

Market Research

Purpose of the Research

The purpose of this research is to understand the characteristics, user needs and competition of existing sports venues in the market, and to provide reference and guidance for project development.

Research Methodology

- Questionnaires and interviews have been used to conduct market research.
- The questionnaire survey focused on stadium users, including user groups, frequency of use, usage patterns, satisfaction and other aspects of the survey.
- Interviews were conducted with stadium managers and industry experts to understand the current market situation, development trends and competition.

Research Findings

1. Market Overview

- According to the results of the questionnaire and interviews, the existing sports venues in the market are mainly divided into two types: public venues and private venues.
 - Public venues are usually managed by the government or institutions and provide sports and fitness services to the public.
 - Private venues are invested and built by enterprises or individuals, mainly serving commercial users and high-end people.
- The specific target market for the stadium booking system contains:
 - individual sportsmen
 - sports teams
 - event organizers
 - stadium management companies
 - and more potential users

2. Competition Analysis

The existing sports venues in the market are highly competitive, mainly in the following aspects:

- venue facilities
- sports programmes
- prices
- quality of service
- location of the venues
- user interface
- customer support
- reputation

3. Requirement of Users

Feedback from potential customers can help to understand their needs, pain points, and preferences.

The research results show that users' needs for sports venues mainly include:

- complete facilities
- a wide range of sports
- good environmental hygiene
- transparent
- fair prices
- friendly service

In addition, users also have certain requirements for the location and accessibility of the venues.

Recommendations

Based on the findings, we recommend that the following aspects be focused on in the development of the project.

- (1) The completeness of the venue facilities and the diversification of the sports programme.
- (2) The choice of venue location and improved accessibility.
- (3) Transparent and fair prices and friendly service.
- (4) The development of differentiated competitive strategies, taking into account market demand and competition.