

"Feasibility and introduction of D30 helmet on the german market"

TFG

Alejandro Alcañiz Calatayud

05/06/2014



This project will develop a practical way of a marketing campaign.

To do this, we will launch a new product, a hockey helmet.

This hockey helmet has a new technology that provides more safety and resistance to impacts.

It's a good opportunity to introduce such innovative products in a society where the trend of safety and sports practiced are every day more present in society.

The place to launch this new product is Germany, because it is a country with a strong economy and culture of major ice hockey, a sport that is in the top three of the most practiced.

So the marketing campaign will feature specific data of the German market, with a comprehensive study of the market and also be analyzed from a theoretical point each of the steps that make the process of marketing.

The economic viability of the project with key indicators profitability and investment flows are also analyzed. And you can see any typical advertising techniques of marketing communications within the sport.

OUTLINE

1.-Introduction to sport marketing.....	4
2.- Introduction to the product.....	5
• Technology.....	5
• Why is it new?.....	8
3.- Marketing concept:.....	9
• Mission.....	9
• SWOT.....	10
• Marketing Strategy.....	11
• Marketing goals.....	14
• Segmentation and targeting.....	15
• Positioning.....	20
4.- Distribution: Place.....	22
5.- Marketing communications: Promotion.....	24
6.- Results.....	33
7.- Financial analysis.....	35
8.- Bibliography.....	40

1.- INTRODUCTION TO SPORT MARKETING

Sport marketing is a subdivision of marketing which focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams. It is a service in which the element promoted can be a physical product or a brand name.

The goal is to provide the client with strategies to promote the sport or to promote something other than sport through sports. Sport marketing is also designed to meet the needs and wants of the consumer through exchange processes. These strategies follow the traditional four "P"s of general marketing Product, Price, Promotion and Place, another four "P"s are added to sport marketing, relating to the fact sports are considered to be a service.

The additional 4 P's are: Planning, Packaging, Positioning and Perception. The addition of the four extra elements is called the "sport marketing mix."

Top 10 Differences Between Goods/Services Marketing and Sports Marketing

	Dimension	Goods/services	Sports & Entertainment
1	Purchasers	Customers	Fanatics
2	Adoption	Loyalty—repeat purchasers of the same brand (viz., lack of switching behavior)	Psychological identification with individuals and teams that goes beyond mere loyalty
3	Promotion & Media	Owner pays media for promotion	Fans, sponsors, and media pay to promote team/event
4	Distribution Channel	Static; More site-limited	Mobile; more flexible
5	Product	Adapted	Global
6	Price	Customer pays a given price for good/service	Two-part: Fans frequently pay for the <i>right</i> to pay for tickets
7	Facilities	Corporate owner buys/builds own facilities	Government (taxpayer) typically pays for facilities
8	Competition	Individual branding in competitive markets	Cooperative contractual relationships—monopoly power & anti-trust exemption
9	Exchange	Principally economic exchange	Principally social exchange
10	Employees	Contractual power favors owners	Contractual power favors employees (players)

In conclusion, sport marketing is building a highly identified, passionate fan base such that fans, sponsors, media and government pay to promote and support the organization for the benefits of social exchange and personal, group and community identity within a cooperative competitive environment.

2.- INTRODUCTION TO THE PRODUCT

Innovative product identification: Hockey Helmet

Method recognition	Product	Who pays?	For what?
<p><u>Invention:</u> It's something new, never been on market before – d30 aero</p> <p><u>New technology:</u> New technology in old product – hockey helmet with d30 aero</p> <p><u>Specialization:</u> Something only for special group of customers, its focused only on that group – target group – hockey players ect.</p>	<p>Hockey Helmet: protect your head during hockey games</p>	<p>Hockey players: pros, amateurs, beginners, kids</p> <p>People who are interested in buying hockey helmet as a gift</p>	<p>Safety, new technology, better protection, high quality, comfort, fashion,</p>

Technology:

D3O Aero: D3O aero is designed especially for sport applications. It offers wearers lightweight and extremely low profile protective layer that can be directly applied to the garment. It provides better comfort and even more low profile geometry. The lightweight concept is the first to feature D3O's brand new formulation of their unique patented technology called D3O Aero – a lightweight, soft open celled PU foam. D3O Aero has been developed predominantly for the

sportswear market and is a softer, less dense solution that is half the weight of existing D3O materials, while retaining excellent protective properties against impacts.

D3O's Product Design and Development Manager, Eric DeGolier says, "Our goal at D3O is to create the ultimate protective solutions. When designing for sports athletes want performance without compromise. Smart Skin takes the best high performance materials available and makes them invisible next to your body. Whether you're riding the backcountry or playing football Smart Skin offers an unbeatable combination of protection and performance. The holy grail of protection is lighter, thinner, and higher performance. D3O has pushed the limits of this since we first introduced our light, flexible protection. Smart Skin has raised the bar again."

