



# Nol-Core

## Sports Facilities & Goods

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To provide competitive athletes of the Salt Lake area with a place to easily obtain outstanding sports equipment, use it in sports facilities and receive excellent customer service.

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## Executive Summary

There are many competitive high school age athletes across our nation; these adolescents are extremely busy they have to balance school and many other things with the sports they love to play. These adolescents do not have the time to deal with finding and waiting for top notch equipment and they definitely do not have the time to find out that a piece of equipment does not work for them. Today at traditional sports stores they carry generic sports good, if you a competitive athlete wants quality name brand equipment, they have to order it wait and hopes that it works. Nol-Core plans to solve this problem by creating an all in one sporting store where not only will we have all of the top notch equipment but we will also have full sized athletic arenas for our customers to try there equipment in.

Nol-Core plans to sale mostly to competitive high school athletes. We will introduce ourselves to them primarily by advertising at sporting events where our marketing segment will be. We plan to partner with name brand manufactures such as Nike, Adidas, and Under Armour. At Nol-Core will be different from and other sports store. Targeting competitive athlete we will have top notch equipment and a knowledgeable sales staff to help our customers. We will also set ourselves apart in two other important ways: we will be the only sports store with facilities and we will be the only sports store with all the top notch equipment under one roof.

At every Nol-Core store we will provide full-sized basketball, football, and ice arenas. This will be one of our greatest trademarks that will set us apart from all other sports stores. We intend to use these arenas in a few different ways make the most use and profit from them. First as already mentioned they will provide a place for our customers to immediately try out there equipment so that they can quickly and easily decide what is best. Secondly we will let

athletic teams use our facilities for practices and games; if there is some sort of equipment malfunction they can quickly get new equipment from our store. Thirdly we will rent out space for sponsors to advertise in our facilities. Our facilities will draw customers into our store and once they are drawn in and see the Nol-Core difference we expect that they will never go back to their old sports stores.

Nol-Core is also different because we plan to keep all of the top notch equipment under one roof. As we mentioned earlier there is a continual struggle for competitive athletes to get the best equipment. We plan to solve this problem by retailing the top notch equipment to athletes. This added convenience is unheard of in sports world, they did it in the grocery world, and we at Nol-Core plan to do it in the sporting world. Our super sporting stores will add so much convenience to the competitive athletes buying experience that we believe they will no longer want to ever go back to the traditional ways of getting top notch equipment.

At Nol-Core we plan to always keep up with the best and newest technology in sports. We plan to be an ever evolving company. We will continually be bringing in the latest in equipment and training our staff. We will always keep up to date so that for years to come if someone wants to get the best in sporting goods they will know the place to go is Nol-Core.

## Background

The reason that we chose to do this business is because we felt that there was an open market for sports facilities and arenas. Teams are constantly in need of places to practice and play their games; we would fill that need by having a full-size basketball court, football field and ice rink. With these fields it would allow a variety of teams from all kind of sports to come and play. This will allow for a wider market and a broader spectrum for customers. Our business will

be structured to fill the needs of competitive sports teams in the area. Our business is unique because we have the courts to go along with the product. This gives the customer an opportunity to try out their new gear, on site, and find out whether or not they like it. It also gives us as a company a bigger opportunity for income.

Nol-Core will be an all in one top notch competitive sports store like none other. Only at Nol-Core competitive athletes and teams will be able get everything they need in one amazing store. Teams will be able to practice and use our equipment so that they can find the perfect match for them so that they can have optimal performance. Nol-Core's reliable and knowledgeable customer service will be amazing.

## Value Proposition

### Immediate Product Feedback

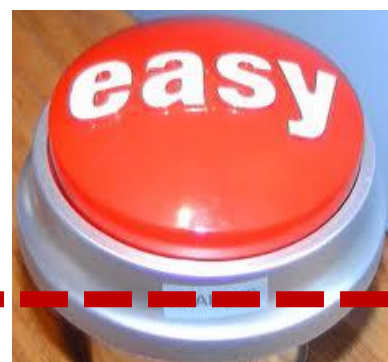
Because Nol-Core will have sports facilities available on site, the customers will be able to test out their merchandise first-hand and decide whether or not they really want what they think they want. This will prove



to be very useful not only for the customers but for the business as well. Because the customers will know they are satisfied with their product the business will be able to avoid chargebacks and money loss due to returns. This will increase customer loyalty as well as prove to be a huge pull factor for the business.

