

# Sport Business Plan

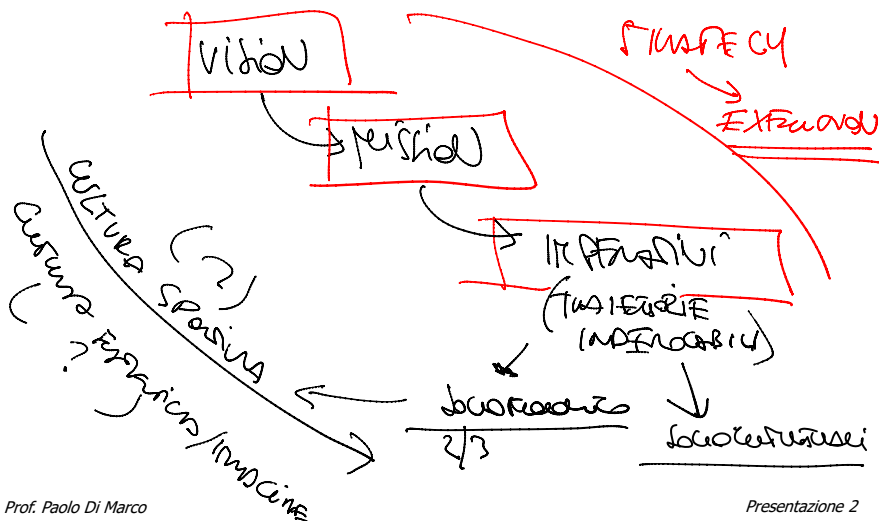
Prof. Paolo Di Marco

AA 2020/21

Lezione 9

Prof. Paolo Di Marco

## IMPOSTAZIONE STRATEGICA

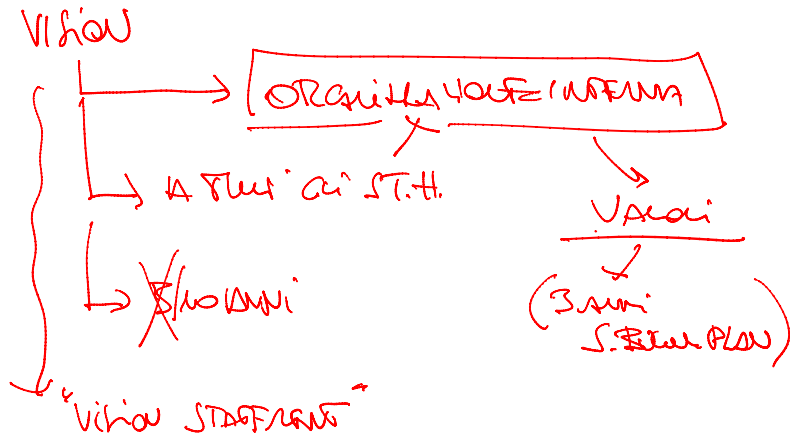


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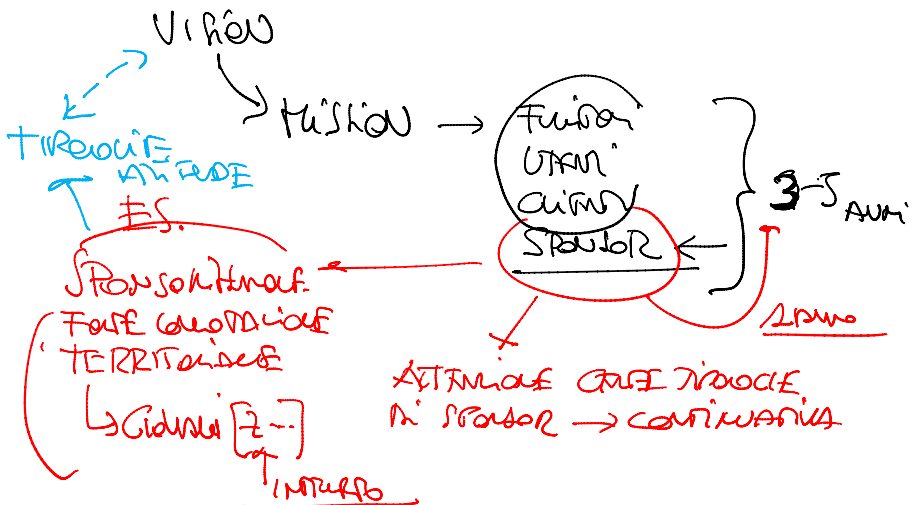
Presentazione 2



