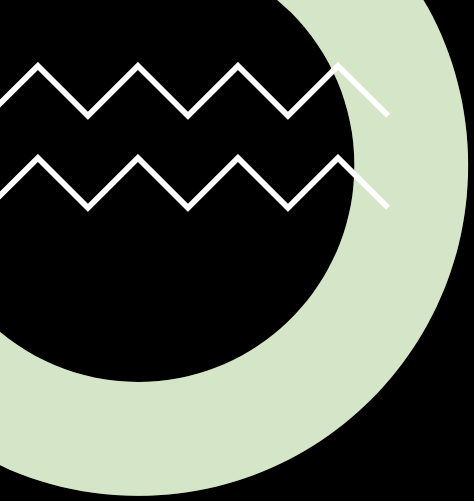
Find the nearby players according to your convenience

Rate their performance

For pre booking group matches as well as personal matches

For incentives and discounts





## Our very own Personalized APP

Android and IOS Total cost - INR  
4,50,0000+ GST

Technology : NODEJS, the Platform  
will be REACT NATIVE/ FLUTTER

Database - MongoDB (Mongoose)

Environment and Maintenance :  
1.5 lac per year







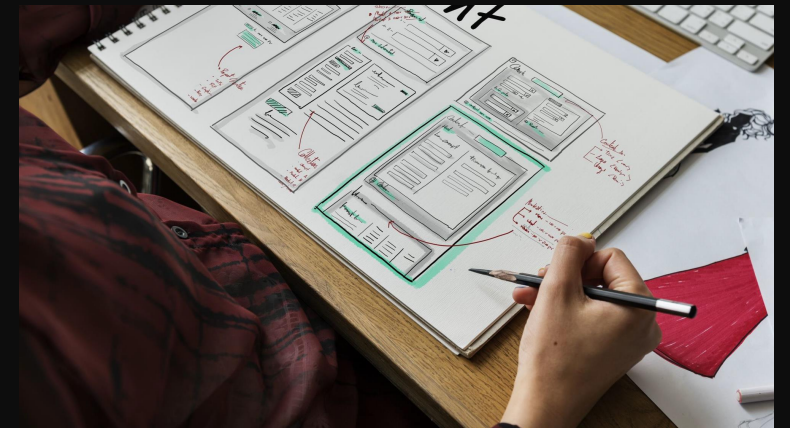
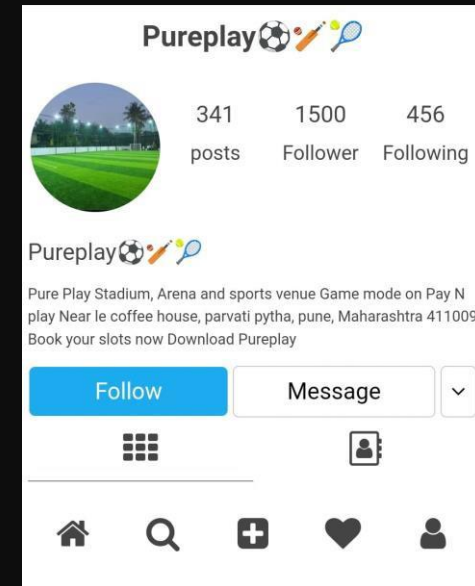
# MARKETING STRATEGIES

## Social Media Marketing

Business profile optimization according to different platforms like on insta we have separate section for keeping business hours and location, so one doesn't need to go to bio for check out, adding contact button, SMS and email for customer queries, it can also access paid promotional ads and on Fb we can play paid ads and keep uniformity of logo, phone no. and email address. Profile optimization will help us in generating traffic from social media to our profile.

## Event marketing

Events allow us to physically interact with our target audience and really convey the value of our product or service, by engaging with the event we are likely to draw more engagement out of the attendees, POP UP banners are perfect for this occasion, it looks visually stunning.



- Collaborations/Partnerships

Partnership with any sports brand say HRX will attract customers as people will get to know about our brand and by telling that how being fitness freak can have positive impact on customers life and by giving genuine info about our brand we can target customers.

- Email Marketing

Emails are still relevant, we can define audience in our emails, make business goals and define ways for people to sign up and after firing emails and we can measure results based on our goals.

- Freebie Marketing

We can offer small value product for free so that we can attract customers for higher value products(Offering free drinks and snacks initially)

- Advertising/Video

Image to video catalogue is a great way to advertise our brand as its visuals attracts the customers and people share the videos on Instagram and they help in promoting the brand.

- Cross Promotion techniques

It's a marketing tactic in which Brand promotes itself with non competing brand, we can tie up with energy drink Sting to promote our brand.







CASH FLOW (3 months)

**Projected Cash Flow****Cash Received**

Cash From Operations

Cash Sales

Subtotal Cash From Operations

Additional Cash Received

Tax Received

New Current Borrowing

New Other Liabilities (interest-free)

New Long Term Liabilities

Sale of Other Current Assets

Sales of Long Term Assets

Investment Received (Seed Funding)

₹1,00,00,000.00

Subtotal Cash Received

₹1,00,00,000.00**Expenditures**

Expenditures From Operations (Salaries)

₹2,10,000.00

salaries of 3 empolyees

Cash Spending

₹30,000.00

cleaning agency

Bill Payments(Rent and Electricity)

₹11,25,000.00

electricity and rent

Subtotal Spent on Operations

₹13,65,000.00

Additional Cash Spent (Event Marketing and licer

₹ 3,25,000.00

tournament in 2nd month, social media marketing, license for land acquired and mini lighting license

Tax Paid Out

Principal Repayment of Current Borrowing

Other Liabilities Principal Repayment

Long Term Liabilities Principal Repayment

Purchase Other Current Assets(Inventory and Otl

₹55,000.00

sporting inventory, consumables

Purchase Other Long term Assets

₹ 76,50,000.00

turf, seating, parking and washrooms, app, deposit

Dividends

Subtotal Cash Spent

₹93,95,000.00**Net Cash Balance****₹6.05.000.00**

WE DON'T BEAT  
AROUND THE BUSH!