D3O's unique patented technology is used to make a soft and flexible material with high shock absorbing properties. In standard conditions the material's molecules flow freely, allowing the material to be soft and flexible, but on impact, lock together to dissipate the impact energy and reduce the transmitted force.

D3O became widely used in impact protection due to its properties. In its raw state it flows freely when moved slowly, but on shock, locks together to absorb and disperse energy, before instantly returning to its flexible state. This characteristic provides protection, as well as material flexibility, which in turn offers many benefits to the wearer. D3O's technology is commonly used in skiing/snowboarding in beanies and ski suits. The D3O is sewn into the lining of the beanie for maximum protection. The orange "putty" is composed of freely moving molecules however, upon impact the molecules bind together turning the soft putty into a solid block. This will prevent trauma to the head if you fall or hit an objective. Never used in hockey helmets before.

The Plactic Industry Awards 2013 have been handed out by Crain Communications (also organizer of the Product Design +

Innovation conference) to manufacturers, materials groups and designers. Winner of Consumer Product Design of the Year was Brighton-based D30 for a sports helmet liner made with its unique material, which can change its state from flexible to rigid to absorb the shock of impacts. In response to concussions in the US football and baseball leagues D30 engineered a brand new polymer material called D3O Aero, a low-density PU foam solution specially tuned for sport and military helmet applications. The PU material is encapsulated in a thin protective, TPU skin which allows it to be water resistant, wipe-clean and durable – adding to the impact protection performance of the selected PU foam.

History: In 1999, Richard Palmer was sitting at a ski lodge in the Alps nursing a bruised knee and thought to himself that there had to be a better, more comfortable way to protect oneself from sporting injuries. “It occurred to me that all the available impact protection systems work on a macro scale, and because of that they are restrictive, uncomfortable and actually pretty ineffective. I knew if I could get a system to work on a molecular level we could have an amazing product”.

Immediately after that realization Palmer teamed up with Dr. Phil Green, a fellow co-worker from the University of Hertfordshire’s Research and Development Centre and the two decided that they would make a more versatile and lightweight protection material for the human body.

Palmer was so assured that he was onto something big, he quit his job, sold his home, slept on his friends couch and cashed in on all of his savings[5] to start his company called D3O. In 2000, Palmer and a group of hired scientists began to develop a polymer that held the same name as the company, D3O. They sought out to manufacture a high-performance shock absorption material that had high-flexibility and maintained a good comfort level.

All the sporting goods protective helmets and apparel on the market at the time were bulky, stiff and uncomfortable. Furthermore, if the material suffered from impact it would no longer provide good protection, thus it would need to be replaced. Palmer knew that he would have to make D3O lightweight, breathable, washable and elastic in order to have a competitive edge in the market.

In 2005, Palmer and his team completed development of D3O.

Hockey Helmet: with a new technology. We want to buy technology and put in the helmet. Helmet is designed by professional designers. It has better shape and better pattern. Its more light and has increased air flow for temperature control. Thanks to its extremaly thin layer we can design completely new helmet different from its actual version

Why is it new? It provides better protection with against concussions, which is a growing concern in contact sports. It exist only in baseball helmets but we deicded to put the same technology in a new thing – new technology in existing product.

Why do players need a better equipment? each DEL(German first league) player sustains an average of 2.6 injuries per season. Half of those injuries lead to temporary incapacity for work. The other half merely causes treatment costs. Nine of 10 players sustain at least one injury per season. The injury list permanently contains 25% of all DEL players. Injury costs including treatment costs and lost staff costs amount to 8 million per year. 54% of all costs are allotted to knee (24%), head (16%) and shoulder injuries (14%). Remarkably, 67.2% of irregular actions leading to injuries had not been judged as a foul by the referee.

3-MARKETING CONCEPT

First of all, regarding the structure of the marketing campaign, we should describe the mission of the company. The mission statement must answer the question why do we exist? It means the company's reason for existence, it is what the organization does what it does.

MISSION:

"D30 mission is to provide the best helmet to hockey players with the newest technology"



SWOT:

The second step in a marketing plan is to describe the micro and macro environment that affects to the organization in order to know which is our position in the market, what are our competitors doing?, what are we doing?. Tdighe SWOT gives us a wide vision, knowing our strong and weak points allow us to develop a proper marketing compaign, establish our marketing goals attending our capabilities and our needs.

A SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses,opportunities, and threats

involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

Setting the objective should be done after the SWOT analysis has been performed. This would allow achievable goals or objectives to be set for the organization.

