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Master of Business Administration

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Mad Athletics

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A Concept Proposal

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Abstract

Mad Athletics is a brand new company that is coming to the track and field equipment market that will make life easier for the athletes, coach's and officials. The idea was birthed from first hand experience of certain struggles of track and field. More of the history and background of the company will be explained later in the proposal. When a new business starts from the ground up there are many areas that need to get covered such as mission and vision statements, core values, how the idea came about and everything in the field that will be viewed as competition and obstacles that might have to be overcome. Athletics has the potential to be the leading one track and equipment company that is known globally.

Table of Contents

Mission, Vision, and Core Values.....	5
Mission Statement.....	5
Core Values.....	5
Proposed Company.....	8
PESTLE Analysis.....	8
Product/Service Overview.....	12
Product (or Service) Description.....	12
Purpose.....	13
Significance.....	13
Background.....	13
SWOT Analysis.....	14
Porter’s Six Forces.....	16
Summary and Approach.....	20
References.....	21

List of Figures

Core Values Example.....	5
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List of Tables

PEST Framework.....	8
SWOT Analysis.....	14

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.

Figure 1

Core Values Example



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

Political	Economical	Social	Technological	Legal	Environmental
- Wars - Religion	- Labor - Supply & Demand - Transportation	- 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 heavily 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

There has been a hole in the market of improved and innovative track equipment that Mad Athletics is filling. There are four products that the company has designed to fulfill this need. As a new company that is going into an industry that has been around for years and years, there is an understanding of all the competition and weakness of a new company, but there are also strengths and opportunities Mad Athletics obtains.

Product (or Service) Description

Mad Athletics will be offering four products to make long jump, triple jump, high jump, pole vault and the hurdling events easier for the athletes, coaches and officials. The product line include automatic adjusting hurdles, standards and an automatic pit cover.

Automatic Jumping Pit Covers

Taken inspiration from pool covers, the automatic jumping pit covers will be a built in retractable waterproof cover that will automatically open and close eliminating the use of the current heavy aluminum panels and tarp. Saving time and sand quality, the automatic jumping pit covers will be a game changer.

Automatic Adjusting High Jump and Pole Vault Standards

For high jump and pole vault there will be automatic adjusting standards which will ensure that each standard is evenly set to the exact height speeding up the process between every jumping height.

Automatic Adjusting Hurdles

The automatic adjusting hurdles will automatically adjust to different heights on their own, speeding up the process of adjusting the hurdle heights that has been done manually before.

Purpose

The purpose of Mad Athletics is to make areas of different events easier for the athletes, coach's and officials. Track equipment has not been updated in years and there is a hole in the market for this type of innovation Mad Athletics is bringing.

Significance

There has been times where the removal of the jumping pit covers take a long time because they are heavy panels, or when they'r put back they're placed not properly aligned causing gaps and overlaps allowing water to seep into the sand. Or for high jump and pole vault, people are taking a while to make sure that both standards are as even as possible before placing the bar on them. Then there's a time delay between hurdling events since each hurdle has to manually be adjusted. The automatic equipment will make life easier for the people using the equipment.

Background

As a track and field athlete of 10 years, I have experienced first hand certain struggles that athletes deal with. As a jumper whenever I went to open up the long jump pit, I would dread it because the panels were so heavy and then if the person before us didn't place them down evenly, water would seep through messing up the sand. So one while looking at the pit, it came to my mind the idea of having an automatic retractable pit cover. I got this idea because as someone who's house has a pool, I've seen different pool covers one being an automatic pool cover. So I thought to myself, why can't we carry over that idea to the jumping pits?

My idea for the automatic adjusting high jump and pole vault standards came from when I was at high jump practice. When I was adjusting the standards to a set height and was trying my best to make sure that both sides were as even as possible so that the bar wouldn't be

uneven/slanted. So then it came to me, how about we come up with self adjusting standards that can ensure both sides are the same exact height. Pole Vault has the same issues so the automatic adjusting standards can be applied to that event as well.

I got the idea for the self adjusting hurdles when one day at practice I was tired of manually adjusting all the hurdles because it's time consuming. Then one time at a track meet, the women just finished running the 100m hurdles and the men started going and had to stop because one of the hurdles was forgotten and wasn't set to the mens height. This only solidified the idea that I had just thought of.

SWOT Analysis

As a new company entering an already established sport equipment market, Mad Athletics has plenty of strengths, weaknesses, opportunities and threats that the company will face.

Table 2

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
- Nothing like it in the market - Make life easier for athletes	- Nothing like it in the market - Expensive products	- Trail blazer - Global expansion	- Too new - No one sees the value

Strengths

Mad athletics does have a couple of strengths, them being that there is nothing like the products in the current market and that the products will make life easier for athletes, coach's and officials. Being that there is nothing like the products in the current market is a strength because it's filling a gap and although there is competition, there's no competition that provides

the exact same products. No other company is selling automatic adjusting track equipment which makes Mad Athletics stand out. Knowing that the products will make life easier for athletes, coach's and officials is also a strength because people are always looking for ways to get tasks done quicker and easier, and Mad Athletic's products do just that. Who wouldn't want something that improves a task?

Weaknesses

Although there is nothing like the products in the current market is a strength, it is also a weakness. Despite the products being similar to regular track equipment, because it is something that people haven't seen before it may turn people away from it or wait until other people buy and review it before purchasing. Another weakness for Mad Athletics is the price point of the products. They are more on the pricer side which might turn consumers away because it's just simply too expensive for their budget.