### Convenience

Nol-Core will be a place of convenience. Our store will hold in our inventories the kinds of merchandise that the truly



competitive athletes will want to have. We will carry the merchandise that usually you would have to go straight to the brand name source to get, and then after a 2 week wait the product is received through the mail with no guarantees of quality. Because we have the product on site and a capable team that will know exactly the needs of the customer it will be very convenient to shop at our store for any sporting needs.

### Quality

Nol-Core will only carry the top brand of goods for each sport. We all know that different brands are better in select areas. We will carry the top brands in each area. It will not just be a Nike or Adidas based store. We will also provide quality in the facilities that we offer to the customers as well as the teams that are using them. We will keep them in shape and of high quality so that we are protecting the players and customers, as well as ourselves.



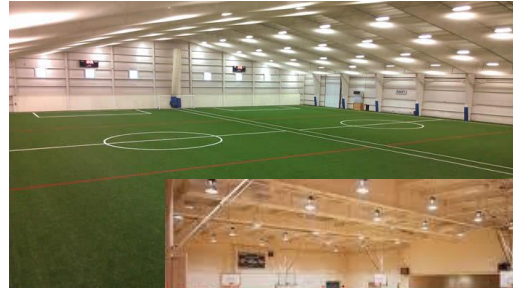
### Customer Care

We are going to put a huge emphasis on customer care at Nol-Core. We will make sure that the employees have experience in one specific area and know what the customers are talking about. We understand how frustrating it is to have employees at other stores not know how to meet the needs of customers, so we are going to do what we can to avoid that. At Nol-Core our focus is to ensure customer safety. We don't want to send a player out onto that field with equipment that could potentially put them at risk.



## Consistency

At Nol-Core we provide consistency through always having somebody at hand to help out. We won't let any customer leave without obtaining some kind of help if they need it. We also will show consistency through the sports facilities. As teams practice and play on the courts and fields we will make sure that they are in good shape and that they are able to play when they need to play. We will do what we can to keep it so that fields are open and available when they are needed.



## Additional Building Blocks

### Customers

Customers are going to be an essential part of the business at Nol-Core. Without customers there is not going to be any cash flow. This is why the customer is going to be the main focus of the company. We are going to have to work hard to break the brand loyalties and bring customers to our stores that are going to be loyal to us. Our customer segments will be high school competitive athletes. They will love competition and they will hate having low quality goods. They will see the value in the convenience of our store because of the facilities that are available right when they need them.

### Channel

The way that we are going to connect to our customers is mainly through advertisement at sporting events. We recognize that customers need a place to get their equipment and we

need to reach out to those customers that will be willing to pay for that equipment. We will focus mainly on the competitive leagues and teams in the areas and try to get them to come to our store not only for good but to use our facilities to practice and compete.

### Key Partners

Our key partners that we will need in Nol-Core will be the name brand manufactures (i.e. Nike, Adidas, Under Armour, etc.). We will need these people because they are who will provide us the goods at hopefully a lower price than usual. We will also be partnering with sponsors; because we have facilities people will be able to advertise in them while games and practices are going on.

### Key Activities

The key activities that are needed to keep Nol-Core running will be events held in the facilities as well as making sure that the customers stay happy. These events will include activities such as practices, scrimmages, games, tournaments. Because of these activities we will be able to get our name out to the public and hopefully spread our reach to different consumers and sports. Other activities that will be important to the company are the employee activities. We will need to make sure that our employees are happy so that they will be able to serve our customers as effectively as possible.

### Evolution in the Next 5 Years

In the next 5 years the market of sports in general isn't going to change very much. The change that will come will be in the different sports technologies. Because of this we will need to adapt to these new up and coming technologies and implement them into our business. This



could include anything from buying new merchandise to updating our facilities to better suit the needs of teams.

