

# SEM1 1.04

## A- Product Service Management

- PE - Employ product mix strategies to meet customer expectations
- PI - Explaining elements of the sport/event product



# Product Service Management

- Concepts and procedures necessary to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
- **Product:** The goods and services a business will offer to its customers
  - > A. Choice of product: Will the business offer a variety of products?
  - > B. Packaging: Does the packaging protect the product and provide necessary information about the product?

# Product Service Management

## Product Cont.

- > C. Level of quality: What level of quality will the business ensure?
- > D. Brand name: What brand name products will the business offer?
- > E. Warranty: Will the business offer a warranty to its customers to ensure satisfaction



# Categories of sport/event products.

## Sports Events

- Ones in which we participate
- Ones we just watch or hear, either in person or on TV, radio or the internet

## Athletes

- Ones that earn their income from the performance on the field (Professionals)
- Ones that are considered amateurs and perform for their own enjoyment

## Venues

- Ones that host only one sports team
- Ones that host multiple sports teams

# Categories of sport/event products.

## Non-sport events

- a. Concerts
- b. Festivals
- c. Conventions

## Sporting goods

- a. Equipment
- b. Apparel
- c. Trinkets & Trash

# Categories of sport/event products.

## Licensed merchandise

- a. Apparel (soft goods) – team and player specific
- b. Hard goods – equipment, toys, etc.

## Sports Media

- a. TV/Radio – Broadcast media
- b. Newspaper/magazine – Print media
- c. Internet – News, Info & Social Media

## Sport Services

- a. Lessons/camps
- b. Rented-goods services
- c. Owned-goods services

# Unique characteristics of sport/event products.

## Branding

- The overall impression consumers get from it's unique name, design or symbol.
- Characteristics of a good brand:
  - Easy to recognize
  - Stick out from competition
  - Easily recognizable symbols
  - It's own personality

## Brand Image

Your expectations of a brand based on previous knowledge

# Unique characteristics of sport/event products.

## Quality

Consumers look for quality in areas of:

- > Performance
- > Durability
- > Design
- > Reliability
- > Assurance
- > Responsiveness
- > Features



# Elements of the sport product.

1. Games
2. Events
3. Tickets
4. Organization
5. Facility
6. Equipment/clothing
7. Image