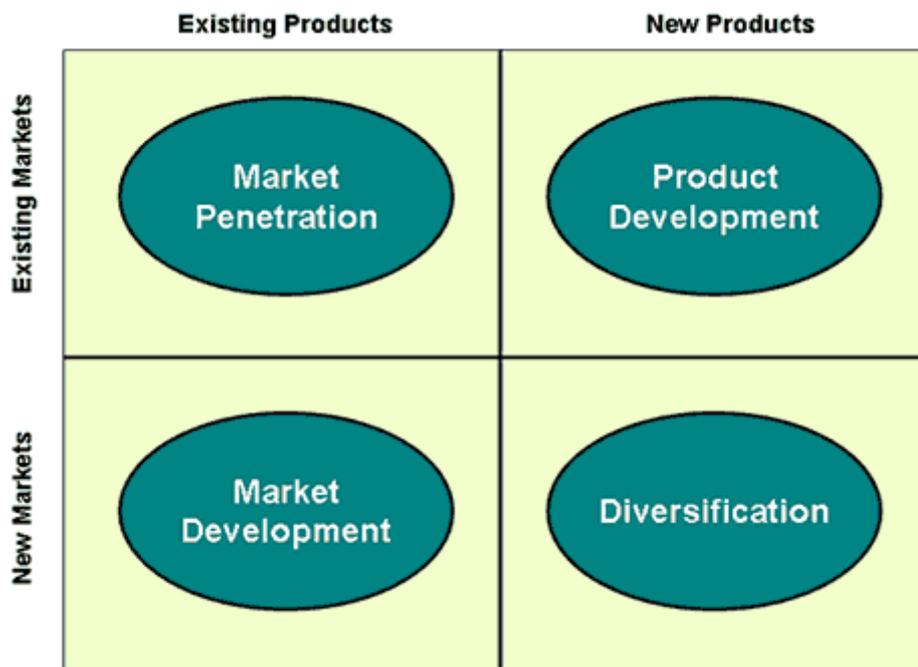
- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or project at a disadvantage relative to others
- Opportunities: elements that the project could exploit to its advantage
- Threats: elements in the environment that could cause trouble for the business or project.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • More protection • Light weight • Innovative technology • Sleeker design • Reasonably priced • Available for everybody • Easy to reach • High quality • Potential for growth • Following trends • Future activity widen • Identification with clients • Internet site 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Small market • Unfamiliar brand • No position on market • No co-operation with clubs • Lack of distribution net • Dependency on a single supplier
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Sector progress • New technologies • New suppliers • Higher Internet popularity • New designs • Material's prices decrease • Bankruptcy of other companies from the sector – buying stocks and takeovers • Marketing and promotion costs decline 	<p>THREATS</p> <ul style="list-style-type: none"> • High competition • Equivalent products • Sector progress inhibition • Low barriers to enter the market • Exchange rate fluctuation • Risk of failed investment • Risk of demand decline • Risk of not harmonious supply

MARKETING STRATEGY:

ANsoff matrix: The Ansoff Growth matrix is another marketing planning tool that helps a business determine its product and market growth strategy.

Ansoff's product/market growth matrix suggests that a business attempts to grow depend on whether it markets new or existing products in new or existing markets. The output from the Ansoff product/market matrix is a series of suggested growth strategies which set the direction for the business strategy. These are described below:



Market penetration

Market penetration is the name given to a growth strategy where the business focuses on selling existing products into existing markets.

-Market penetration seeks to achieve four main objectives:

- Maintain or increase the market share of current products – this can be achieved by a combination of competitive pricing strategies, advertising, sales promotion and perhaps more resources dedicated to personal selling
- Secure dominance of growth markets
- Restructure a mature market by driving out competitors; this would require a much more aggressive promotional campaign, supported by a pricing strategy designed to make the market unattractive for competitors
- Increase usage by existing customers – for example by introducing loyalty schemes

A market penetration marketing strategy is very much about “business as usual”. The business is focusing on markets and products it knows well. It is likely to have good information on competitors and on customer needs. It is unlikely, therefore, that this strategy will require much investment in new market research.

Market development

Market development is the name given to a growth strategy where the business seeks to sell its existing products into new markets.

There are many possible ways of approaching this strategy, including:

- New geographical markets; for example exporting the product to a new country
- New product dimensions or packaging: for example
- New distribution channels (e.g. moving from selling via retail to selling using e-commerce and mail order)
- Different pricing policies to attract different customers or create new market segments

Market development is a more risky strategy than market penetration because of the targeting of new markets.

Product development

Product development is the name given to a growth strategy where a business aims to introduce new products into existing markets. This strategy may require the development of new competencies and requires the business to develop modified products which can appeal to existing markets.

A strategy of product development is particularly suitable for a business where the product needs to be differentiated in order to remain competitive. A successful product development strategy places the marketing emphasis on:

- Research & development and innovation
- Detailed insights into customer needs (and how they change)
- Being first to market

Diversification

Diversification is the name given to the growth strategy where a business markets new products in new markets.

