

Fan Audit Of The Premier Football League (PFL)

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Abstract

Facility management integrates the maintenance and periodical care of commercially available and not-for-profit buildings. The objective behind this is the organization of all the sports facility operations management monitoring the secure supervision analysis of the quality process in an efficiently healthy environment. Overall, mental captivity is being judged over things.

Introduction

Any sports complex that needs to be operated must follow care guidelines for long-term usage. A reliable legal infrastructure is required to make a viable and profit-seeking business model. Developing a knowledge base for the people and the entire framework is a must to ensure all the operational paradigms that permit them for central management of any sports facility needed out there.

The requirement analysis and the key roles and knowledge base of marketing were the need of the hour. It was the call for action from the premier league that event marketing and their facilitation ensured. It is one of the main reasons that one must first determine the needs and wants of the customers of PFL. Despite the attention needed to unblock or unveil the needs and requirements, those are critical enough to fetch the facility, services, and even customers exactly. (Mullin et al., 2014)

Case Study of Premier League UK

In our case, we need to identify who our facility's (PFL) customers are. It is important to define who our target market is to capitalize on it. It is the category that the clients of PFL would fall. PFL customers are the parents whose children want to participate in Little League football. Their ages will range from 4-16 years old.

Requirements Analysis

Viewing through the consumer side, certainly, there are different types of requirements for individual

health and personal growth. The needs reformed through the participation along PFL. Parents need their children to outperform league football can accommodate their participants, a requirement for personal and social development. It also increases the essence of teamwork.

The organization can also meet the requirement of the members of their sports club actively moving and out of the house. Children can also fulfill their needs of belonging and their competitive needs. Parents can also socialize with other community members. Children will develop social skills and teamwork, which will help them when they become adults in a competitive world.

Facilitations of League

The kind of facilities and services have proven to the PFL was unique in its description of individual services. Imperceptibility, Undetachable, Changed & Diverse, Communal exposure. These refer to the unawareness of the products to be molded and seen in the similar perspective as other products perceived. It also included PFL service and their experience. When the service is considered in the presence of a Consumer and provider, then this thing is termed as inseparability.

Services Infrastructure

Whenever you start playing the game of football, everybody out there in PFL is part of the experience. The inconsistency from service to service refers to the variation in the next version. The key marketing infrastructure and planning were related to quality, which ensured the corporate levels of consistency from service to service correspondingly.

Participant's Aptitude

PFL sets out to accomplish this by making sure that all kids have the right time by accommodating their parents' needs and athletes' needs of wanting to play on the same team as friends and family members. PFL wants their athletes to come back year after year due to the wonderful experiences they have encountered. The other service refers to the actual services that cannot be restored. Services tend to be available and not sold unless they become available. If PFL is marketed in a way we feel it can be, then perishability should not be a problem. The only time PFL fields will be stored is when they are not in use during the off-season. The acknowledged factors and accommodation were used as service marketing infrastructure unless marketing the PFL facility.

Operations Analysis

The management of operational facilities at a sports hub mainly focuses on the administration of procedures along with the distribution of products and services in the domain. They provide overall

control, maintenance, and recreational activities. Furthermore, the Sports facility management intends to do maintenance for the public care and ensure the usage of the prescribed place up to the optimum level. For the proper administration of the sports facility, an operation manager is a must who understands all the essential requirements:

- Proactiveness towards issues
- Techniques of implementation towards management & operations
- Auxiliary problems in operations
- Effectivity of management & operations

Legal Matters & Ownership

The complete primary form of ownership of any business entity is the proprietorship of that thing. Various sports facility operations management were the only individual gains the profit and held the responsibility of entire operations and infrastructure. All the liabilities of service lie directly on them. There is also an option for the partnership that utilizes the overall operational maintenance, including the partners with limited entities and general partnerships for the brand. Most partners are majorly involved in the day-to-day activities of the prescribed facility and are 100% liable for all the activities offered in the sports place. Corporate structures mainly create an influence over the regulations and law enforcement imposed through the government boenforcementtire group has certainly a bunch of people who legally authorize people in their domain and let them create the right version of the business model and practice that in a way that all powers, authorities, and liabilities equally shared. Corporate structures of sports facilities have mainly the various paradigms like C-Corporation: termed as a close corporation, S-Corporation: a constraint of the limited liability and last but not the least the Publicly traded company. It can also be a not-for-profit organization. The ownership of sports facilities lies under the three basic governance policies.

