

A study on Identifying the opportunities to market and setup sports infrastructure for Pulse Sports Pvt.Ltd

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Abstract

The main objectives is to gather the data and partnering with schools, clubs, sports arenas, corporate, real estate, etc., and by setting meetings with the clients who need the infrastructure facilities and provide infrastructure and equipment and also upgrading the infrastructure and equipment in the sports field. we also ask the sports arenas for the free survey of the courts from the company, if the arenas are interested in the survey on their courts, then the experts will visit the sports arenas and have a survey on courts and gives the report based on the performance of the courts, if the management of the arenas have the interest on the report, then the sports arena and company will be having the annual maintenance of the courts (AMC). The maintenance of the courts will be done twice a year. Also if the Sports arena are interested in Equipment's based on their requirements, then Arenas will be getting at good price along with AMC.

Building database of Builders:

Collection of data of builders was done, although they are supposed to be our company's competition they can also be our allies. There is a difference between their construction technique and our construction method. Our method follows international standard of construction. A simple example of a Basketball court, if the court is not plain and straight it is of no use for the customer. The tar and cement and mat layers used by the company are in proper proportion and do not cause wear and tear of the court. The other constructors use minimum of 10% mixtures whereas the company uses 2 to 5 % of mixtures. The quality when compared to the rates offered by us are more than fair. The company provides minimum 5 year warranty for any construction done and maximum of 10 to 15 years. The database made by us helps in locating the area for new construction so that we can approach them with a planned pitch and tie up with them.

1. Introduction

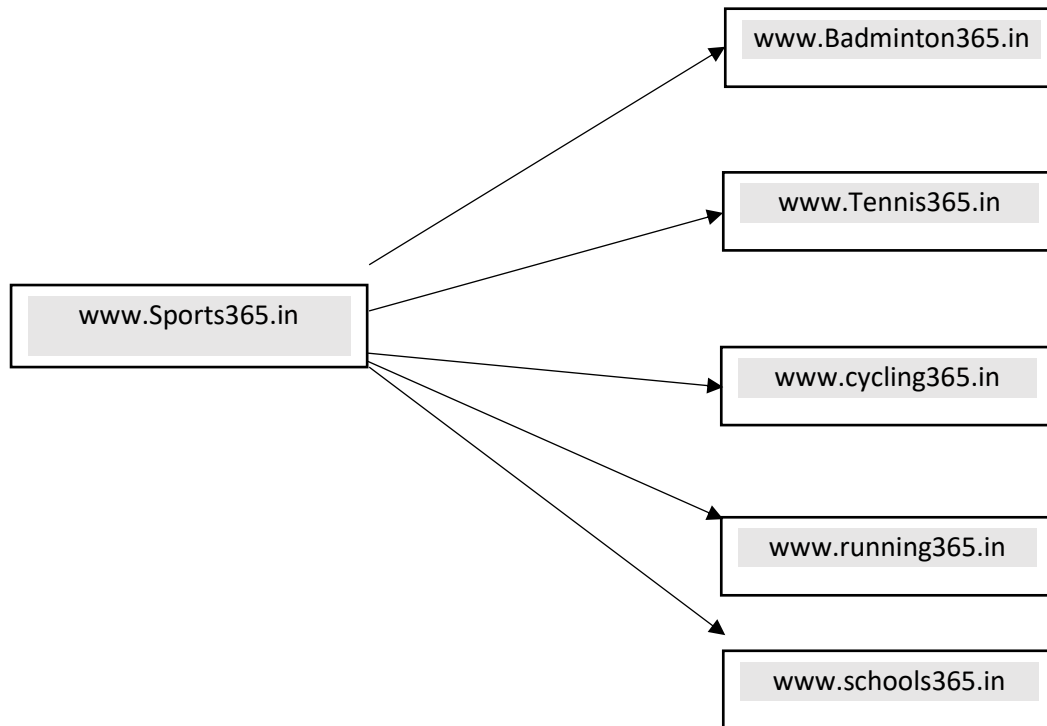
Sports365 is India's first professionally managed company with exclusive focus on sports & fitness. Through its multi-channel approach, Sports365 provides solutions in the areas of sports & fitness for consumers & institutions. In the consumer space, Sports365 is present through its online portal - Sports365.in, offering widest range of sports products across all leading national & international sports brands. In Institutional space, Sports365 offers turnkey solutions covering merchandising, events, infrastructure, consulting, etc. in the area sports & fitness for Schools, Clubs & Academies, Corporate and Real Estate etc. Sports365 is funded by leading US based VCs and backed by leading sports & fitness icons like Mahesh Bhupathi (Brand Ambassador) & Yuvraj Singh (Brand Ambassador). The company is founded by alumnus of IIM Lucknow with professional experience from organizations like P&G, McKinsey and KPMG. Sports365's game begin in early 2012 when the founding team lay the initial blue prints of the company and since then the game is still on! Sports365 aspires to usher sporting revolution in India and become the first port of call for sports and fitness needs of individuals as well as institutions. Sports365 also provides one stop solutions for the sporting requirements of institutions like Premier sporting teams, Clubs & Academies, Schools & Colleges, Corporate and many more. Some of the services offered to institutions include sports goods, sports merchandise design, development and distribution, sports infrastructure, events and consulting. Sports365 is headquartered in Bangalore with offices in Hyderabad, Chennai, Meerut and Jalandhar. The company is fuelled by a 100+ member team of individuals who are passionate about sports & fitness. Sports365 is also supported by leading US based investments companies like Powerhouse Ventures and Zolon Ventures. In a very short time span since its inception, Sports365 has taken the pole position in the sports segment in India. The company has received several accolades and has been identified as one of the Top 50s start-ups of India.

