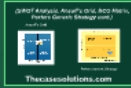


The Springfield Noreasters Case Solution



Base Hit!
(SWOT Analysis, Ansoff's Grid, BCG Matrix, Porter's Generic Strategy)

Strengths

- No direct competition
- Clear vision
- Good market research
- Engaged fan base

Weaknesses

- Lack of business focus
- Don't have their own stadium
- Don't have their own stadium

Opportunities

- Strong strategy
- Developed business
- Investment for Little League or baseball leagues
- More professional athletes

Threats

- Overhead costs in home regions
- Lack of marketing budget
- Change in corporate culture
- Weak competitors
- Other professional athletes

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Call to the Bullpen
(Anticipated Future State)

- Generate a profit of approximately \$700K in year one, given 75% of total tickets sold
- Ticket sales will increase by 3% each year, with 90% of total tickets sold in 2014
- Total revenue will increase annually, grossing an estimated \$2.24 million in total revenue, with \$1.1 million in profits by 2014.
- Our gross margin will grow from 39% in 2009 to 49% in 2014

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Triple Play
(Recommendation & Reasoning)

- Secure Sponsorships
- Seek sponsorships with local businesses to advertise their businesses in our stadium in return for advertising for us in their stores
- Lower costs
- Get businesses involved in promotional events

Triple Play
(Recommendation & Reasoning)

- Introduce Promotional Activities
- Offer incentives for people to attend games
- Advert at Central and De Hartman
- Targeted specific groups (ex. Little League, senior citizens, students)
- Developing a plan to create a unique fan experience (ex. game)



7th Inning Stretch
(Implementation)

- Release Pricing Strategy (To be completed in 1 month)
- Team owner and marketing director will organize a press release to promote overall awareness in the community of Springfield
- A link in the pricing breakdown will be featured on the team website's home page
- Once prices are released, we will offer an extra 10% off for the first 50 ticket packages sold

Leading off...
(Problem/Opportunity)

Now minor league baseball teams in Springfield, Mass. with no fan base and very little brand awareness with the opportunity to take our team and promotions in any direction.

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Starting Lineup

- Situation Analysis
- Problem/Opportunity
- SWOT
- Recommendation & Reasoning
- Implementation
- Anticipated Future State
- Risks
- Alternatives
- Conclusion

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7th Inning Stretch
(Implementation)

- Increase Awareness Through Local Advertising and Sponsorship (To be completed in 6 months)
- The marketing team will find and build relationships with local businesses
- We will offer banner advertising throughout the stadium during games in return for advertisement display at their business
- Sponsors will also contribute to promotional events, becoming an integral part of the fan experience

Triple Play
(Recommendation & Reasoning)

Promotional Pricing Strategy

Initial promotional activity will be based on ticket availability - sell first 50 per game to create buzz and build a fan base

All tickets are "General Admission" - will give 10% off to create buzz and get good seats (price will increase after conclusion of game)

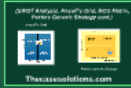
Batter Up!
(Situation Analysis)

We at Thecasesolutions.com believe in giving fans an affordable, memorable experience. Being a fan team is an honor with little interest in sporting events, we are faced with a tough market to penetrate. To do this we plan on offering our promotional budget to the community, we will promote fan experience early to get on the field for games and activities for all fans. We'll be doing this with fans in communities that might not be true baseball fans but want our merchandise.

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Team Roster:
 Kayla Behney
 Scott Campbell
 Tony Kennard
 Dom Petrino
 Jenny-kate Purcell
 Dillon Wallner

The Springfield Noreasters Case Solution



Base Hit!
(SWOT Analysis, Ansoff's Grid, BCG Matrix, Porter's Generic Strategy)

Strengths

- No direct competition
- Clear vision
- Cost-effective research
- Engaged fan

Weaknesses

- Lack of business focus
- Don't have their own stadium
- Don't have their own stadium

Opportunities

- Strong strategy
- Decreased business
- Investment for Little League or ball, college business
- More professional athletes

Threats

- Overhead costs increase in region
- Lack of marketing budget
- Change in corporate culture
- Weak competitors
- Other professional athletes

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Call to the Bullpen
(Anticipated Future State)

- Generate a profit of approximately \$700K in year one, given 75% of total tickets sold
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Triple Play
(Recommendation & Reasoning)

- Secure Sponsorships
- Seek sponsorships with local businesses - advertise their businesses in our stadium in return for advertising for us in their stores
- Lower costs
- Get businesses involved in promotional events

Triple Play
(Recommendation & Reasoning)

- Introduce Promotional Activities
- Offer incentives for people to attend games
- Advert at Central and De Hartman
- Targeted specific groups (ex. Little League, senior citizens, students)
- Develop systems to create early/late game promotions (ex. 50¢)



7th Inning Stretch
(Implementation)

- Release Pricing Strategy (To be completed in 1 month)
- Team owner and marketing director will organize a press release to promote overall awareness in the community of Springfield
- A link in the pricing breakdown will be featured on the team website's home page
- Once prices are released, we will offer an extra 10% off for the first 50 ticket packages sold

Leading off...
(Problem/Opportunity)

Now minor league baseball teams in Springfield, Mass. with no fan base and very little brand awareness with the opportunity to take our team and promotions in any direction.