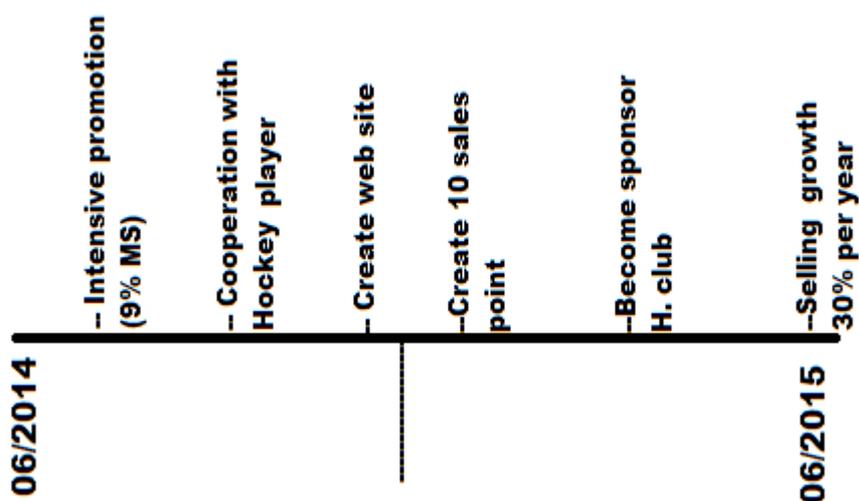
This is an inherently more risk strategy because the business is moving into markets in which it has little or no experience.

For a business to adopt a diversification strategy, therefore, it must have a clear idea about what it expects to gain from the strategy and an honest assessment of the risks.

	Existing markets	New markets
Existing products	Market penetration:	Market development
New products	Product development: <ul style="list-style-type: none">• Development of the product• Sponsorship of the hockey club• Increase promotion activities in order to keep clients identify with the brand• Create a modern website with an online selling option• Creating 10 new sales points	Diversification <ul style="list-style-type: none">• Expansion to other countries

MARKETING GOALS:

- Intensive promotion to achieve an important market share, around 9% in Germany, and then selling growth of 30% every next year (during 5 years).
- Creating an internet website with online selling option and launch or create 10 new sales points by the end of 2014, it means an interesting selling growth, our product will be more accesible for our target group.
- Becoming a sponsor for at least one hockey club of the first hockey league in Germany for the next season, it will make known our product in the german hockey environment.
- Starting the cooperation with hockey star in the summer of 2014.
- Expansion to other countries in the next 3 years.
- Make our clients loyals and create/ transmit a strong brand image.



SEGMENTATION:

The process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics.

Four basic factors that affect market segmentation are:

- Clear identification of the segment,
- Measurability of its effective size,
- Its accessibility through promotional efforts
- Its appropriateness to the policies and resources of the company.

The four basic market segmentation-strategies are based on:

- 1.-Behavioral
- 2.-Demographic,
- 3.-Psychological,
- 4.-Geographical differences.

Regarding the four basic categories in which market segmentation is based on, we can describe our different segments:

- ▶ Geographic: Germany citizens, mainly in west germany
→hockey regions.
- ▶ Demographic: men and women 5-40 years old (play hockey and can afford professional hockey equipment).
- ▶ Psychological: active life, sport lovers, contact sports, healthy, effortful, persistent.
- ▶ Social: group sports, concern about safety and open to new technologies.

When searching for geographic boundaries for our campaign, we decided for people who live in Germany. More specifically, in the west part of Germany.

Why Western-Germany? The answer is actually very simple. Because Hockey has a better and bigger fan, league following,

competitive teams and overall market than on the East-side. This sport is by far more practiced in the Westside than in the eastside.

Next step was choosing demographics. We decided on men and women (no gender discrimination) between 5 and 40 year-olds who play hockey at least with recreational purposes. ut we placed key attention into focusing on those who perceive a good salary and can afford to spend money on a product of this nature. Again, our target group includes people that practice or play hockey with no discrimination on whether they do this in an amateur or professional way.

When defining the psychological characteristics for our target group, we segmented according to People's lifestyle. Them who have an active life, who enjoy all types of sport, and more importantly prefer contact sports, played in a teamwork setting fit with our target. This people tend to love feelings of healthy and a well preserved image. They can also be characterized as effortful, persistent and motivated individuals.

Last but not least, we choose a Social standard for segmentation. This stands for people who love team and contact sports and recur to this sort of activities with social and competitive purposes. Not forgetting that this is a contact, or hard sport, so they also need to be concerned about safety while they are practicing it. Most of this people already have helmet, but we have we also understand that they are open to try new technologies, especially if they are improved technologies such as this helmet, which can provide them with more safety and confidence while they are playing.

TARGET GROUP:

Having identified the characteristics of the different segments, we will define the target group

A target market is a segment that has been selected to be served by the company. It consists of a set of buyers who share common needs or characteristics.

Four target marketing strategies:

- Undifferentiated (mass) marketing
- Differentiated (segmented) marketing
- Focused (niche) marketing
- Micromarketing / customized (local or individual)

Our business is related with a very specific product and very close target group, so our target marketing strategy is focused marketing (niche).

We can differentiate two groups in which we are going to divide our target market, of course our target group is hockey players, however we can identify big differences between hockey players like professional/recreational, men/women, adults/kids...

Regarding this differences that we have just mentioned we can establish our groups:

Segment 1	Hockey clubs
Men from 5 to 40 years who play in a professional hockey teams, in the highest league and kids that belong to hockey schools. They are playing in Germany and they are very susceptible to achieve all new products with new technology which provides them better conditions to practice hockey.	
Segment 2	Individual clients
Including people who play amateur hockey, men and women from 5 to 50 years who live in Germany. They are recreational players but they love and follow hockey and pay attention to all the new items that are available in the market. They are willing to buy hockey helmet as a gift.	