Management Team:

- Chandra Sekhar Reddy – Founder & CEO
- Aashutosh Choudhary – Co-Founder & Vice President

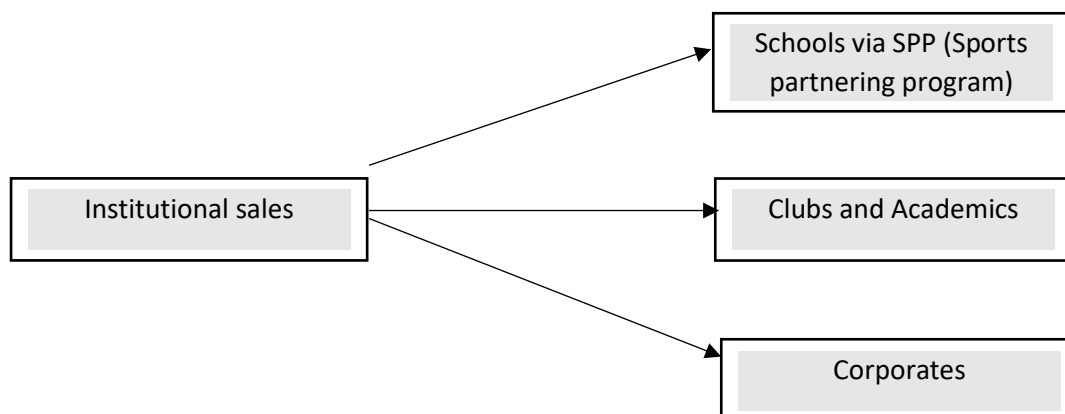
As mentioned above, the company has two business verticals namely:

Business to Customer (B2C): Under this they have four specialized sports portals tennis365, badminton365, cycling365, running365.



Currently, there are more than 45,000 products listed on these portals.

Business to Business (B2B): This Vertical takes care of the institutional sale of the sports goods in school partnership program, clubs and academics and corporate.



School Partnership Program Sports365 under the purview of SPP aims to become a holistic sports and fitness partner of the schools. Over last 4 years SPP has made quality sports and fitness gear accessible to over 1,00,000+ students across India.

- Socks (GOL premium quality socks)
- Apparel
- Sports Equipment
- Sports infrastructure
- Footwear (Nike)

In addition to this, SPP comes with an amazing bouquet of benefits which aim to strengthen the philosophy of Sports365 and Nike's to promote sports across schools in India. These benefits include:

- **Quality of the product:** Non-Marking Sole Shoes and comes with 1 year warranty.
- **Kitting Support:** Nike kitting support for your school sports teams and coaches to the tune of certain percentage of the total invoicing value.
- **Flexible pricing options.**
- Parents have a choice to buy shoes from school counter, online, partner store or from warehouse directly.

OTHER VERTICALS:

i) Tennis365:

Tennis 365 has the largest catalogue of Tennis products in India. There are over 1500+ different products to choose from 30+ different brands.

It is the authorized reseller of all the brands and the products are sourced directly from their authorized distributors thereby ensuring that the products are always genuine.

ii) Running365:

Running 365 is owned and operated by Sports365, India's premier Sports and Fitness Company. The team behind Sports365 is fuelled by extreme passion for sports and fitness. And

with backing from the likes of Mahesh Bhupathi, Yuvraj Singh, Lara Dutta & Vishnu Vardhan, we are here to herald a sporting revolution in India.

iii) **Cycling365:**

Cycling 365 is owned and operated by Sports365, India's premier Sports and Fitness Company. Launched in 2012, Sports365 is India's first professionally managed Sports Company and harbours the challenging aspiration of ushering sporting revolution in India and become the first port of call for sports and fitness needs of individuals as well as institutions.

iv) **Badminton365:**

Badminton 365 is owned and operated by Sports365, India's premier Sports and Fitness Company. The team behind Sports365 is fuelled by extreme passion for sports and fitness. And with backing from the likes of Mahesh Bhupathi, Yuvraj Singh, Lara Dutta & Vishnu Vardhan, we are here to herald a sporting revolution in India.

2. Review of literature

We are an online sports and fitness goods retailer, offering a wide range of quality products, accessories, footwear and apparel at great prices. Our interactive site is packed with information, advice and help so that customers can make informed choices.

As our company is into B2B sales as well as B2C sales we all need to work over B2B sales so that we can be comfortable with the company needs. Sports365 is India's first professionally managed company with exclusive focus on sports & fitness. Through its multi-channel approach, it provides solutions in the areas of sports & fitness for consumers & institutions. In the consumer space, Sports365 is present through its online portal - Sports365.in, offering widest range of sports products across all leading national & international sports brands. Sports365 is funded by leading US based VCs and backed by leading sports & fitness icons like Mahesh Bhupathi (Director), Yuvraj Singh (Brand Ambassador), Dipika Pallikal (Brand Ambassador) and Lara Dutta (Brand Ambassador). The company is founded by alumnus of IIM Lucknow with professional experience from organizations like P&G, McKinsey and KPMG.

CHANNEL MANAGEMENT

As a channel partner we are managing the affiliate relationships with sports arenas and builders across Bangalore and Hyderabad.

The process of approaching the arenas are;

- Firstly, make a database about the sports arenas in the city of Bangalore through Google search engine.
- Maintaining the record of area wise arenas
- Visiting the arenas and arranging for survey and annual maintenance
- Handling the queries of customer in the form of AMC & equipment's.
- If the arenas are interested in the report of the survey then the arena and company can have annual maintains of the courts (AMC) and maintains of the courts will be done for a twice a year.
- The SOP (standard operating procedure) has been a proper guide to us.
- Working according to SOP is helpful as it shows in actual needs of the company. For this I have to report to Upasana, as she guides me and assigns me my daily tasks.