Product Licensing

The public service is operated strictly under the influence of government or semi-government infrastructure, either approved through regional, local or federal laws and policies. The non-profit organizations are managed by volunteers and hire paid staff to regulate the day-to-day activities. A different infrastructure is maintained through some trust or some beneficiaries managed by the assigned group. These trusts can be chartered organizations or any not-for-profit, despite the charity status. It can be any public interest company.

Market Analysis

Furthermore, the technique of taking the market segmentation is the core identity of the breakdown of the entire market. PFL may utilize the segmentation ability for their consumer performance to

involve the user group, for instance, the particular individual, school and family, advantages of factors like fitness, relaxation community mobilization, etc., all the chosen services for summer and winter camps and training correspondingly.

After the segmentation of the market, the outcomes were needed to analyzed and gained the proper understanding. For PFL to get to know the potential customers, we must develop a profile of each segment. It's clear that our target market will be kids ranging from ages 4-16 years old. PFL must also understand the benefits sought by the families of the athletes, and the preferred services must be identified to provide the right service during the winter, spring, and summer.

Marketing Analysis & intended audience

We will rank which segments we feel are the most important all the way down the line. We aim to understand the requirements of all potential consumers. Satisfying everybody is impossible. Our target audience will be those kids who are in the beginning stages of football. That is to say, T-ball, A-ball, and AA-ball are the children whose age range is 4-9 years old. We need to make sure that the needs of those kids and families are met because if they are happy, then they are more likely to keep coming back year after year. We will do this by allowing those kids to be on the same teams as their friends or families. The point of this stage of football is for them to have fun.

Market Placements

Making the space within the marketing panorama gives the ultimate maintenance of critical marketing functionalities. We will advertise all around our local community, around local churches, schools, and supermarkets so that PFL will be fresh on everyone's minds. At this stage, we need to consider who our main competitors are. In the case of PFL, there are two main competitors. Northridge little league and Pony little league in Woodland Hills. The problem with these small leagues is that they are miles away from our community. We want to offer a good product within the local community, so our customers won't have to travel far.

Mix Marketing Techniques

The variables of controllable marketing give a mix of marketing influence, which blends the production of response rate within the targeted market range. The mixture has the traditional 4P marketing, cost promotional events, and situations. The product that PFL is offering is football for the youth of Chatsworth. The price is 175 dollars per child or 150 for multiple children in families. The promotions are held around the local community on street corners, grocery stores, recreational parks, and local schools. The place will be the location of PFL. That is where all the games are held. The people that need consideration are the volunteer coaches, the non-profit group that will run the day-to-day operation. The process will start in January when PFL hosts a pancake breakfast for all

members who sign up. Practices will begin in February; games will start in March and go through July. Winter ball will start in September and run all the way until December, and the process will continue the following year. (Mullin et al., 2014)

Impact of Premier League on Community

The league and its club took the matter of social impact seriously and raised their efforts to create significant adversities within all such places. The investment was majorly infused into the distance programs to ensure the impact on diversity. It also considered that it should entail government policies.

- Broadcasting Covered
- Local Broadcasting
- TV Broadcasting

The primary partner with live streaming was Sky, they screened lots of matches almost 140 Live games 50 through PPV, and they intended to reach the audience of more than 1.5 Million. It is more than 16% in comparison to the prior season. The audience of Manchester United v/s Arsenal targeted and hitched more than 3.1 million targeted viewership. Suppose we calculate the total viewership of the last season of the Premier League. Various series, for instance, the Match of the Day & The Foot Ball First, was around 289 Million across the boundary. In 2003, it turned to 334 Million, after the periodic and transitional delay in the evening slot. The match was recorded on the verge of 3.3 Million on Saturdays and 1.6 Million on Sundays.