The findings behind our Market segmentation process, let us to believe that the best target group for us to focus on, while developing our marketing strategy, is Men and women from the age of 5 until their forties. Another characteristic this people share is that they either play hockey professionally or in an amateur fashion. And of course, that they appreciate how essential this kind of ornament is... to play the game right! And therefore perceive our product as a valuable item for their own use, worth of recommending or even sharing it as a gift.

For us whether they are in grade school, high school, college; professionals or not, it doesn't really matter. Safety when performing Hockey is transversal and affects them all. Like I mentioned just now, it's irrelevant for us the segment's relationship or marital status.

We can define specific benefits for each segment:

Segment 1: Hockey clubs.

- Higher security standards achieved in benefit of this new technology.
- In high performance required environments, comfortabililty is key, hence the head temperature buffer.
- Lower weight makes it comfortable to use.
- Its high comfortability allows the player to fully make use of his/her skills.
- The new D30 Aero technology included in the helmet, allows for increased air flow that also helps control temperature along with ventilation.
- This product has higher protection features than any other helmet made before.

Segment 2: Individual clients.

- Safety promotes the sport practice, especially in young people.
- Its comfortability allows smoother experience in game.

- Its “slick” and fashionable
- Buying good equipment when practicing sports portrays commitment and it’s a common thing in new users.
- It will be sold at an accessible price.

What can be the benefits for our organization, as we introduce this revolutionary product into a new market? Since the organization is going to reach a new but profitable market as a first move, we then want to spread its distribution, marketing campaign and commercialization to the rest of European countries in which ice hockey is practiced. We are confident that with the correct marketing campaign we can achieve a lot of loyalty clients and they will improve our performance. It's important to make sure that our product is well known and it will have the best technology for hockey helmets. Also this new helmet material is cheaper than the old technology so helmets will be cheaper and more safety so we hope to have a lot of success and improve our incomes. This situation will put our company as a worldwide and potential company in our sector.

Arguments: Therefore, we can know that our product will be focus in young and people until 40 years who love skating, team and contact sports. All of them are worried about the safety and they would like to wear the new technologic and fashion helmets. These people belong to upper-middle class because is not cheap to practice this sport and they want to invest the money in new products.

POSITIONING:

What is positioning?

The place our product occupies in customer's minds relative to competitor's offerings.

The goal is to differentiate our product / service in a positive way to gain competitive advantage.

Positioning Map:



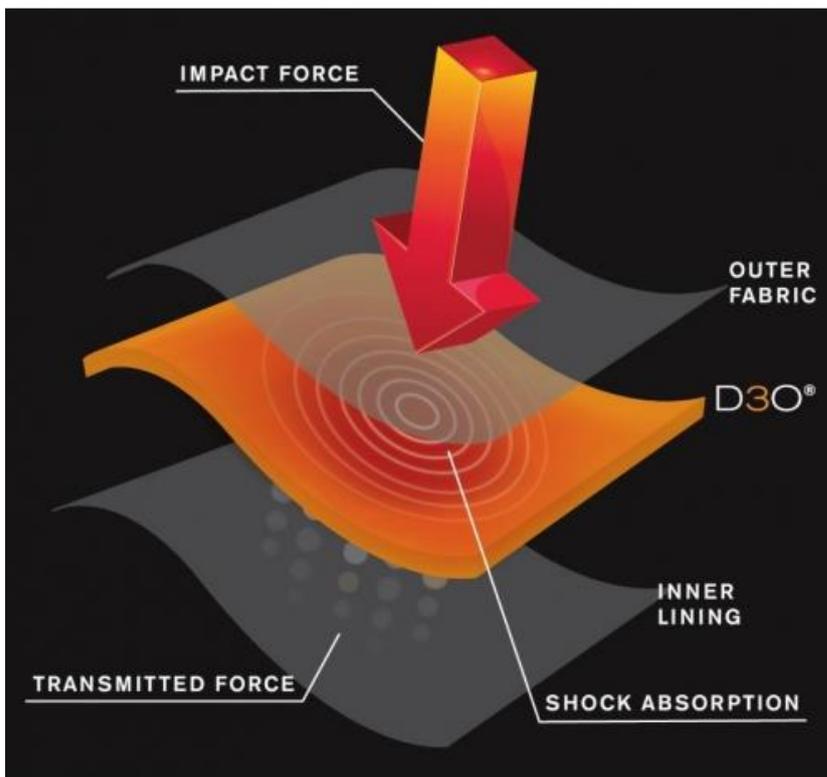
In the positioning map we can observe our direct competitors, this map explains in which position we are in the market due to two aspects: Price and design.

As we can see, D30 takes an interesting position, our product has a reasonable price and an innovative design following the actual trends.