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Starting Lineup

- Situation Analysis
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Thecasesolutions.com



7th Inning Stretch
(Implementation)

- Increase Awareness Through Local Advertising and Sponsorship (To be completed in 6 months)
- The marketing team will find and build relationships with local businesses
- We will offer banner advertising throughout the stadium during games in return for advertisement display at their business
- Sponsors will also contribute to promotional events, becoming an integral part of the fan experience

Triple Play
(Recommendation & Reasoning)

Promotional Pricing Strategy

Initial promotional activity will be based on ticket availability - sell first 50 per game (income per game) and based on fan loyalty.

All tickets are "General Admission" - will give 10% off to fans who buy in our group seats (first 50 per game) - more details to come early in our group seats (first 50 per game) - more details to come early in our group seats (first 50 per game)

Team Roster:
 Kayla Behney
 Scott Campbell
 Tony Kennard
 Dom Petrino
 Jenny-kate Purcell
 Dillon Wallner

Batter Up!
(Situation Analysis)

We at Thecasesolutions.com believe in giving fans an affordable, memorable experience. Being a fan team is an honor with little interest in sporting events, we are faced with a tough market to penetrate. To do this we plan on offering our promotional budget to the community, we will promote fan-sourcing early to get on the ball for games and activities for all fans. We'll be doing this with fans in customers that might not be true baseball fans but great fan experiences.

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Starting Lineup

- Situation Analysis
- Problem/Opportunity
- SWOT
- Recommendation & Reasoning
- Implementation
- Anticipated Future State
- Risks
- Alternatives
- Conclusion



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Batter Up! (Situation Analysis)

We at the Springfield Nor'easters believe in giving fans an affordable, memorable experience. Being a new team in an area with little interest in sporting events, we are faced with a tough market to penetrate. To do this we plan on utilizing our promotion budget to the fullest extent. We will promote fans coming early to get on the field for games and activities for all ages. With this strategy we will draw in customers that might not be true baseball fans but enjoy our atmosphere.

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Leading off...
(Problem/Opportunity)

New minor league baseball team in Springfield, Mass. with no fan base and very little brand awareness with the opportunity to take our team and promotions in any direction.

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Base Hit!

(SWOT Analysis, Ansoff's Grid, BCG Matrix, Porters Generic Strategy)

Strengths

- No stadium leasing fee
- Clean slate
- Good market research
- Population size

Opportunities

- Pricing strategy
- Entertainment features
- Promotions for Little League, Softball, college students, and families
- Many newcomers and visitors

Weaknesses

- Lack of awareness in area
- Not a "baseball town"
- Don't have their own stadium

Threats

- Other minor league teams in region
- Lack of support/enthusiasts
- Change in demographics
- Weather conditions
- Other entertainment options

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(SWOT Analysis, Ansoff's Grid, BCG Matrix, Porters Generic Strategy cont.)

Ansoff's Grid

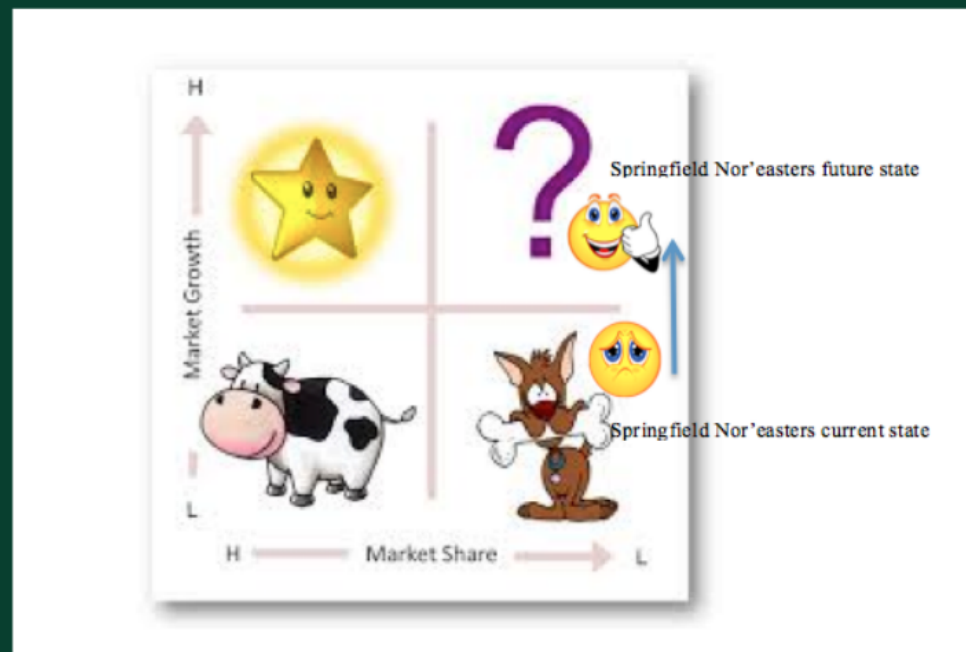


Porters Generic Strategy

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(SWOT Analysis, Ansoff's Grid, BCG Matrix, Porters Generic Strategy cont.)

BCG Matrix



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Steal!

(Porter's Five Forces)

Threat of Entrants:

Medium - There are not many sports teams in the surrounding area, teams need affiliation with major league franchise

Buyer Power:

High - Buyers can choose other forms of entertainment with low switching costs

Supplier Power:

Low - The team not dependent on one source for players, good existing relationship with college for stadium usage

Substitutes:

High - There are many substitutes to pick from such as movies and college games

Rivalry:

Low - There are no other minor league teams in the area competing with Springfield

Overall Industry Attractiveness: Low

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