# Vision

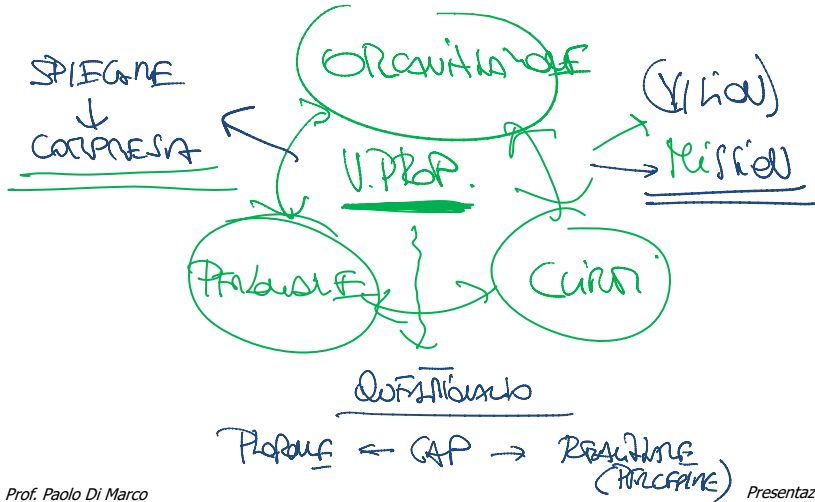


# Mission





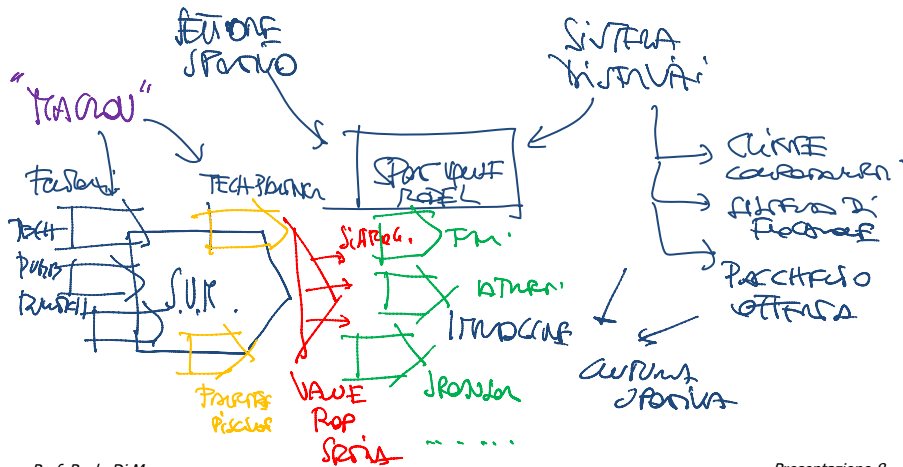
# VALUE PROPOSITION "VALUE SPACIA"