Reebok and Rossignol are the brands that have more percentage of the hockey helmet market share, our positioning is completely different, both of them have higher prices, Reebok has been always more classic and Rossignol tries to follow the modern designs and fashion. Nevertheless we offer something different, something new, if our new material (d30 technology) is accepted by the hockey community, we will have the advantages of the new entrant in the market. We will be the first company that offers this kind of product.

Positioning statement:

"D30 is a helmet that provides you the best protection in the market. Unlike other hockey helmets, D30 makes your practicing safer, more comfortable with the newest technology".



4.-DISTRIBUTION: PLACE

The ice hockey in Germany is a common sport, the first league is the best in Europe and if we observe the following map, we can see a concentration of hockey clubs in Bavaria (south) and in west Germany.

We will operate from Mannheim, which is an strategic place located between the two main areas where hockey is highly practiced, it will be easier to reach our target group and its a convinient place in logistic terms.



Augsburger Panther, Eisbaren Berlin, Dusseldorfer EG, Hamburg Freezers, ERC Ingolstadt, Iserlohn Roosters, Kolner Haie, Krefeld Pinguine, Adler Mannheim, EHC Red Bull Munchen, Thomas Sabo Ice Tigers, Schwenninger Wild Wings, Straubing Tigers, Grizzly Adams Wolfsburg

With our campaign we want to focus in main cities – cities with ice hockey teams (segment 1) We think the best solution is to direct some marketing tools to this cities but with events and direct marketing we should focused on Bavaria and North Rhine-Westphalia.(segment 2) More hockey clubs and more possibly interested clients. Our target group is easy to reach in this regions.

Our strategic place (headquarters) will be in Mannheim because we have a sentiment to this city. From there we would like to distribute our product to other cities and manage our business. As we mentioned in our marketing goals part. We are also planning to create ten new sale points for our product in other cities, in hockey equipment shops (there is a lot of them in Germany) or we can try to cooperate with decathlon and fan shops.

5.-HOW TO REACH THE TARGET GROUP? PROMOTION

Slogan: Der einzige Schutz, den Sie brauchen! Like car safety
new helmet safety

We decided that the best tools to reach our target group, segments and which will help us to use our strong points and opportunities will be:

Advertising: Advertising is one of the basic elements in Marketing. It is very important to introduce your product to customers. For example ; Using sport TV channels, stadium billboards, being sponsor for games (match) or sports program on TV.

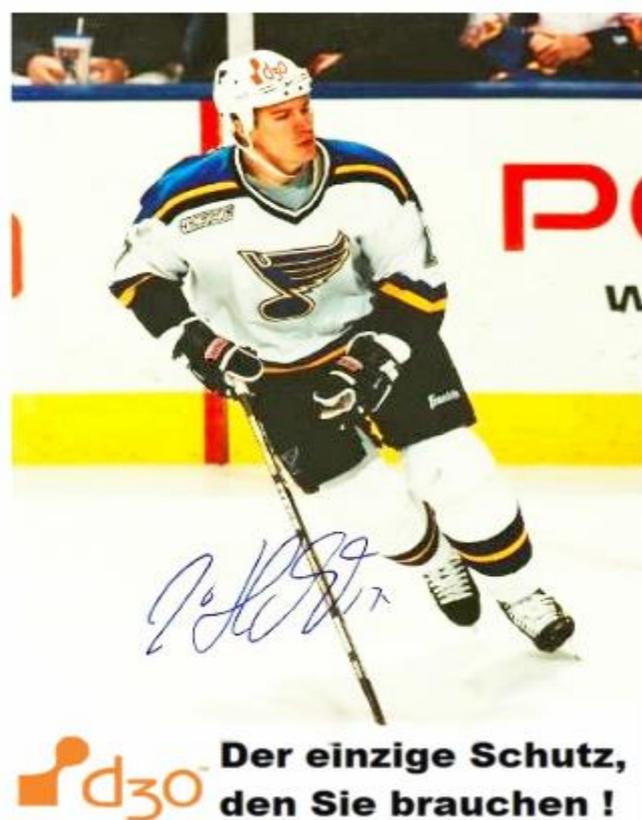
We would like to cooperate with a famous ice hockey player Johan Hecht. He plays in NHL and now he is playing in Adler Mannheim – he was born here. Local star. We want to use his name and image to create our posters and commercials.

Johan Hecht



Commercial during hockey games – for segment 2, Funny commercial in super bowl style with our slogan. Eye catching and it falls into memory (watch a possible commercial in the prezi presentation attached). Commercial in german sport tv channels – for wide audience! Prime recognition! We would like to also find people who are fans of hockey but they don't participate in hockey games often. As we mentioned before we want to promote our brand too so we have to find a way to fall into memory. Servis tv and Laola1 tv.

Billboards next to hockey stadiums – perfect location, a lot of hockey fans can see it.





Commercials on tram stations, bus stations near stadiums and on main stations in cities that we choose – fans are using this before and after the game, to get to fan shop during the week.

Commercials (posters) in fan shops, hockey equipment shops and decathlon in cities that we mentioned before! – easy to reach our two segment.

