Bryce Fisher

Marketing Plan Topic

Sports Marketing, Promotion, and Public Relations

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Marketing Plan

The chosen product for marketing plan is a football boot. Soccer is among the most popular games in the world, which is watched by people of all ages due to its profit generation feature. Players need to be successful and exhibit their high levels of skills in handling the ball during pitch activities such as running, receiving and kicking the ball. The activities involve rapid acceleration and deceleration of the players, which needs skillfully designed boots to offer them support and comfort while in the field. The following is a description of the football boot for the marketing plan.

**The significance of the Product**

The football boot is significant to the players in preventing injuries. The manufactures of the product will make a difference in the market by making an ultra-lightweight shoe. Hitting a ball with poorly designed boot can result in injuries such as muscle pain and dislocation of the legs which can be caused by heavy boots (Hoffmann, 2017). The lightweight design will facilitate bending of the foot joints in a way that will enable the footballers to strike the balls with no risks for injuries. The design of this boot will ensure the protection of the feet of the players even as they twist and vigorously turn in the pitch during a match.

The product is designed by skillful placement of studs on the sole which gives stability to the players while on the pitch. This will work efficiently with the players as they turn and run in the field. It is manufactured to fit the needs of each footballer while giving the required comfort to optimize their skills as they play. The boot incorporates the desirable features of a football boot which includes stability, traction and comfort. Most studies have concluded that traction is the topmost priority for football boots. The product is designed with the best leather material that makes it durable but lightweight for players to run in the field easily.

**Criteria for Choosing the Product**

The football boot was chosen because of the need for comfort for the players. The fit and comfort are among the most regarded properties for a soccer boot. These criteria are evaluated by pressure distribution at the heel, midfoot and the front of the foot. The pressure is modified by design in this boot, which includes curved heel bending instead of a flat interface. The cupping of the heel distributes the acting force in an even pattern across the heal surface. The boot has incorporated placement geometry of the studs and the stiffness of the material which spreads the pressure under the foot (Hennig & Sterzing, 2010). The boot has also been chosen because of its features of traction and stability which results in the faster running for the players. The stability of the footballers increases their accuracy in kicking the ball. The reduced friction between the boots and the ball prevents the players from slipping during their contact, which improves their precision. Besides, the show will be designed with increased shoe mass which will increase the mass of the kicking leg leading to more precision and accuracy in kicking the ball.

**Conclusion**

The above is a description of a football boot that will be used in the marketing plan. The description includes the importance of the product in the market and the rationale for choosing the product. The boot provides comfort and stability to the players through the use of material that reduces the weight of the product.

References

Hennig, M. E & Sterzing, T. (2010). The influence of soccer shoe design on playing performance: A series of biomechanical studies. Retrieved from https://www.tandfonline.com/doi/full/10.1080/19424281003691999

Hoffmann, T. (2017). Buying new football boots? Here’s what to look for according to scientists. Retrieved from http://sciencenordic.com/buying-new-football-boots-here%E2%80%99s-what-look-according-scientists