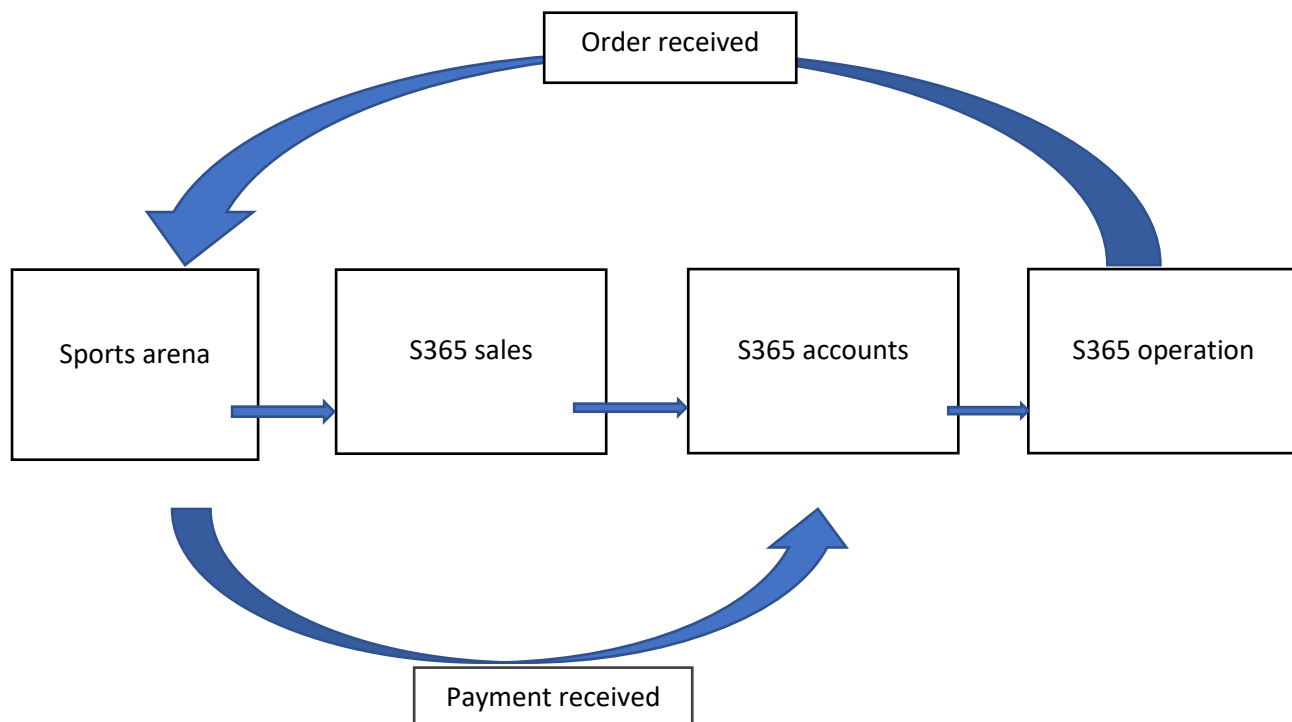
The process of approaching the builders are:

- Firstly, make a database about the builders in the city of Hyderabad through Google search engine.
- Contact them through calling and mailing to the manager of the builder in the form of constructing the courts, upgrading the courts and equipment.
- If the builder is interested in any of the service that we are providing, then we will send a broacher, rates that we are going to charge them.
- Continuously we have to follow them through calls.

Modes of partnering:

Direct partnering:

Gathering the data from the sports arenas and asking them for the free survey, if the arenas are interested in the report of the survey then the arena and company can have annual maintains of the courts (AMC) and the maintains of the courts will be done for a twice a year.



SALES THROUGH ARENAS:

The term sports arena is a central area used for sports surrounded by seats for spectators.

Under this option the arenas asks the customers to buy the products on particular days before the stock is about to reach the arenas. S365 collects the data what arenas are required and make the list by the sales team and delivers at given time.

When the stock reaches to arenas and customers will come and take their required kits. Sports365 team need to manage these end-to-end.

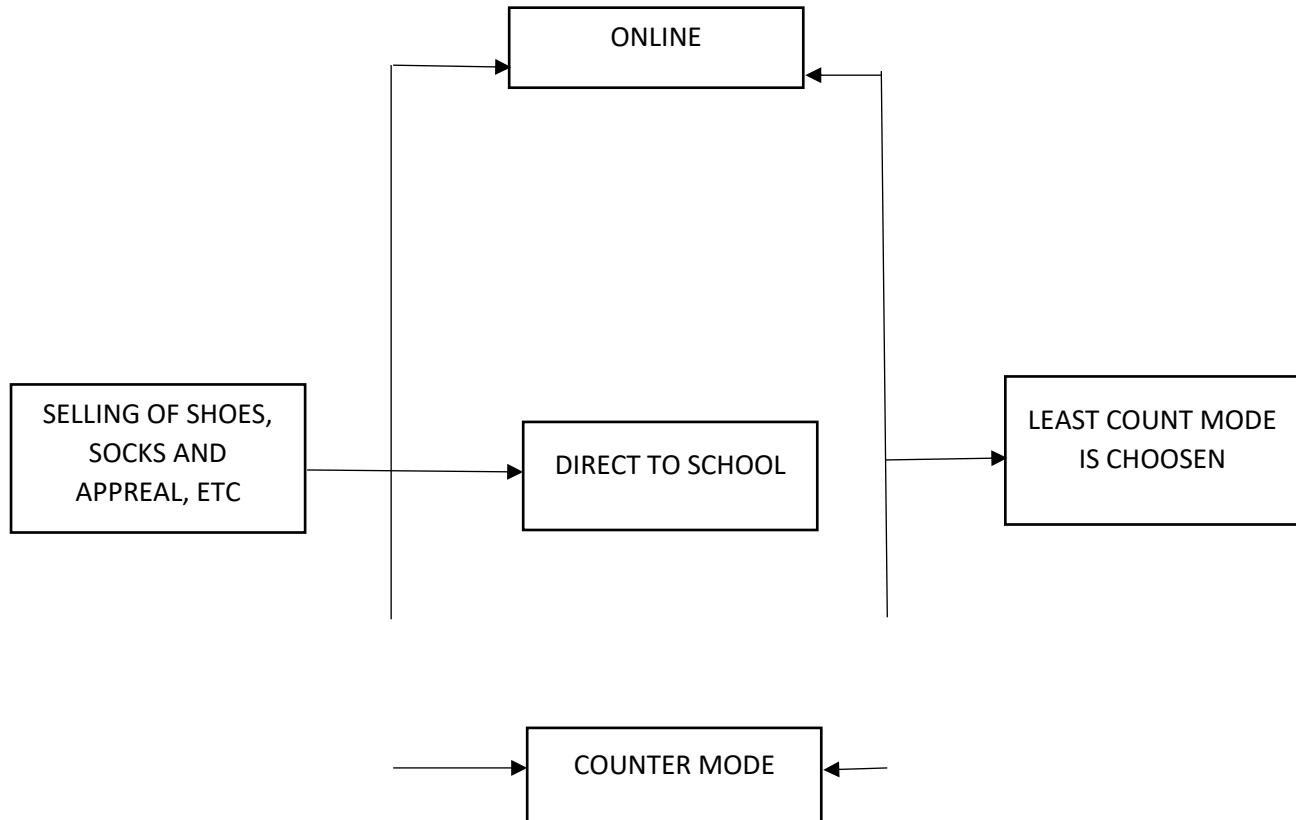
Note: To ensure that the operations run smoothly, sales, operations, finance, and customer-care must work in coordination and there should be proper information flow across all the departments.

