





International Expansion







Thecasesolutions.com

- · Introduction to the NHL
- SWOT Analysis
- · A look at the competition
- · The hockey fan base & target consumer
- · Marketing's place in NHL history & its future
- Opportunities going forward



Grass-Roots Fan Base Growth

Thecasesolutions.com

High School Program Opportunities
 Collegiate Level Program Opportunities





Student Plays Fantasy Hockey (B)



Thecasesolutions.com

- 2 lockouts
- · Rule changes
- New teams

Average NCAA Revenue by Sport

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NCAA Sports Stats

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Expansion



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Average NCAA

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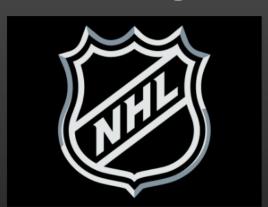
NCAA Sports Stats







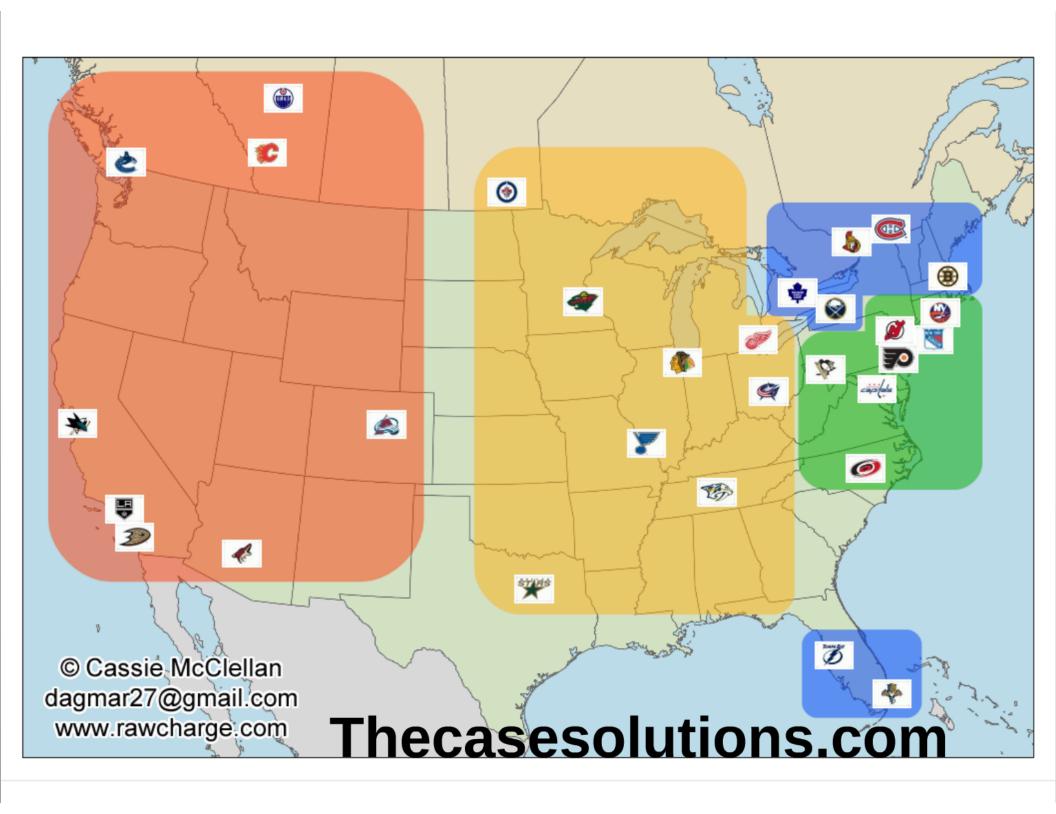
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SWOT Analysis Thecasesolutions.com

Strengths

- loyal fans' attendence at games
- Popularity of Stanley Cup
- Charitable contributions

Weaknesses

- Lockouts
- Struggling markets south
- Amount of foreign players

Opportunities

- · Olympic buzz
- Social media promotion
- Ability to expand in new markets

Threats

- Other professional sports
- Misconception of "brutal" behavior
- · Economic state

Grass-Roots Fan Base Growth

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High School Thecasesolutions.com

- 30,381 public High Schools
 - only 1,518 have hockey programs

Student Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
Percent High School to NCAA	3.3%	3.7%	6.5%	6.8%	11.3%	5.7%
Percent NCAA to Professional	1.2%	0.9%	1.6%	9.4%	0.8%	1.9%
Percent High School to Professional	0.03%	0.03%	0.08%	0.50%	0.07%	0.09%



