

# Ultimate Fighting Championship: License to Operate (A)

## Executive Summary

- We are here to not turn you into a fan of the UFC but, we are going to give you information on how the UFC works with a SWOT Analysis and the behind the scenes work of the UFC.
- From the research done, the UFC is an upcoming phenome with break through strategies and new ideas.

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## History

- Started in 1993
- Started from an interest in an underground Brazilian form of MMA, 80 years beforehand!
- Worked against the world of the Martial Arts
- In 2001, made a partnership with FOX Sports Media
- In 2004, launched UFC Fight Pass and licensed 100 UFC fans
- In 2015, partnered with Facebook for hybrid live

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## Ownership

- CEO & Chairman: Lorenzo Fertis
- President: Bruce Miller
- Owned by Zuffa LLC
- 2016's Super Bowl main fight - started in 2010
- 17M in US, 10M in Europe
- 1st American sport partnership sale going into revenue on social

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## Partnerships

- FOX Sports Media
- EA
- Netflix
- T-Mobile
- Reebok

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## SWOT Analysis

Strength  
Weakness  
Opportunity  
Threat

## Dana White



## 5 P's of UFC

Product  
Price  
Place  
Public Relations  
People



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## Revenue

UFC grosses around \$300million a year

Revenue	\$300 million
Profit	\$100 million
Expenses	\$200 million

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## Strength

- Roster Number
- Global Phenom
- The Octagon
- Mix any fighting style
- Introductions of fighters
- Ronda Rousey



## Weakness

- Underdressed ring girls
- Language
- Violence
- Duration of fights



## Overview

Executive Summary  
5 P's  
Dana White  
UFC Revenue  
SWOT Analysis  
History  
Sponsorship/Partnership  
Revenue on UFC makes  
Video

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## Opportunity

- Close their own network
- Expand global with MMAF
- Exclude outside in income
- Still at the introduction stage



## Threats

- Online piracy
- Ongoing investigation with FTC
- Salary
- Injuries



## Work Cited

UFC. (2017). Ultimate Fighting Championship. Retrieved from https://www.ufc.com/



YouTube

## New York

It's a strength, weakness, opportunity, and a threat  
UFC is based in NY from 2007 - present  
Has been fighting the NY Legislature ever since

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## History

- Started in 1993
- Started from an interview from an underground Brazilian form of MMA, by name Vale Tudo
- Headline: "The World of the Martial Arts"
- In 2001, made a partnership with FOX Sports Media
- In 2014, started UFC Fight Pass and licensed 100 UFC gear
- In 2015, partnered with Hulu for hybrid one

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## Ownership

- CEO & Chairman: Lorenzo Fertis
- President: Dana White
- Owned by Zuffa, LLC
  - Subsidiary of Endeavor
  - Founded in 2006
  - HQ in Las Vegas
  - An American sports and entertainment company
- Website: zuffa.com

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## Partnerships

- FOX Sports Media
- EA
- Next, Inc
- TitanFC
- Reebok

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## SWOT Analysis

Strength  
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Threat

Dana White



5 P's of UFC

Product  
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## Strength

- Roster Number
- Global Phenom
- The Octagon
- Pick any fighting style
- Introductions of fighters
- Worlds History



## Weakness

- Underdressed ring girls
- Language
- Violence
- Duration of fights



## Overview

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## Opportunity

- Choose their own market
- Expand global with MMA
- Provide audience increase
- Will it be introduced in Asia



## Threats

- Online piracy
- Ongoing investigation with FTC
- Salary
- Injuries



## Work Cited

UFC. (2018). Ultimate Fighting Championship. Retrieved from https://www.ufc.com/ultimate-fighting-championship



YouTube

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# *Overview*

**Executive Summary**

**5 P's**

**Dana White**

**UFC Revenue**

**SWOT Analysis**

**History**

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**Revenue on UFC makes**

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# *History*

started in 1993

started from an interest from an  
underground Brazilian form of MMA  
80 years beforehand

revolutionized the world of the Martial Arts

In 2011, made a partnership with FOX Sports  
Media

In 2014, launced UFC Fight Pass and licensed  
100 UFC gyms

In 2015, partnered with NewLion for hybrid use

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# Ownership

CEO & Chairman: Lorenzo Fertitta

President: Dana White

Owned by Zuffa LLC

- Zuffa in Italian means fight
- formed in 2001
- HQ is in Las Vegas
- an American sport promotion company

Will never go public

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# *Partnerships*

FOX Sports Media

EA

NeuLion

TitanFC

Reebok

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## Revenue

UFC grosses around \$500million a year

UFC 129 in Toronto. This despite making no gate receipts off the free Fight for the Troops event they put on.

### Fighter Salaries

2010		2011
\$ 26,827,700		\$ 30,939,714
<b>Difference:</b>		<b>\$(4,112,014)</b>

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## 5 P's of UFC

Product

Price

Place

Public Relations

People



**UFC** 2015  
**INTERNATIONAL**  
**FIGHT WEEK**  
**LAS VEGAS**

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