

# Bachelor project

**PADELSPORT.DK**

# PROBLEM STATEMENT

"How can Padelsport.dk grow its business and maintain a stronger market position with constantly increasing competition by investing in physical resources?"

1st sub-question

How can be Padelsport.dk described as a company?

2nd sub-question

How has the market changed with the increasing competition?

3rd sub-question

What strategy could be used in order to strengthen Padelsport.dk's market position?

# DATA COLLECTION

● FOCUS GROUP

● OBSERVATIONS

● INTERVIEWS

● QUESTIONNAIRE

# Theories and models



## The descriptive level

Business model canvas

## The analytical level

5 Porter's forces, Strategy canvas

## The evaluative level

Ansoff matrix, SMART goals, Theory of change

# The descriptive level



## **LOYAL CUSTOMERS**

Members of Odense Padel club.



## **SOCIAL FACTOR**

The company puts emphasis on the social side of the sport.



## **LOCATION**

Decision making factor.



## **PARTNERSHIPS**

Long-term partnerships based on trust.



## **SPONSORSHIP**

Insufficient effort to find new sponsors.



## **CUSTOMER ENGAGEMENT**

Potential from SOME is not used even though it can help the company.



## **APPROACH**

No planning, no strategy, no determination for change.



## **RESOURCES**

Decision making factor.



# The analytical level



## **COMPETITIVE RIVALRY IS HIGH**

Industry is growing at a fast pace, the number of padel courts tripled.



## **INDUSTRY BECAME MORE ATTRACTIVE**

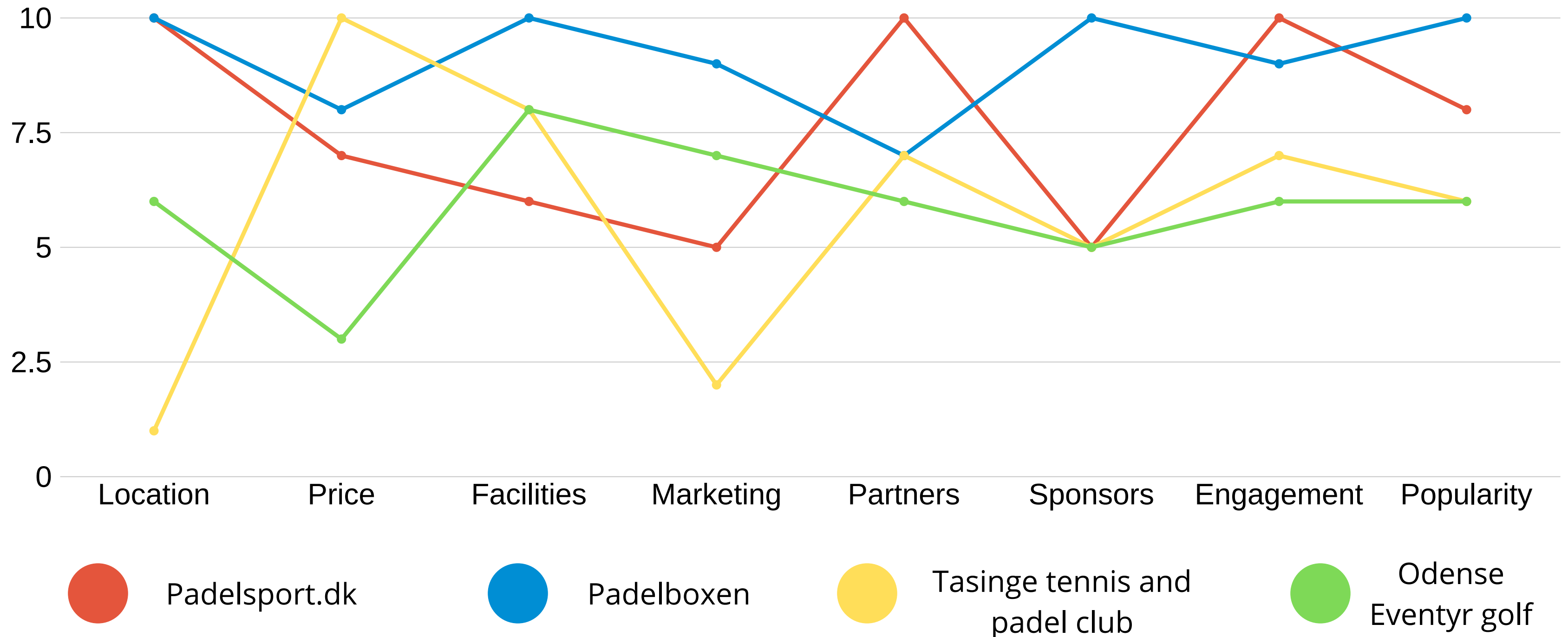
Easy to enter, demand is increasing rapidly.



## **TREND WILL CONTINUE**

According to Danish Padel Federation the trend does not seem to subside.

# Strategy canvas



# Problem



## Problem 1

Due to its approach the company is not able to react to market changes.

## Problem 2

Insufficient marketing and sponsorship activities, **bad quality of facilities** cause customers to switch to the competition.

## Problem 3

The company does not use the full potential of the market.

# SOLUTION - THE NEW STRATEGY

## **MONITORING THE MARKET**

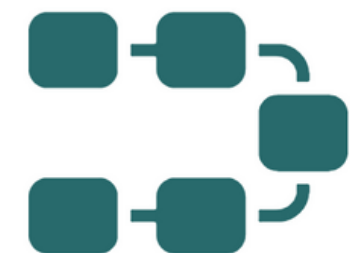
Analysis of the current demand and offer at the market, competition analysis, analysis of suppliers, observations.

## **LISTENING TO CUSTOMERS**

Carefull observations, Listening to their pains/gains.

## **PROJECT MANAGEMENT TOOLS**

Goals setting, Project management triangle.



WHAT COULD HAVE BEEN DONE  
DIFFERENTLY...

# Data collection & Philosophy of science



## **Focus group**

Insufficient engagement of interviewees?

## **Questionnaire**

Insufficient use of data collected?

# The descriptive level



## **Effectuation & Causation**

Not applied properly? Include it in  
the evaluative level?

# The analytical level



## **5 Porter's forces**

Factors connected to the company rather than to specific industry?

## **Industry analysis**

Not analysing the industry into depth? Macro environment?



# The evaluative level



## **Different project management tools**

Project management triangle?  
Milestones? WBS?

Physical resources and  
approach?

THANK YOU FOR YOUR ATTENTION