SALES THROUGH ONLINE:

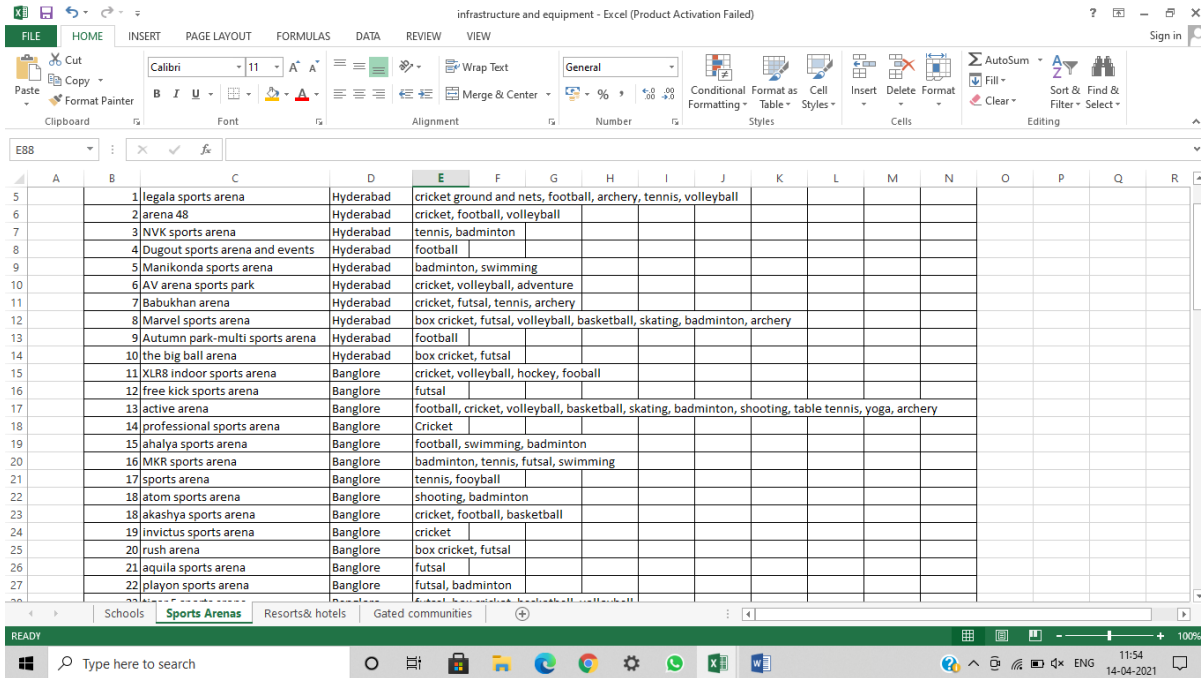
Customers can purchase the sports equipment, sports shoes, sports apparels and sports infrastructure from the sports365 website with the discount vouchers provided by the sports365 with the affordable prices.

DIRECT PURCHASE:

- Direct purchase is nothing but the schools directly purchase a bulk of shoes directly from the sports365 without setting up the counters in the school.
- They will deliver the shoes directly to the children with the schools prices.
- Some of the customers will purchase directly from the office warehouse.

**DIAGRAM OF SELLING AT SPORTS365**

Building the database from the city of BANGLORE:



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
5		1	legala sports arena	Hyderabad	cricket ground and nets, football, archery, tennis, volleyball													
6		2	arena 48	Hyderabad	cricket, football, volleyball													
7		3	NVK sports arena	Hyderabad	tennis, badminton													
8		4	Dugout sports arena and events	Hyderabad	football													
9		5	Manikonda sports arena	Hyderabad	badminton, swimming													
10		6	AV arena sports park	Hyderabad	cricket, volleyball, adventure													
11		7	Babukhan arena	Hyderabad	cricket, futsal, tennis, archery													
12		8	Marvel sports arena	Hyderabad	box cricket, futsal, volleyball, basketball, skating, badminton, archery													
13		9	Autumn park-multi sports arena	Hyderabad	football													
14		10	the big ball arena	Hyderabad	box cricket, futsal													
15		11	XL8 indoor sports arena	Banglore	cricket, volleyball, hockey, football													
16		12	free kick sports arena	Banglore	futsal													
17		13	active arena	Banglore	football, cricket, volleyball, basketball, skating, badminton, shooting, table tennis, yoga, archery													
18		14	professional sports arena	Banglore	Cricket													
19		15	ahalya sports arena	Banglore	football, swimming, badminton													
20		16	MRK sports arena	Banglore	badminton, tennis, futsal, swimming													
21		17	sports arena	Banglore	tennis, fooyball													
22		18	atom sports arena	Banglore	shooting, badminton													
23		18	akashya sports arena	Banglore	cricket, football, basketball													
24		19	invictus sports arena	Banglore	cricket													
25		20	rush arena	Banglore	box cricket, futsal													
26		21	aquila sports arena	Banglore	futsal													
27		22	playon sports arena	Banglore	futsal, badminton													

Record of daily work submitted to the manager of Pulse sports Pvt.Ltd

daily work - Excel (Product Activation Failed)