Opportunities

With nothing like Mad Athletics products in the market, it allows the company the opportunity to be the trail blazer in this niche market. Being a trail blazer is an opportunity because it allows the company to be the first in the field, be on top of the game and ultimately be the leader and set the tone in the field. The other opportunity is that Mad Athletics can expand globally. Because track and field is a sport that people compete in all over the world, that allows Mad Athletics the ability to sell to multiple countries and go beyond just the American market.

Threats

Along with the weakness of being new to the market, a threat that Mad Athletics has is that it's too new. This is a threat because although consumers might say that it's cool and all but follow the saying, "if it ain't broke, why fix it?". Following that same idea, the other threat is

that no one sees the value in the products and will just stick to manually doing the work because it doesn't bother them that much.

Porter's Six Forces

Establishing Mad Athletics will definitely have challenges to face and factors to take into consideration while launching the business to the market.

Table 3

Competitive Rivalry	Threat of New Entrant	Supplier Power	Buyer Power	Threat of Substitutes	Impact of Complements
<ul style="list-style-type: none"> - Established companies - Difference between companies 	<ul style="list-style-type: none"> - Barrier costs - Cost advantages - Supplier and distribution relationship 	<ul style="list-style-type: none"> - Number of suppliers - Size of suppliers 	<ul style="list-style-type: none"> - Number of customers - Other companies to choose from - Price sensitivity - Sales cycle 	<ul style="list-style-type: none"> - Number of substitute products - Cheaper options 	<ul style="list-style-type: none"> - Track meets - Low budgets for target market

Porter's Six Forces

Competitive Rivalry

A challenge that Mad Athletics will have to take into consideration and will forever face is competitive rivalry. There are already successful established companies that have a reputation of being a top track and field equipment company. Mad athletics will have to compete against them and prove that this company is better. One thing the competitors have over Mad Athletics is they have a bigger roster of equipment for every single event, while Mad Athletics product is more limited at the moment. With that being said, there are differences between the company and the competitors that set everyone apart.

Threat of New Entrant

As of right now, there isn't another company that provides the same exact products as Mad Athletics, but that isn't too say that no other company won't do so. One factor that play into the possibility of a new entrant is the barrier costs. It's not cheap to start a brand new company, get patents, find investors, suppliers, etc, which might delay the numbers of competitors proving similar products. Another thing to look out for is if an already established track and field equipment company wants to expand to automatic adjusting equipment that rivals Mad Athletics products, is that they can do so more easily because they have the finances since they're not starting from the ground up. Finances changes the game and if you have plenty, you can go far versus a brand new company where finances are more limited. Continuing the idea of an already established company expanding their products to compete against Mad Athletics, the competitor already has a relationship with suppliers is an advantage to them making it easier to launch their products to consumers at a quicker time.

Supplier Power

A crucial part of Mad Athletics is finding a supplier because without one, the company can't fulfill the promise of delivering the new generation of track equipment. A couple of factors under supplier power that will affect the business is the number of suppliers there are because the company can't be successful if there isn't a supplier. The other factor is the size of the supplier and if they can even handle the amount of orders that will be coming in.

Buyer Power

With every business out there, the success of it really is dependent on the buyers and Mad Athletics is no different, and if anything the buyers have more of an influence because of the niche market it's aimed for. Buyers have a lot of influence because if there aren't a lot of

customers then the business can't make sales and remain open. Also, the buyers have multiple competitors to choose between and you have to hope that they see the value in your company. With Mad Athletics, the products are on the more expensive side and that could give the buyers more influence because if the products are not within their budget, they won't purchase the products. On the flip side, they could see the price and associate it with high quality and continue to repurchase products becoming a loyal customer. If a customer is a loyal one, the one factor is the sales cycle. Track and field equipment isn't usually purchased every year so if the sale cycle is slow then that might affect the success of the company since sales may not be happening multiple times a day, or if they are it's a low amount. It's both a good and bad thing that the same customers won't be constantly purchasing from Mad Athletics because since track equipment isn't rebought every year it can slow down sales. On then flip side it's also good that they're not needing to repurchase the same equipment because it shows how important quality is to Mad Athletics and how it was made to last.

Threat of Substitutes

While seeming innovative and wondering how could anyone not purchase Mad Athletics products, there is the factor of subsidies and the number of them. Consumers may not see the value of the products and decided to stick to the manual way, giving the competitors their sales. If a consumer sees the value and wants to purchase from Mad Athletics, it may not be in their budget and go with a cheaper substitute option. Or a competitor comes out with their version of automatic adjusting equipment at a cheaper price driving sales away.

Impact of Complements

Despite selling track and field equipment and how it doesn't necessarily seem to need rely on anything else, that's false. Some complements are obviously track meets/teams. If there

are no teams and meets for the teams to compete at then there's no need for anyone to purchase equipment from Mad Athletics. Another one is budgets. Since the products are pricer, if a school, team, or league has a limited budget it will affect what they can purchase, how much they can purchase, or if they even purchase.

Summary and Approach

Mad Athletics plans on becoming the global leader in track and field equipment with our automatic adjustable high jump and pole vault standards, hurdles and automatic jumping pit covers. These products will help make life easier for the athletes, coaches and officials. As the masters program continues and classes are taken, whatever information is received that is new and beneficial to the business proposal will be slowly added to Mad Athletics to ensure it becomes successful when launched into the market.

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