

Socatots Case Study

Think of an idea, product or service, or a franchise and write a production definition.

Socatots is a soccer specific play programme for pre-school children. The fun sessions will run on a weekly basis and teach children fundamental movement skills.

Set a price for your idea/product/service.

What factors will influence the price you set?

After reviewing the costs of similar sports sessions for children, the cost per hour for a qualified coach and the cost to hire a sports hall, we set the price per child at £5.50. Each session will have eight children.

Children attend 12 sessions per term. Additional revenue streams include selling parents Socatots kit and running birthday parties.

Marketing is the business process of identifying, anticipating and satisfying customers' needs and wants.

What is your marketing strategy for your idea/product/service and why?

Socatots ensures high standards in coach education and child development. The ability of the coaching team to follow the Socatots coaching programme will inevitably build our reputation in the area through word of mouth.

We create the finest reputation by delivering the best product using the Socatots name, reputation and coaching programme to create interest through word of mouth.



What is going to make your idea/product/service 'stand out from the crowd'?

Our sessions focus exclusively on pre-school children, so the sessions are age appropriate and delivered by qualified and enthusiastic football coaches.

If you are going to recruit a salesperson to sell your idea/product/service to customers, what characteristics are you looking for in them?

All our coaches have a very professional appearance and excellent communication skills because they are required to communicate to children, parents and local media. Word of mouth is the best advertising tool, so it is imperative parents/guardians are happy and their child loves the sessions we deliver.