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
2		sports arenas																
3		s.no	name of arena	response														
4		1	vinny's sports arena	intrested, meet on 07/04														
5		2	calcio sports arena	ready to dismantle						(06/04/2021)								
6		3	DJ sports arena	newly constructed, taken the contact number														
7		4	lake view sports arena	ready for survey														
8																		
9		1	gamers multisports arena	they are maintaing the courts by their own														
10		2	MRK sports arena	not intrested						(07/04/2021)								
11		3	pretty sports arena	they have several people for maintaing the courts														
12		4	soccer holic	under construction and have enough equipments														
13																		
14		1	pretty sports drift	owner not available, meet on Friday morning														
15		2	whitefield united	recently modified, not intrested						(08/04/2021)								
16		3	soccer alley	under modification														
17		4	active arena	not intrested														
18																		
19		1	pretty sports arena	ready for survey and need AMC rates														
20		2	sumukha sports arena	ready for survey and need AMC rates														
21		3	LY shuttlers arena	not intrested						(09/04/2021)								
22		4	i sports arena	owner not available, meet on Monday														
23		5	athena sports arena	not intrested														
24																		

Sheet1

READY

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3. Objectives

The objective is to

- Observe and analyse the various operations activities taking place in the company and trying to reduce the resource put into it and cutting the cost of it without affecting the customer satisfaction.
- To understand retailing and have direct communication with consumers so as to improve customer satisfaction and service quality.
- To be thorough with the concept of operations as well as inventory management, as the whole internship revolves around partnering, procurement and distribution.

4. Scope of the study

The scope of this study is to determine the different aspects of functioning of the company. Some of them are described below:

- Different marketing schemes undertaken by the company to create intermediate impact on the sales of the company.
- To increase market share by giving recommendations and keeping a tab on the competitors performance.
- Observe and analyse the various operations activities taking place in the company.
- Reduce the resource put into the operation activities and cutting down the cost incurred without affecting the customer satisfaction.
- Understand the functioning in retail and have direct communication with consumers so as to improve customer satisfaction and service quality.
- Understand sales marketing and operations for institutional selling.

5. Research methodology

Working on demand and forecast of various products offered by the company to various sports arenas in Bangalore. The forecasting can be done by collecting data from secondary data from surfing internet, finding

the strength of the sports arenas, historical data, and competitive prices and then taking the economic conditions in to account.

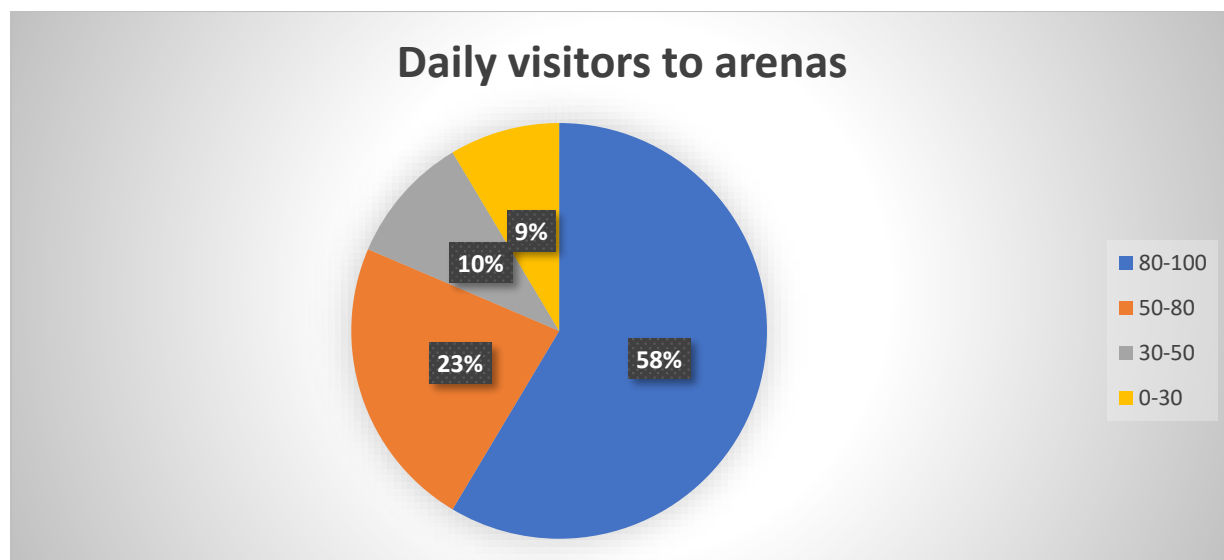
Making a brief layout of the courts, during counter and post counter activities prior to the counter dates to minimize any error and also have mock sessions to get an idea about how to manage all the court activities.

Making a layout of how to manage the demand and number of people visit to arenas in there. Strategy about what all are mandatory and how it can be used effectively.

Carrying out the counter sales smoothly and make a sales report which will be on the daily basis to minimize further error and to have error free consolidated report.

