

**Alliance University**  
**Master of Business Administration**

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**Mad Athletics**

**CERTIFICATE OF AUTHORSHIP:**

I certify that I am the author of this paper and that any assistance I receive in its preparation is fully acknowledged and disclosed in this paper. I have also cited any sources from which I used data, ideas, or works, either quoted directly or paraphrased. I also certify that I prepared this paper specifically for this course/program.

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Professor Comments:

Mad Athletics

Madeline Gonzalez

A Concept Proposal

Submitted in partial fulfillment  
of the requirements for the degree  
Master in Business Administration  
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### **Abstract**

This paper provides a template and discussion on submitting a proper concept proposal to develop a business plan for the Capstone project requirement. Capstone is a corporate applied project whereby the knowledge gained throughout the master's journey should be incorporated and assimilated to demonstrate optimal learning for a practical application. This should be a professionally written document, and you should avoid using the first person while writing. This first section, called an abstract, should provide the reader with an introduction and overview of the concept proposal and must be no longer than two hundred and fifty words. This should be a tight, concise summary of the main points in your paper, not a step-by-step of what you plan to accomplish in your paper. Excessive details must be avoided. Avoid phrases such as "this paper will," and just structure your sentences to say what you want to say. Ensure that proper sentence construction is utilized and attempt to acquaint the reader with what they should expect in reading this proposal for the Capstone project. Note that this is the only paragraph that does not begin indented; it is double-spaced, as is all American Psychological Association (APA) compliant written submissions. Lastly, it is written in a twelve-point Times New Roman font, one of the recommended fonts for APA (American Psychological Association, 2010).

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## **Mission, Vision, and Core Values**

Mad Athletics is eager to help make things easier for people in the track and field world by improving the equipment used. Every aspect of the products will follow all track and field competition guidelines. The company represents the faith of Christianity and as a result the mission statement, vision and core values all reflect that.

### **Mission Statement**

Our desire is to breathe fresh air into track and field equipment by producing innovative products that have technology incorporated. The products will make life easier for track and field athletes, coach's and officials.

### **Vision**

Be the number one world leader for track and field equipment by change the game by producing innovative products no one has seen before.

### **Core Values**

Mad Athletics's core values represent the faith of Christianity because the company believes that whatever it does, is a reflection of Jesus Christ. Each core value has a corresponding Bible verse that supports it.

### ***Integrity***

Athletes are trusted with the responsibility that even when no one is looking they are not using anything that is banned to help enhance their performance and our company follows that same belief. The company will only stand for what's right and will be transparent with their customers. Even behind closed doors, we still stand on our beliefs and won't be tempted to

cut corners. “The integrity of the upright guides them, but the unfaithful are destroyed by their duplicity.” -Proverbs 11:3

### ***Trust***

Customer relationship is pivotal because without it there is no business. No one wants to purchase from a company they don't feel like they can trust, so we desire to build that customer relationship where they can trust us and our products both in and out the track. “But blessed is the one who trusts in the Lord, whose confidence is in him.” - Jeremiah 17:7

### ***Quality***

Track and field equipment is used in multiple weather conditions and it's crucial that it can withstand what comes its way. When someone sees our products, not only will they see incredible innovation, but also the finest craftsmanship that is a product of the USA. “The craftsman encourages the metalsmith, the one who wields the hammer encourages the one who pounds on the anvil. He approves the quality of the welding, and nails it down so it won't fall over.” - Isaiah 41:7

### ***Innovation***

As the first company to release a new generation of fresh and new track and field equipment, we will continue to be the trail blazer by seeing how we can continuously improve current products and at the same time seeing what other events are in need of a refreshing. “I wisdom dwell with prudence, and find out knowledge of witty inventions” - Proverbs 8:12

### ***Teamwork***

Just like in track and field, how you need different coach's who specialize in each event in order to see their athletes perform well, a company is no different. A company has many parts

to it that needs a “coach” that is a master in the field to help see the success that is desired. As a sports related company, we understand the importance of teamwork. “If one part suffers, every part suffers with it; if one part is honored, every part rejoices with it.” - 1 Corinthians 12:26

## Industry Description

Industries have many factors that play a role in the success or downfall of a company.

For Mad Athletics, some categories of factors that could affect the company are: political, economical, social, technological, legal and environmental.

### Proposed Company

Mad Athletics will be a LLC company because it makes the most sense for the type of business since it's a hybrid of a partnership and corporation. Being an LCC allows Mad Athletics to remain private and not open to the public (stocks), which then also allows the option of a sole ownership.

### PESTLE Analysis

**Table 1**

*PEST Framework*

<b>Political</b>	<b>Economical</b>	<b>Social</b>	<b>Technological</b>	<b>Legal</b>	<b>Environmental</b>
- Wars - Religion	- Labor - Supply & Demand - Transportat- ion	- Riots - Giving back to the community	- Evolution of technology	-Regulations	-Pandemics -Going greener alternatives

#### *Political*

Since the products will be available globally, one political variable that would affect Mad Athletics in a negative way would be if they are wars. When wars happen, typically the country will avoid doing business with the opposing country they are at war at or even their allies, and

since the USA is an ally to many nations, one country who is at war could decide not to purchase our products due to association (if the USA isn't the one at war). Another political variable is religion. History has shown that politics and religion don't mix too well and if a company holds a certain religious belief it can cause division. When people realize that Mad Athletics is a Christian company it could go for the worse where people boycott the company because of the religious affiliation, or best case scenario, it resonates with consumers causing them to want to support the company.