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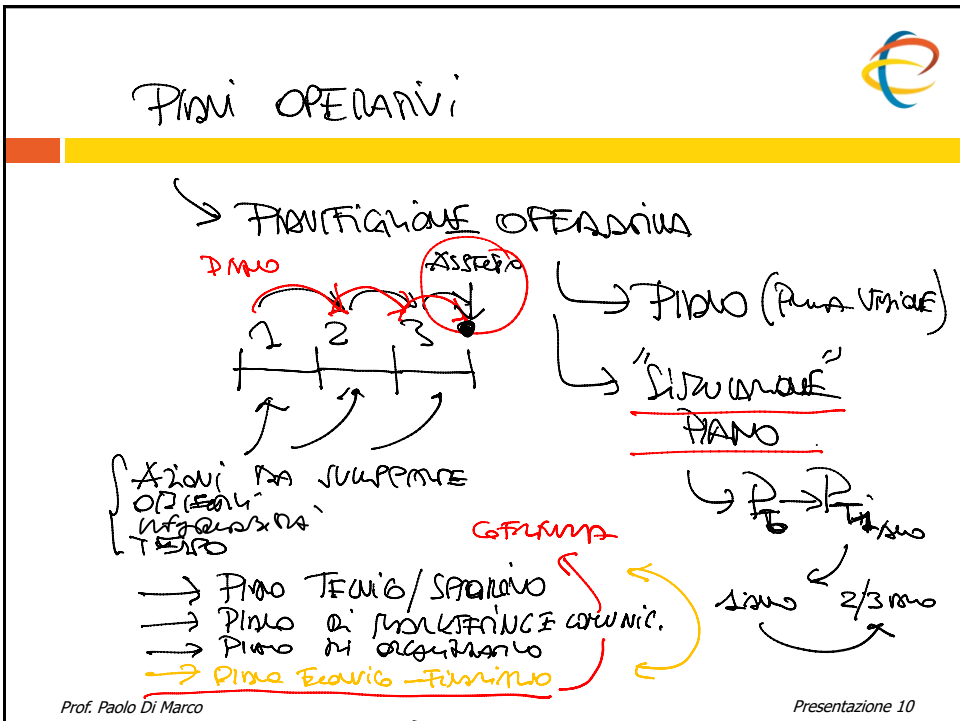
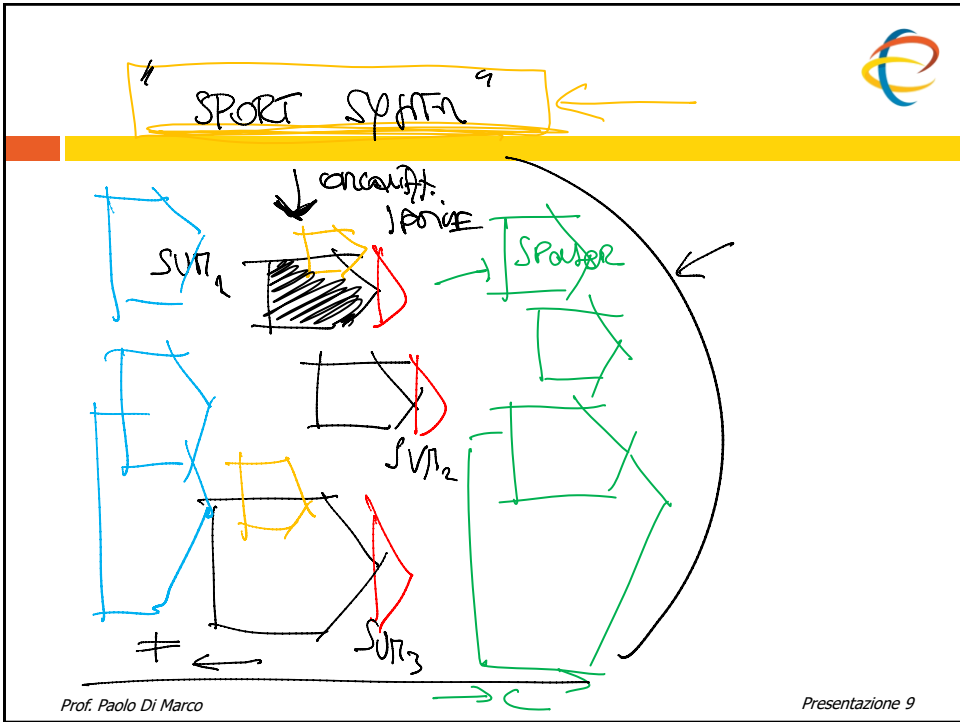
Presentazione 7