6. Data analysis

MARKET SURVEY ANALYSIS



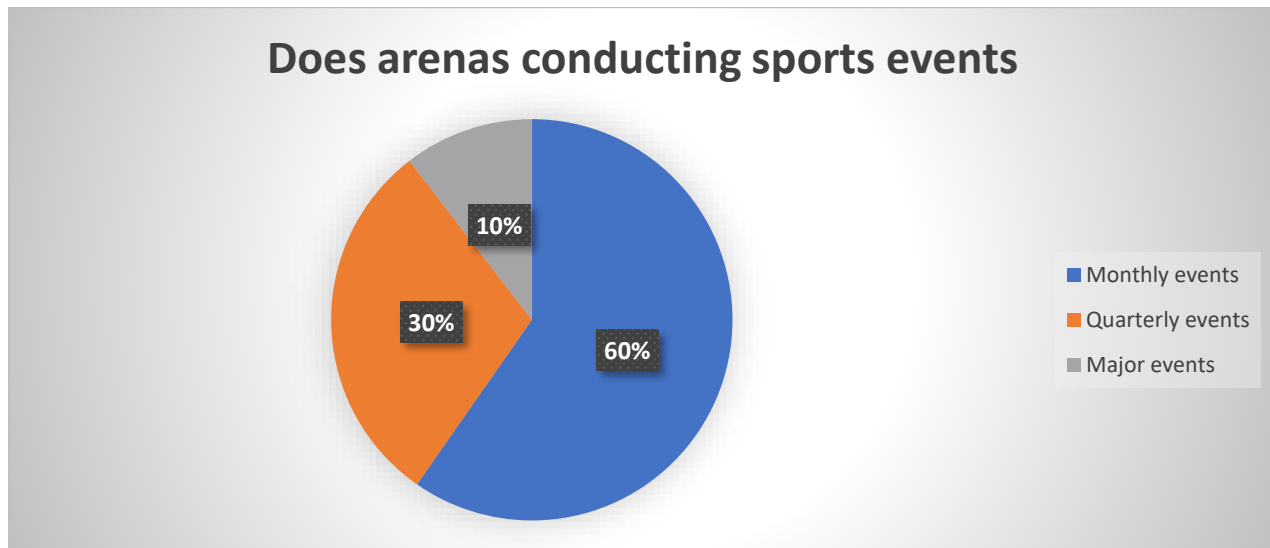


Figure: Does arenas conducting sports events

EQUIPMENT'S ORDERING OPERATIONS:

- List of the equipment's are sent by the manager of arena to sales team of sports365, which equipment's in the form of shoes, rackets, bats, balls, and any other equipment's regarding to sports in Bangalore. The arenas has to order the equipment 1month prior.
- This helps us get in touch with those brands which arenas are required and order stock which they are needed. Once equipment's team confirms the order from respective brands then it is delivered to Sports365 warehouse.
- Sports365 has an exclusive rights of selling several brands which are not available with local vendors or distributors. The prices of the equipment's are fixed based on the transporting cost, arenas capability of buying the equipment's. This helps in maintaining a healthy relationship with the arenas as well as the customers.
- Equipment's ordering operations gives the real time experience by dealing with different types of consumers and understanding consumer behaviour. The company provides the discount vouchers for its promotion. This will help customers to find the sports equipment's and many other products in their website.
- In equipment ordering operations we have to submit the daily sales report. This helps know how much sales took place and if there is any shortage of the equipment for the next arena which may

order. So that we can arrange all the things and not creating any trouble to the arenas in matter of service.

- If we were running out of stock in warehouse then we take the advance orders from the parents and we will deliver the equipment's to the arenas with in promised date given to the arenas.
- After submission of the report to the company manger, he verifies all the reports. After verifying the reports he will approve the reports and submitted to the respective manger of that department. Equipment's manager will send all the reports to the accounts manager in Bangalore and to the respective departments.

OFFERING FOR ARENAS:

Sports365 offers a wide variety of products and caters to the infrastructure needs of the arenas as follows:

1. SPORTS APPAREL:



Sports365 offers a wide range of variety of sports apparels to the arenas with the good quality, affordable price.

- Sports uniform is designed according to the requirements of the arenas for the competitions and regular wear with different logs and different models to the arenas.
- Strategic tie-ups with the brands with the help of arenas with the best prices and design from the brand houses like:

- GOL: sports365 in house brand
- NIKE: Exclusive school sales partner

2. SPORTS INFRASTRUCTURE:



- Sports365 offers a high quality of sports infrastructure to the various sports.
- All of these offerings are certified by the premium accreditation agencies for each sport.
- Sports365 in-house experts for each sporting discipline can aid the school, arenas, corporates, competitions, etc. in design and choice of infrastructure delivering the best value for the event.
- Sports infrastructure is offered to all arenas, schools, builders according to their requirements.

SPORTS EQUIPMENT'S:



- Sports365 offers best quality & wide range of branded sports equipment for both outdoor and indoor games.
- Sports365 procures all their products directly from the vendors assuring 100% authenticity.
- Sports365 in house experts for each sporting disciplines can aid the arenas in making suitable choice in purchasing equipment delivering the highest value for the arenas investment.
- One stop shop for all your equipment needs across various categories of sports.

COMPETITORS:

In Bangalore sunrise are the major competitors for the sports365. They have also tie up with the some of the schools in Hyderabad. There are many other players in apparels also. Sunrise sell the Adidas shoe in the schools which is major competition for sports365 as it sells Nike shoes.

- Sports365 has been growing rapidly in market. So there are some facts while give the company edge over its competitors.
 - One stop solution for shoes, apparel, sports infrastructure and equipment's requirements aided by consultative selling.
 - Sports365 has high qualified team with experience in sports industry.
 - As it is backed up the sports icons like Mahesh Bhupati, Lara data and Yuvraj Singh
 - Providing the high quality of the product, better service than the competitors.
 - High expertize customer care support than the competitors.
 - High expertize management for solving any type of situations.

NIKE REVOLUTION-2	ADIDAS
Light weighted and more breathable shoe in this category.	Heavy and less breathable.
Only shoe to have midsole support.	No midsole support
Flexible and non-marketing sole	Stiff and non-marketing sole
Highly durable with 365days warranty and discount on MRP prices	Warranty and discount is based on vendor dependent

Strategically placed leather overlays and mesh in the side upper enhances support and breathability	No mesh in the side upper of the shoe
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DISTRIBUTION CHANNEL:

- Distribution channel is crucial for the retail business. This section analyses the distribution chain in India, more specially, it looks at intermediaries like wholesalers, distributors, and manufactures. The intermediaries link the manufactures to the retailers.
- Distributors appointed by the companies also supply to small retailers but they largely work with large retailers. Distributors focus more on brand marketing than whole sellers.

The distribution channels in India can be divided into 4 broad categories:

- **Zero level marketing/direct marketing:** A zero level channel is a direct marketing channel where there is no intermediary and the producer sells directly to the consumer. For example: direct mails, telemarketing etc. A one level channel has one intermediary, typically a retailer between a manufacturer and consumer.
- **One level Channel:** The one level channel has an intermediary in between the producer and the consumer. Even E-commerce is an excellent one channel level example: wherein the companies tie up directly with E-commerce portals and then sell in the market.
- **Two level Channel:** Two level channels involve the movement of goods from the company to an intermediary, from the intermediary to another and then to customer.
- **Three level channels:** The three level channels can combine the roles of a distributor on top of a dealer and a retailer. The distributor stocks the most and spreads it to dealers who in turn give it to retailers.