Nol-Core will also be able to evolve as time goes on. This entails facility additions such as tennis and racquetball courts. This will be important for Nol-Core as we are going to need to constantly shift to bring in new customers and satisfy our growth. While growth and evolution are a huge piece of any company it is going to be important to remember to change slowly. Nol-Core will not over expand and will make sure it bites of what it can chew.

## Company Strengths

The strengths of our company are mainly going to be focused around the fact that we have an awesome product, it's very unique. I haven't ever heard of a sporting goods store that also provides facilities as well. I think that there is a lot of value in that.

Strength 1: We have strengths in our products that we provide. We will only be providing the best most effective gear to the customers. This is huge in retaining customers. Nol-Core will have strengths in customer segment. We are going to be selling to the competitive teams in the area. Competitive teams and sports are not inexpensive; this means we will most likely be targeting the upper-class people. Because of this we know that they will be able to afford the goods sold as well as facility fees.

Goal 1: To maintain these strengths we are going to continue to grow and evolve with the sports. This will keep us unique and on top of the competition. Our goal will be to have one more type of facility within the next 2 years. This will make our customer segment increase as well as uniqueness. Another goal we will have is to hold 4 tournaments within the first year.

Goal 2: To maintain that we will always have the highest quality products we will make sure to retain our relationships with our producers. We will make sure that they know how much we appreciate their business.

Strength 2: Our other strength will be customer segments. This is a strength because we are going to be targeting the upper and middle class people that have their kids in the expensive competitive sports.

Goal 1: We will maintain this by having a goal to limit returns to 20 in the first 6 months. This means we've satisfied them and they want to come back, ensuring that we keep our customer segment alive and happy. This also will most likely lead to promotion of growth.

Goal 2: Our other goal will be to hold a first year sweepstakes to draw in more customers and keep the old ones happy. With the sweepstakes we will hope to grow the segment and reach out to everyone. Where our initial focus was just on the upper class we will now be focused on everyone.

## Company Weaknesses

A weakness in Nol-Core is the facility cost. This is a problem because while it is the most unique piece of Nol-Core it also is the hardest to pay for. The other weakness of Nol-Core will be one that all other brand new companies are going to run into. That is gaining new customers. We are new and not a necessarily status quo idea, so getting new customers will be a hassle for the first couple weeks.

Weakness 1: One weakness that we will run into as we try to start Nol-Core will be the expensiveness of building facilities. When we start out we want to have a basketball court, a football field and an ice rink. It will be expensive to build and maintain these arenas so our first struggle will be funding this expense.

Goal 1: Our goal will be to make sure that the facilities pay for themselves. We will make sure that our renting fee for our facilities will be proportionate to the cost that we are paying to maintain them.

Goal 2: Another way we will pay for our facilities will be with sponsors. We will have a goal to find at least five sponsors to sponsor our facilities before we even open for business.

Weakness 2: Another challenge that we will face while trying to start Nol-Core will be the fact that we are a new unknown business. To be successful we will have to get new customers, many customers already have loyalties to other sports retailers, so it will be a struggle to break those loyalties and get customers buying at our store.

Goal 1: We will hold a grand opening for Nol-Core. We will advertise it and our goal will be to have at least 2,000 people attend our grand opening. The people who attend will hopefully get excited about buying at Nol-Core; many of them may become loyal customers and may tell people they know to shop at Nol-Core.

Goal 2: Our facilities will be a good way to attract customers to our store. So our goal will be to hold at least thirty games in our facilities within the first three months. The people who go to these games will be exposed to Nol-Core and we hope that many of them will become customers.

## Summary

Nol-Core has great potential to become a booming sports goods store. With our unique all in one approach to sports we expect that competitive athletes in just a few years will prefer Nol-Core over any sporting goods store. There are no other sporting stores that have the competitive edge of the all in

one super sports store, so Nol-Core has a chance to rapidly expand as demand for these stores increase. It is a new age where people want convenience, it started with super grocery stores and now it is time that it moves onto sports. Investing into Nol-Core will be investing into the future of sports stores and we plan on leading the movement and staying on top of it.

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