# SPORT VALUE MODEL



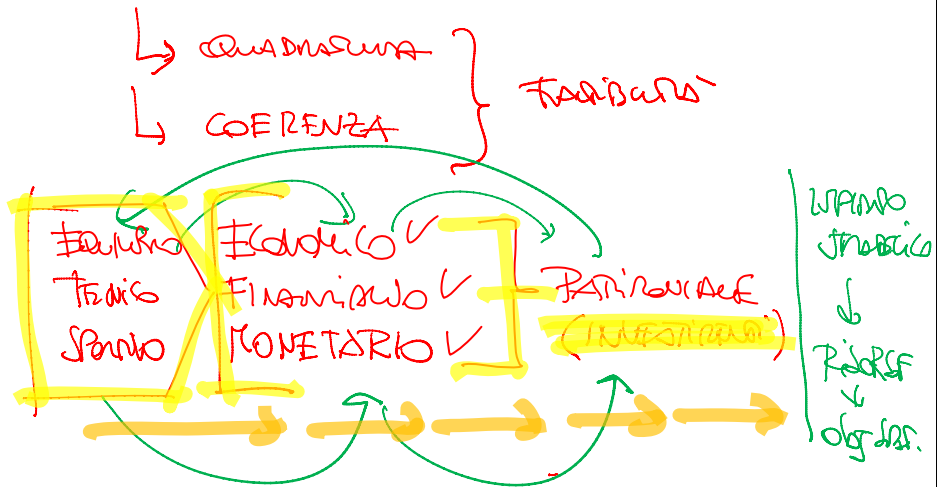
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Presentazione 8





# Dimensioni Eco. / Fin. /



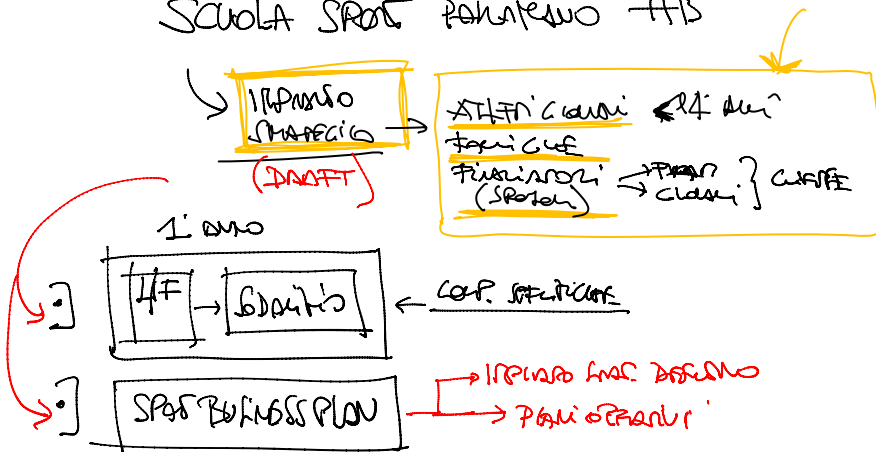
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Presentazione 11



# Principi Operativi

## Scuola "Sport" Palermitano HD



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Presentazione 12

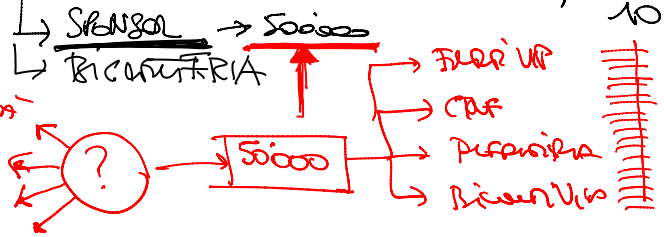


FIDELIS ANDRIA → ASSUNTA  
 CAUSOMA VERBOUSE  
FOCUS

→ EVENTI SPORTIVI (CARRI D'ORO)

→ 1. IRPORGIANA < 1. ATO. GIOVILE  
 2. SQUADRA

↳ CAMPIONATO < PARTIRE IN 6ta PER: 90  
 PARTIRE FAN STABILING/ DIVERSE 10



Mktg ATTIVITA' COLONIC.

POLISPORTIVA

- DOF → FITNESS
- DOF → GIMNASTICA
- SPS → KUNG FU
- ATTIVITA'

Societa' PARTNER

Calciobasket "DOUTDES"

CAMPIONATO

ASSET → POLISPORTIVA → SCADE  
 CAPPI  
 ALTRI

"CORUNE" ASSET  
 + TESSERATI  
 + SPA in POLISPORTIVA

"SPORT VALUE MODEL"





## Analisi Socio-Econ. TERRITORIO

- Calcio

→ FEDERAZIONE → FIPAV

→ ASPI SPORT

↓ 100%

-10%

ASCO (-10%)

↳ PROVVISI SPORT o NATI  
PROXIMA

→ 6700 (15%)  
→ 7000

PROXY

+5%

-10%