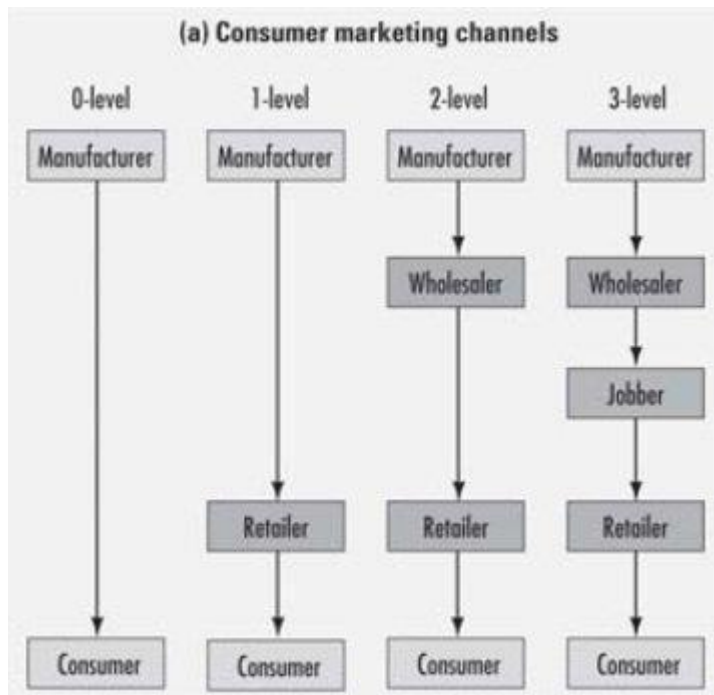


FIGURE: LEVELS OF DISTRIBUTION CHANNEL

PRICING:

Pricing plays an important role in arenas. Here we decide the prices of the shoes, socks, rackets, bat, ball, and apparels based on the area of the arena, arenas strength.

For the different arena different prices were allocated according to the requirements of the arenas. In arenas we sell the shoes, apparels, socks, rackets, ball, bats, kits, etc.

PRODUCT DESCRIPTION:

i. GOL premium quality socks:



SIZES	LENGTH	COLOUR	PRICE
XS, S, M, L, XL	CREW/ ANKEL	PACK OF 3	RS 500

Important Features:

- Quality on par with any international brand.
- Colour and design can be customized as per the requirement of the school.
- In-house brand
- Manufactured by Spenta – one of the most renowned manufacturers.

ii. Apparel:



T-SHIRTS



SHORTS

SIZE BRACKET	PRODUCT	FABRIC
22-32	Sports uniform t-shirts/ shorts	Dri-fit
34-48	Sports uniform t-shirts/ shorts	Dri-fit
22-32	Sweat shirts	Fleece
34-48	Sweat shirts	Fleece

Important Features:

- In-house brand and products are manufactured at Sports365 facility in Bangalore.
- GOL Sports Uniform are: Breathable, stretchable, comfortable and easy to maintain.
- GOL Sweatshirt's are: Warm, comfortable and easy to maintain.

- Both uniform and sweatshirts are customized as per school's requirement.

Warranty/Exchange/Returns:

- **Shoes:** can only be exchanged or returned if they are unused and are in the original packing box. It comes with 1 year warranty which covers sole and Velcro. Damage in the mesh is not covered under warranty.
- **Apparel:** Sports365 provides 3 months warranty against manufacturing defects, Stitching issues, colour bleeding & Logo printing issue will be covered under warranty within 3 months of the product delivered to customers. Note – The fabric quality issue will not be covered under warranty product needs to be physically inspected before taking it back
- **Socks:** Cannot be returned or exchanged under any circumstances due to hygienic issue.
- Warranty/exchange/returns related issues should be reported to operations and finance by EOD. Counter manager need to follow the procedure designed by finance for such cases.
- Any exceptions can only be made post approval from the SALES HEAD/ OPERATIONS MANAGER.

INDUSTRY ANALYSIS

- Sport is regarded as one of the largest industries globally in terms of employment and revenue. The Business of Sports is a multi-billion dollar global industry propelled by enormous consumer demand.
- The sports business means many different things to different people. This is a truly global industry, and sports stir up deep passion within spectators and players alike in countries around the world.
- But in past, it was just a loss-making affair in India. Now, sport is going to be the next big industry in India. In developed countries, sports contribute around 2 to 4 percentage of total employment.
- It includes a variety of career profiles such as athletes, coaches, trainers, event managers, public relation officers, Coordinator of sport organizations, Marketing Consultant, Program and Facility Manager, Professional Sport Promoter, Sport equipment and product sales, Sport Event Planner and Manager and Sport Sponsorship Specialist.
- Today, sport's contribution to India's total employment is just .05%. The great initiatives such as Indian Premier League (Cricket), Hockey India League, Indian Badminton League, Prokabadi,

Indian Super League (Football) and professionalization of Heritage sports events such as Goti, Gilli Danda, Lagori, Kilithatt, Gatta Gusthi are changing the old face of Indian sports.

- Once, we believed that only cricket will succeed in India. But the above mentioned initiatives have shown Indians, a world of sports beyond cricket. These initiatives prove that sports have a future in India as a business.
- The growth and development of the Indian sport industry is creating opportunities for management professionals in a wide variety of settings.
- Boosted by initiatives such as professional leagues of developed sports, commercialization of underdeveloped sports, professionalization of heritage sports and increased corporate sector investments, sports industry expects a faster growth in shorter time frame.
- It has the potential to overtake IT and related industries before 2020 in every aspect.
- The sports goods industry in India is nearly a century old and has flourished due to the skills of its workforce. Being labour-intensive in nature, the industry provides employment to more than 500,000 people. The nucleus of this industry in India is in and around the states of Punjab and Uttar Pradesh.



