



- **Together to reach your goal**

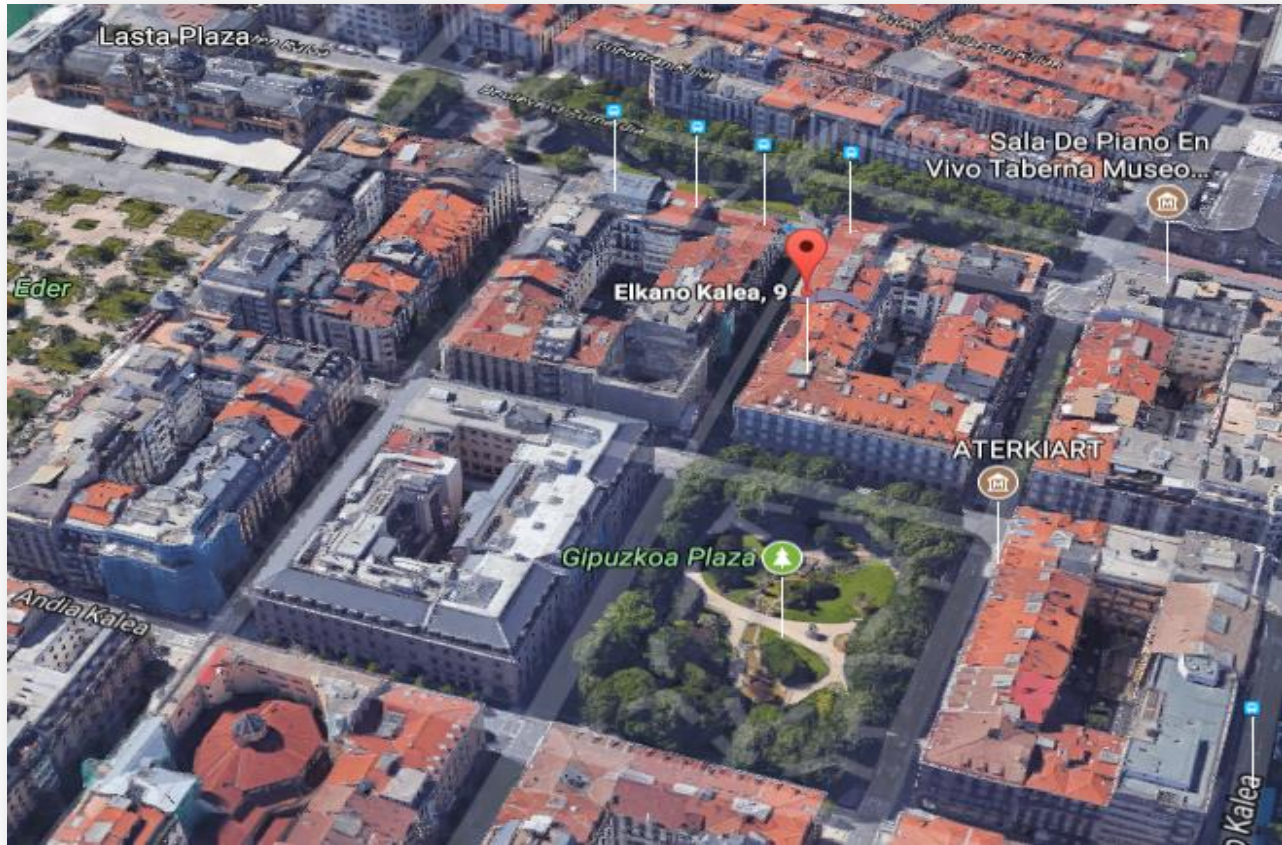
**M^a José Serrano
Braunny Leandro
Nerea Pérez**

INDEX:

1. Localization
2. Partners
3. Departments
4. Objective
5. Target and Competition
6. SWOT
7. Product
8. Distribution
9. Suppliers



LOCALIZATION

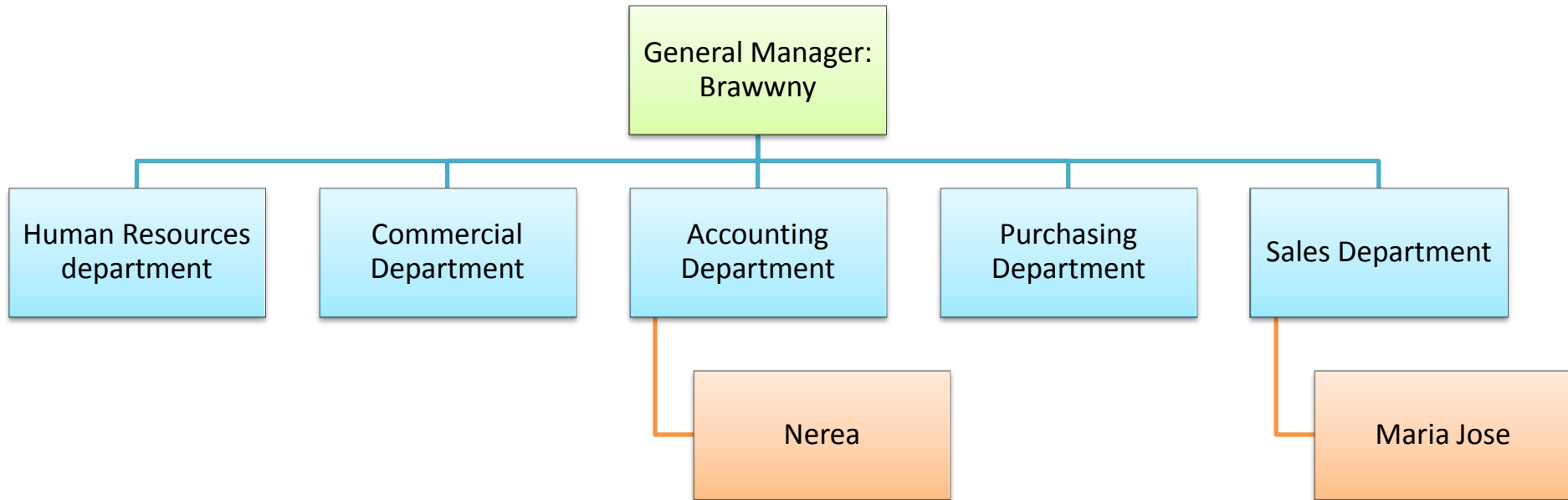


PARTNERS



- Nerea
- Brawnny
- María jose

Departments



OBJECTIVE

Our objective is to satisfy the needs of our clients (school age, young and adult people) with sport articles.



Target



Competition



SWOT

INTERNAL ANALYSIS

EXTERNAL ANALYSIS

Weaknesses :

- We don't know much about some sports.

Threats:

- High competition: many different brands and prices.

Strengths:

- Good service quality.
- Good business image and leadership.

Opportunities:

- Some of our products have a high demand.

PRODUCT



T-SHIRT TREFOIL
44,77€



SWEATSHIRT TREFOIL
54,45€



TRACKSUIT NIKE
52,64€



SHOES SUPERSTAR 94,38€



NIKE AIR FORCE
101,16 €

DISTRIBUTION





SUPPLIERS



ORMAN



LIVESPORT