Radio Transmission

It played very trickily an essential part in collecting the games together add their contemporary commentary and news from the premierships of Barclays across the country. Adding to it 220 live footage and shows on radio-V live and BBC and their highlight flashed over the Talk Sports. It covered every 20-premier League society. Adding on

Broadcasted Globally

The international marketing campaign also remained part of the popularity of the Premier Football League. Historically the leagues itself started with the global distribution of insights available on television. As a matter of consequence, the revised strategy handled the common interest and ability to increase the coverage to around 200 communities, and the cumulative audience was calculated, creating the viewership of the audience around 3 Billion. On average, in 2004 season directly initiated the hours of premier league coverage and broadcasted through 517 million domestic reach globally.

Community Mobilizers

Various cellular networks like Vodaphone or some others were the official mobile partners of the Premier League for the UK. They had the capacity to give the consumer the footage over the 3rd generation networks over cell phones.

Website Review

The domain of the premier league itself, in its 3rd season, tried to get new viewers at an increasing rate. The bigger the growth of the average user from 880,000-1.2 Million. The registered candidates started growing from 310K to 837,365. The fantasy was a major success, attracting 472K indicants and ever increase of 160K previously on the records. Their grade and score point average were under great criticism, and they played and got famed in the 2nd season. Around 50% of the registered streaming users were outside the United Kingdom.

Partner Organization (FDC)

In this organization, the premier league has 50% ownership. It has been running for four years consecutively. As an operational activity holder, it managed the entire data and equal rights for the purpose of digitization. The central market is becoming better day by day. The primary market is getting more publishing stuff and global community holding for the entire data product range.

Commercial Ambience

In the new three-year economic cycle, the first year was a crucial moment for the business team. With the new deals for the sponsors and partners, alongside the new broadcasting arrangements, the value was increased, making sure that the transitions kept proceeding smoothly.

Following Barclaycard's sponsorship huge success of the Premier League, the new sponsor had an eye on realigning the awareness of the public about the brand. Hence the transfer of Barclaycard sponsorship team onto the work of Barclay sponsorship. It makes sure that the relationships are in place and only momentum is maintained. Barclay's then made its mark with an advertising campaign in the next season. The campaign started with the Premiership managers of Barclay, who appeared as characters attending a match.

Another plus point was the availability of the Trophy for Barclays which allowed them to take forward their Barclays' branches tour all over the country. On the new deal, Barclay's became the premierleague.com title sponsor and gave all the members excellent branding opportunities because their end of the relationship with the other sites was hence making the premier league site the official site for all who wanted information regarding Barclay's Premiership. It raised the site traffic to 1.2

million.

Partnerships

The commercial partners of the Premier League, Lucozade Sport, Budweiser, and Nike, topped the field in their markets, owing little thanks to the ongoing relationships. Nike launched Total 90 Arrow PL an official ball of the premier league with a distinct design and color. The ball is used for all the matches in the months of winter, hence improving the ball visibility for players, audience, and fans. (Mullin et al., 2014)

Conclusion

The emphasis of our campaign has been on the marketing of PFL. It is essential for the league to understand the need and importance of an individual call for action for the services and appropriate consumer responses, as well as major business models. For PFL to provide a good product, it must choose a target audience. Before a target audience is selected, it is important to break down the total market by segmenting it. Once this has been accomplished, it is important to determine which segments PFL will pursue by ranking the segments. It will cater to the primary audience for the PFL. The ultimate state of the marketing campaign is to curate the manage a needed position for the sophisticated marketing function. It will help PFL in the short term and long term. (Mullin et al., 2014)

References

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