PESTAL ANALYSIS



- i. **Political Analysis:** Political factors are especially important to the backend of a company the part we don't normally see. Most of today's political changes only affect how a company can produce their goods or how much profit they make, for example. To us, this may seem insignificant, but Political factors decide the survivability of an organization. For Nike, some of these are:
 - Various political conflicts can always make customs related processes difficult, or prevent imports and exports.
 - Eventually we should have some political relations with the leaders to run the business in a smooth manner especially in the service sector.
- ii. **Economic Analysis:**
 - The nature of the economic system (capitalism, socialism) in a country has a direct impact on the retailer's business. Therefore, a retailer should have a thorough way to understanding of the various economic factors of a country that would influence their operations and profitability. Some of the economic factors that affects the retailer are – Gross domestic product, rate of inflation, purchasing power, interest rates, tax levels, employment growth etc. higher growth rate of GDP (in real terms) implies that consumers have more income and hence, they spend more, resulting in higher sales and more profits for retailers. On the other hand, increase in inflation leads to a decrease in the purchasing power of the consumers. The

economic reforms of the 1990's have resulted in higher economic growth than that observed in the previous decade.

iii. Social analysis:

Public Relations has never been more relevant than today. A good social status means a lot for modern corporations, so it's definitely worth considering these factors:

- Worldwide increases in 'health consciousness' means that more and more individuals are moving towards better lifestyles. These people will undoubtedly buy plenty of sports apparel, something which would make Nike very happy.
- On the other hand, Nike receives much criticism for its dubious production process

iv. Technological:

Technology is one of the most important drivers of change in the retail industry. The computerization of various retail stores operations like inventory management, billing, database management and the wide spread use of bar code scanners, computers, point-of-sale terminals, management information systems etc. have brought a sea change in the way retailing is conducted in India.

Retailers are also using technology to improve the shopping environment and to provide a pleasant shopping experience to customer. Quick response computer links with suppliers are increasingly being used to reduce lead-time and overcome stock-out problems.

v. Legal:

Government use various laws and regulations to ensure that retailers do not indulge in unfair practices, But most of the times, these regulations hamper the growth of the retail industry. Some of the legal and regulatory problems that retailers face in India are; (FDI), property regulations, and complex taxations system. Each of these have been explained below:

7. LIMITATIONS:

- Time constraints
- Not being able to cover potential sports arenas across the Bangalore.
- Non availability of physical trainers in sports arena.
- Sports partnership program is a new business model so no primary, secondary and historical data is available to analyse or find information about it..

- Hard to find transporters at a low cost for event oriented business.
- The performance of operations also depends of the delivery of equipment's from NIKE and other vendors.
- Being unable to deliver products on time, will affect the operations.

8. RECOMMENDATIONS

Though Sports365 is giving a neck to neck competition to all other competitors in India, it is still lagging behind in terms of sales & revenues. However after doing a small research and studying the market of Bangalore, there are certain recommendations till now which would help in reviving the market of Sports365, thereby increase in its sales and revenues.

- **Sponsorship of events:** Sports365 should consider sponsoring various events across different cities, where they can organize small workshops and distribute free samples to the general public such that the consumer awareness would increase and it would help the company in increasing profit.
- **Boards and Hording:** Sports 365 should search for strategic locations across the cities and should advertise their products on the boards and hoardings. This would lead to an increase in the visibility of the brand. Also, the company should tie up with the local transport departments and put up their ads on the moving buses and cars across the city. This would, again, lead to an increase in the brand visibility and hence make the consumer more aware about the product.
- **Exclusive retail outlet:** The Company should also concentrate on opening up of exclusive sports equipment's outlets, where all the products of GOI, the in-house brand of the company would be available. Also, the company can provide interesting schemes and offers to the customers who would choose to purchase from the outlets. The main advantage of opening exclusive outlets is that it leads to a very positive change in the brand Image and the perception of the consumers and hence, would lead to an increase in sales & revenue of the company.
- **Strengthening distribution network:** Only sports365 has distribution ship of Nike in Karnataka, Telangana and Andhra Pradesh. No other Vendor can sell the Nike school shoes in Telangana, Andhra

Pradesh and Karnataka if other vendor wants to sell Nike School shoes then they have taken permission or distribution ship from Sports365 has almost saturated the Bangalore market and in Hyderabad also they are doing well. Now they should concentrate in other part of the country. So that they can be more competitive in sports sector and can generate more revenue.

Sports365 should try to get distribution ship even in other states.

9. CONCLUSION

During the period of the internship, there were various aspects of the sports industry learned through the entire process. While we got the opportunity to learn about the basic sports products, we also got to know about the various technicalities associated with the Ecommerce process. Apart from these details, then came the real task of understanding the market and the various opportunities associated with it.

The India sports Markets has grown significantly over the past few years. There is an increase in demand from sports infrastructure also. Hence, Sports365 has done a really commendable job by tapping upon the various opportunities coming across its way, leading to become one of the largest sports and Fitness Company in India.

However, reaching up to this level has come at a price, as with the boom in the sports industry, there has been entry of many players in india. Also, this has led to a cut thoart competition among the companies which finally leads to end customer only being profits.

There are various areas such as the Upcountry Markets and the Northern parts of India, where Sports365 is planning to expand its business and other than Bangalore there are various areas of South India also such as Hyderabad and its nearby areas, where Sports365 is having a strong foothold.

While choosing the sports equipment, customers basically look for brand image, product quality, product availability, competitive pricing, discounts and offers and promotional events, etc. Sports365, as a company, is doing its best in maintaining its market stature and there is a huge potential for the sports industry in the upcoming future. There is always demand for quality products and Sports365 is doing a fair job in providing good quality products to the customers.

Hence, in order to tap the market opportunity further in its way, there are various recommendations being suggested to the company in the later section of this report. These suggestions are a result of the thorough study and research. It is further expected that the findings of this report would surely prove to be helpful in determining the key areas of improvement for Sports365, hence leading to a future ahead.

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