Kids poster – to promote safety because parents are usually worried – brutal sport. We would like to create a new hockey safety trend like with car safety. Every parent should buy one helmet for their kids to protect them!



Public relations : Public relation is important to learn more about information about competitors' sales, customers' needs, and market. So you can shape your organization and product planning.

Cooperation with newspapers – hockey newspapers and sport newspapers (online eishockey magazin, deutsch hockey zeitung! Kicker!)



Invitations for people from eishockey liga, town government its important to have a good relations with them and clubs which we are sponsor of.

Invitations for important people



An important issue here is corporate identity. It makes people to remember your brand. People have to be aware, know aour brand and we have to create in people minds a good image. We have a logo, and we should take advantage of it, free merchandising, our colour is orange so we can create a lot of

stuff using these attributes. For example pens, notebooks, special bags for hockey helmet etc. give it to people for free to use it and remember (brand image).

Direct marketing : Direct marketing allows for direct to consumer advertising by implementing techniques where physical marketing materials are provided directly to the target group in order to educate them about the product. This is done through fliers, catalogs, and person to person sales.(Cell phone text messaging, e-mail, promotional letters).

As we mentioned before in our marketing goals, we would like to create a website. this website has to be better than other websites with modern online selling system and with our commercials. We can also have an interview with some player who are using our helmet and post it there. The e-commerce is getting more important nowadays so its a good point and we can find an easy competitive advantage, our customers will know all the characteristics of our products, the new launches and promotions. Also the main point of the website is the online shop, where clients will be able to get our products and get them in terms of express delivery.

Dont forget that you will can find us in the social media, its important to adapt yourself to the common trends in the society so we will have an active behaviour in Facebook and Twiter

Sponsorhip: we would like to become a sponsor of at least 3 teams in league, Mannheim, Belin and Koln. These are the biggest and this is our target! We can offer them free equipment in return of place for commercials inside arena and maybe on tickets and shirts.



In future we can become a sponsor of deutsche eishockey liga and then probably we can get a place on ice rings. Its very well seen on tv.

Event marketing: Events for hockey schools: the best are Berlin, Mannheim (sentiment and there is a big interest) and Hamburg is the oldest and the most popular. Little championships for kids, they can meet professional players, play with them, a lot of attractions and of course they can try our new helmet, invite family, a lot of gadgets!

Events for mentioned regions: Bavaria and this with Dusseldorf: 3 day championship, very similar! We can invite NHL players! Or our star to play with kids. We can make a show with our helmets for partents to show them that its really really safe!

International camps every summer:

Experience 10 days of Hockey School in Germany with highly specialized coaching staff with proven International coaching experience.

Place: Fussen or some other nice place.

Each day receive a world class instruction in Power Skating, Skills and Tactics 3 hours on ice.

Power Skating

Stick Skill

Puck Control

Shooting

Passing & Receiving

Small are games (1-1/2-2/3-3)

All concepts taught at the International, Junior and Professional levels

What is more! Language classes, activities during free time and trainings with the most famous players in Germany! Free stuff for kids and promotions for parents to buy a helmet! Orange shirts!

Personal selling :We can implement face to face selling to convince customers to purchase products. Through personal interaction we are able to better understand the customers needs and educate them why our product is superior to rival products.

We would like to use personal selling to reach our 1 segment – hockey clubs and schools. It is something different than sponsorship. We want to send people to this places to show the offer to people in charge. Special offers for big orders and discounts.

Sales promotion: Sales promotion encourage customers to purchase more. Loyalty card, special discount days, giving some little gift with the product are examples of the sales promotion.



We would like to create a special promotions for clients – one week when you buy a helmet you can buy a shirt for 50% in fan shops! In Decathlon and some other shops 30% discount for hockey stuff. This kind of promotion from time to time. Of course special Christmas or eastern offers.

In first week of selling we can give fans free tickets for games when they buy a helmet. Only teams which we are sponsor: Köln, Berlin. Mannheim.

Lotteries from time to time! In addition to make a loyal clients for future!

6. RESULTS

At the end we have to use tools to measure results of our campaign. If we reached our goals. Here are some tools we should use:

Compare 'campaign buzz' to 'normal brand buzz': Compare the week or month in which your marketing campaign generated most buzz with the preceding week or month. If you only do marketing campaigns on a sporadic base, this will give you a clear idea of the online conversations they trigger. If the spike in social media mentions is negligible, you should reevaluate your campaign. Campaigns that touch people, generate reactions: likes, comments, +1's, whatever. The absence of reactions is often a good indication the campaign was not a success. If your brand does marketing campaigns on a regular basis, you might not really have a 'normal brand buzz'. In this case it is wise to compare the campaigns to one another.

