

**Superior Sports and Fitness
Marketing Plan
Investor/Stakeholder Summary**

Vision Statement

Superior Sports and Fitness, Inc. offers the finest physical education programs in the Columbus, Ohio area for both children and adults. These programs are nationally progressive, competitive and are intelligently applied with a highly educated and certified staff in the safest and most enjoyable manner possible.

Marketing Objectives

Increase awareness of Superior Sports and Fitness, Inc., positioning ourselves as the premiere facility with above average staff members.

Confirm the Superior brand within the geographical and demographical areas necessary for long term growth.

Increase internal sales to existing clients.

Develop relations with local and significant national media.

SWOT Analysis

Strengths

1. The Superior facility is 20,000 square feet larger than our closest competitor. The facility boasts a snack bar, fitness/weight room, swimming pool, dance room, client lounge in addition to the largest youth sports area in Ohio.
2. The Superior staff will all be college graduates, unlike 90% of the national average for youth and adult fitness clubs.
3. Integrity has access to nationally recognized personalities and will host training camps, press conferences and open houses for public education.

Weaknesses

1. Initial sales must cover start up costs, with a working capital outlay for overhead.
2. Pricing must represent the premiere branding, being 15% higher than competitors.

Opportunities

1. Gaining 10% market share over entrenched competitors may result in the demise of programs

- operating with or less than a 20% profit margin.
2. Peripheral programs (swimming, fitness, dance, martial arts) can be expanded as revenue increases, creating individualized profit centers of national acclaim.

Threats

1. Three programs are within a 20 minute drive radius of Superior, and if these programs expand and/or offer pricing incentives, the Integrity start - up period may be prolonged.
2. The consumer purchasing climate is presently strong. However, international issues that affect the U.S. Economy could come into play at any point.

Target Consumer

Our client is upper middle class, with an annual household income of at least \$80,000. Our client lives within a 20 minute drive radius of Dublin, Ohio. Our client is 35 to 50 years old, active, and has at least one child within the ages of 18 months to 17 years.

Competition

Our competitors are within a 20 minute drive radius of Dublin, Ohio. These three programs vary in size and years in business. All three, however are strictly gymnastics facilities and are in older facilities with outdated safety standards.

Strategies for Positioning

Superior will create its own market as the premiere program in the Columbus, Ohio area. This will be accomplished with media exposure, school involvement and community education.

Forecast

It is expected that within one year of opening, Superior will have over 700 members, with annual revenue projections of at least \$700,000. Two years in business will bring the membership to 1200 members, with annual revenues of 1.2 million.

Tactics

1. Local media will be invited to tour the facility after construction is complete, with media kits, refreshments, and national sports personalities for interview.
2. The Superior Boosters will circulate coupons for events through the preschools, elementary and middle schools throughout our operating radius.

3. News releases of all events will be circulated to all local media, including cable, television, news and magazines.
4. Boosters will circulate coupons with a partnership with McDonald's restaurants.
5. Social media will be established with our marketing department posting daily updates.
6. Educational seminars will be offered free of cost, including health screenings for adults and children through a partnership with local health and wellness professionals.
7. Pro Shop and Cafe revenue will be increased with local reviews and tastings in conjunction with all events.

Analysis

1. Weekly meetings of all department heads will be held to discuss revenue and membership status.
2. Department heads will record all activity, including staff efficiency, and present such at meetings.
3. Marketing head will meet with CEO, accountant and investors once per month to monitor revenue and operating costs.