

Thomas Nolan

Week 2 assignment

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Price: Basketball is a game at the end of the day which means that it is fun. So players will pay in order to have fun every time that they step on the court. However, this league is going to be played at a much higher level than any other league in this area, but given at the same price.

Selection: Selection is everything. Selection matters so much because if a player is looking for a specific type of basketball league and this is not the one that matters.

Quality: my basketball league will be prided on the factors of being held to a higher standard. That means that my product has to be the best in my field because I'm telling consumers that my product is the best. Which means that players and everyone in the league must be held to a higher standard because the reputation of league is important. Reputation and quality go hand and hand with one another.

Accessibility: Access is key for any business. However, it is especially key for a basketball league because players just want to get out their any hoop. They do not want to drive out to the middle of nowhere that is hard to find. It is important to make have a location that is easily accessible for the majority.

Brand Name: In a company your name is important. Your name is what separates you from other companies. That is why this basketball league will have a brand name that is known as the best in the southern Connecticut region. Being help to a high standard is what will make the brand name known and respected, which is the most important thing.

Sustainability: Is important to get sustainability because that would just mean that the company would be doing well. If my league is not sustainable then that would mean that my brand name would be nothing. This would completely defeat the purpose of having this league in my eyes because I want my league to have players excited to sign up and play every year. To build sustainability the league must generate more players and more teams over time which will allow the league to grow.

Potential of growth: Growing this company is very important. Eventually the goal is to open up several leagues so that it can be accessible for a wider range of people. This would help all areas of the company and also help the brand name spread. Which is something that entrepreneurs always want.

Identify potential threats: Identifying potential threats is extremely important. This will allow the league to flourish because we would be prepared for any situation that might come about. This will get done by just a ton of research, because if you do not you will not be set up for success.

Redemption basketball league wants to deliver a product that will have all of the factors above. Each and every factor plays a role into building a successful business in this industry. Is important to work extremely hard and do lot of research to eliminate any risks. This will allow Redemption League to grow and become extremely successful in its own right.

Redemption League