Top posts on your social profiles: Marketing campaigns go hand in hand with publishing content on your social networks. Find out which of the posts you published had most success, both with regard to applause (like retweets and likes) and engagement (like comments and replies). For Twitter you can also measure which post reached the highest number of people, taking into consideration the follower count of the twitterers retweeting your content. But we don't have twitter! We have facebook and website! We can measure how many people visited our website! Website Analytics: This one is more obvious than others. It is important to track how much website traffic you get from all of your marketing and advertising campaigns. Plus, how many of those visitors convert to leads via webform submissions.

Sentiment evolution: The ultimate goal of marketing is generating sales leads. Of course there are several other intermediate goals that serve the same cause. One of them is brand reputation. A good measure for reputation is how people talk about your brand. After a campaign it's interesting to check whether it had a positive impact on the sentiment of the messages about your brand.

Sales indicator: how many people bought our product. We can easily check that and make statistic.

KPI Tracking: The four elements above are all tracking systems you need to measure performance. Key performance indicator (KPI) tracking is how we bring it all together into a concise list of metrics that will give you X-ray vision into all of your marketing campaigns. A KPI is any data point that gives you insight into your marketing performance. As a small business owner, it's your job to monitor the correct KPIs — and then make data-driven decisions to improve the overall marketing performance of your campaigns.

7.-FINANCIAL ANALYSIS

Starting a new business is always difficult, sometimes the forecast of incomes that you hope to get, for example, do not have similarities with the real performing of the company.

Because of this reason its difficult to predict when you do not have results yet (before start manufacturing and selling the product).

Nevertheless, if we analyze the society and the viability of our project we have to be optimistic. Why? the answer is easy, currently there are megatrends like body care, people are worried about the health more and more, every day you get messages, watch advertisements which show us a healthy style behaviour.

The point is that we are increasingly sportspeople and the safety while you are practicing sport is becoming a global concern.

With D30 hockey helmet we give to people the best protection that you can get in the whole helmet market, so we expect a good performance when we launch our product, it covers the needs of people and its a great opportunity. The concern of the safety is getting bigger and thats the key of our business (safest helmets).

Once we found the need of a safer helmet in hockey players, we would like to know whether or not our project has an economic viability.

To forecast this economic viability we are going to use some economic basic tools, we will analyze the cash flow, with the receipts and the payments.

As we mentioned in the chapter of distribution, we are going to establish our headquarters in Mannheim, perfect location and we dispose of a factory in which we can manufacture.

So the big investment to set up the business are the installation and machinery.

We need to achieve three different machines: Shell modelling and manufacturing, painting and quality testing.



Modelling machine= 3410000 €.



Quality control= 185000€



Painting machine= 78000€.

Total machinery amount = 604000 eur.

Installations and setting up =146000 eur.

Total Investment = 750000 eur.

Regarding the incomes of D30, we expect to get the first year 255.000 eur, the average prize will be 85 euros, it means that we are selling the first year 3000 units.

If we calculate the difference between the receipts for the first year (255000) and the total amount of payments (wages, materials...) we get a net flow of 41000 eur.

41000 eur of benefit divided between the 3000 unit that we are going to sell means almost 14 eur benefit/unit.

On the other hand if we analyze the payments (year):

- Wages:

Engineer(1)= 40000 eur/year.

Workers(3)= 3* 15000= 45000 eur/year.

Marketing and finance(1)= 27000 eur.

- Materials:

D30 material= 60000eur (3000 units)

polystyrene=20000eur

others= 9250eur

-Distribution= 7650eur

-Taxes=5100eur

Once we have established the cash flow for the first year and a forecast for the next nine years we can calculate if our project or investment has an economic viability, to calculate this we are going to use the net present value NPV.

Years	receipts	wages	materials	distribution	taxes	Net Flow
0						-750.000,00
1	255000	112000	89250	7650	5100	41.000,00
2	331500	112000	116025	9945	6630	86.900,00
3	430950	112000	150832,5	12928,5	8619	146.570,00
4	560235	112000	196082,25	16807,05	11204,7	224.141,00
5	560235	112000	196082,25	16807,05	11204,7	224.141,00
6	560235	112000	196082,25	16807,05	11204,7	224.141,00
7	560235	112000	196082,25	16807,05	11204,7	224.141,00
8	560235	112000	196082,25	16807,05	11204,7	224.141,00
9	560235	112000	196082,25	16807,05	11204,7	224.141,00
10	560235	112000	196082,25	16807,05	11204,7	224.141,00
					VNA	585.568,58 €
					TIR	17%

Residual value = 0

Conclusion: as we can see our VNA is 585.568,58 eur, so we can affirm that our project is valid, because our VNA ≥ 0 , after 10 years D30 will get a benefit of 585568.58, it means in yield terms 17% (TIR).

The investment we have raised for D30 helmet is the acquisition of machinery to set up production and distribution in the German market.

After analyzing the technical characteristics investment and its main parameters, we have concluded that the investment is profitable so the company must accept and work on the new project.

8.- BIBLIOGRAPHY

- Marketing principles ppt Oliver Wehner (DHBW)
- Marketing in Germany ppt Alexander Pfisterer (DHBW).
- www.d3o.com
- Strategic Marketing Andrew Whalley
- Wikipedia