

Adamson's Karate

DESHAUN MARTIN, REBEKAH GAILLARD, JUSTIN MITI

Adamson's Karate Overview

- Family owned business
- World class leaders
- Over 35 years successful in business
- Multiple locations throughout the Midwest

Situation

- Overall business is going extremely well
- Noblesville location is not up to par with the other locations
- Promotion is not where it needs to be
- More customers are needed
- Location is causing the business to lack in most areas

PEST(LE)

	Political	Economical	Social	Technological	Legal	Environmental
Product	+	-	-	+	X	-
Price	+	+	+	+	X	+
Place	+	+	-	-	-	-
Promotion	+	+	+	+	+	+

SWOT

	Helpful	Harmful
Internal	<p>Strengths:</p> <ul style="list-style-type: none">• Unique athleticism• Personal discipline• Sport development• Self-defense• Family involvement• Near a busy road• Close to the Community Health Pavilion, that sees a lot of traffic	<p>Weakness:</p> <ul style="list-style-type: none">• Takes a great deal amount of time to learn• Classes are short which can make customers feel as though they are not gaining the full benefit• No signs that can show/lead to where the business is located• No way to know that the business is there• Price is not listed on the website• Not much information on what exactly a free trial is consisted of
External	<p>Opportunities:</p> <ul style="list-style-type: none">• Expand signage• Promotion will help build clientele• More customers = more recommendations	<p>Threats</p> <ul style="list-style-type: none">• Other businesses that are nearby: Winning Edge Martial Arts, Indiana Taekwondo Academy, Elite Martial Arts Noblesville• There are dojos that may have lower prices• Other business can have similar promotions such as free trials

TARGET

- Increasing enrollment and retaining customers for the Noblesville location

Demographic Research

- 39% of the Noblesville population is up and coming families
- 15% Soccer moms
- Average 63K a year

PROPOSAL

- Use promotion that reaches our target market effectively. We also want to collaborate with surrounding organizations that will promote us, and themselves. Since the major is trying to promote health and fitness, see if we can get the news to report a story on all the activities there are in Noblesville.

IMPLEMENTATION

- Plan 1:
 - Use Facebook
 - Promote closely with schools
- Plan 2:
 - Collaborate with other businesses
 - Cross promotion
- Plan 3:
 - Use media outlets