### ***Economical***

Labor plays a part in Mad Athletics because with the ever changing economy, the wages will need to continually be updated ensuring they competitive but also enough for employees to live off of. Supply & demand is another factor because that will determine price adjustments for the products and the company budget. It'll also determine how profitable the company will be because if there is a high demand for new track equipment then profits will be made, but on the opposite end, if there is a low demand then less profits will be made. Along with the ever changing economy, with a global product, transportation cost is a big factor since that's how consumers get their products.

### ***Social***

Social issues have drastically increased more than ever over the past few years and one that needs to be taken into consideration that could negatively affect Mad Athletics are riots. With riots becoming more common and also violent, the company would have to decide where to put the warehouse and office that isn't prone to riots or if one breaks out that then hopefully things will be secured so nothing gets destroyed or stolen. Another social issues people focus

on is what impact companies are having in their communities. This is a both a positive and negative factor because yes, that pressure can help keep a company accountable and in touch with the world around them, but at the same time it can be negative because people take it too far and a company shouldn't feel obligated or pressured to do something for the community just because they have some money. And with sports, giving back to the community is a prominent topic.

### ***Technological***

The incorporation of technology is what sets Mad Athletics apart from other track equipment companies, so technology is crucial to the business. As technology advances there could be new ways to improve the products which is always positive, but on the other hand, certain parts can increase in price due to various reasons, or if there is a recall on parts we use causing us to potentially change how the products function.

### ***Legal***

Legal is a very important factor because no one ever wants to get into legal trouble. One again as a global product that will be used in multiple track meets on different competitive levels, it's crucial for Mad Athletics to be on top of the legal regulations for track equipment ensuring our products comply with all the guidelines.

### ***Environmental***

As seen with Covid, it's hard to control environmental factors at times and one being pandemics. The Covid pandemic affected millions of companies for the worst, and Mad Athletics will have to have backup plans in case something similar happens again, but then you can't always plan for unprecedented events that might happen. With pandemics, people isolate

themselves which causes a lack in group gatherings like sports and if people don't do sports then there is no need to buy our products. Going green is also important because you never want to do something that harms the world you live in. Greener alternatives have come a long way and Mad Athletics will strive to be as environmentally friendly as possible because no one wants to see waste if it can be avoided.

## **Product/Service Overview**

This major section should focus on a full description of the opportunity proposed for the Capstone project. This section provides a detailed description of the products, services, or both that the company will offer. Some things to consider that will benefit the overall business plan as it relates to this section include (but is not necessarily limited to): the application of the product and/or service, how it will be delivered to the consumer, unique features that will differentiate it in the market; potential obstacles; the current state of development; and potential growth opportunities for expansion of the product and/or service.

An introduction description provides the overview of this major section and should be clearly articulated to walk the reader through what will be provided in the associated secondary sections. Avoid superfluous and unimportant discussions about the opportunity that might detract and confuse the reader of this proposal. It is always a good idea to have someone review this whole section after it is completed to see if it is clear to them and whether they can clearly articulate the proposed opportunity.

### **Product (or Service) Description**

The first sub-section after the introduction is a clear definition and description of the proposed product or service. This will probably be a short and concise section requiring only a few paragraphs with the crucial details of each offering described in subsequent level 3 subheadings.

#### ***Service 1***

Each service offering should be described under its own subheading to keep the document clear and organized.

**Purpose**

The purpose statement provides a clear description of the business venture being considered. This description should include a few thoughts about why this proposed business venture is appropriate for the market, the void it might be addressing, and why the business plan should be developed. Additional secondary sub-sections for this major section may include topics on the significance of the venture, background description, and appropriate research questions being addressed.

**Significance**

This should be a very brief section explaining the relevance of this proposed venture. It sets the context for relevancy.

**Background**

A brief synopsis of any relevant historical information related to how this potential business venture idea evolved should be presented in one of two paragraphs. This subsection is optional.

**SWOT Analysis**

The use of a preliminary SOT analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict the PEST, and then a discussion of how it will be applied is justified.

**Table 2**

*SWOT Analysis*

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>

***Strengths***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

**Porter's Six Forces**

The use of a preliminary Porter's six forces analysis should be included. A few sources to add credibility and validity to this concept proposal are warranted and expected. Here is an example of how you might want to depict Porter's six forces, and then a discussion of how it will be applied is warranted.

**Table 3**

Porter's Six Forces

<b>Competitive Rivalry</b>	<b>Threat of New Entrant</b>	<b>Supplier Power</b>	<b>Buyer Power</b>	<b>Threat of Substitutes</b>	<b>Impact of Complements</b>

***Competitive Rivalry***

Each subheading section should contain information detailing how this topic could potentially impact this industry and your business. This could also be used to justify your best-case and worst-case scenario analysis required later in your business plan.

## **Summary and Approach**

This major section provides a clear and concise review of the product you have described herein, as well as the key points from your industry discussion. This section should also provide a framework for approaching the Capstone project from a time and task perspective. Following the first seminar, you will be required to develop a project plan for the Capstone completion. That project plan and this concept proposal will be provided to your advisor so they can properly guide you with the Capstone project. As will be reviewed in course work for research methods, two types of data are applicable for data collection and analysis; primary and secondary data (Cooper & Schindler, 2008). It is strongly recommended that existing primary and secondary data be utilized for the Capstone project.

## References

- American Psychological Association (2010). Publication manual of the American Psychological Association. Washington, DC: American Psychological Association.
- Spinelli, S. & Adams, R. J. (2016). New venture creation: Entrepreneurship for the 21<sup>st</sup> century (10<sup>th</sup> ed.). NY: McGraw-Hill.