

Marketing Analysis

BASKETBALLS AT BROOKLYN RETAIL STORE

PRODUCT DESCRIPTIONS



Basketball 1

WILSON COURTSIDE BROOKLYN NETS OUTDOOR RUBBER BASKETBALL

Show off your love for the Brooklyn Nets with this official Nets branded basketball. This ball is constructed from rubber for maximum bounce, making it ideal for street ball. It has an exclusive dual-density cover for a soft, cushioned feel with wrap-around channels designed for outdoor use. The ball measures 29.5 inches and is slightly lighter than an official NBA ball.

Wholesale Cost: \$12.00



Basketball 2

SPALDING INDOOR/OUTDOOR BASKETBALL

Built using a composite leather cover, the Spalding official-size NBA basketball looks and feels like an official NBA ball. The ball also includes a foam-backed design with full ball pebbling, helping it stand up to the challenge of competitive play while maintaining a soft, tacky feel. Best of all, the ball is designed for use both indoor and outdoor use, so you can bring it to the YMCA or the playground.

Wholesale Cost: \$25.00



Basketball 3

SPALDING OFFICIAL NBA BASKETBALL

Look and feel like a pro with this NBA official game ball. This is the exact same ball used in NBA games night after night, complete with the NBA logo and twitter handle. It has a full grain horween leather cover, for superior texture and feel. Designed for indoor use only. If you're looking for the real deal, look no further – this is it!

Wholesale Cost: \$89.99

CUSTOMER PROFILE

- Target customer age: 15-35 years
- 70% male
- Median household income of \$55,000
- 90% of customers live within a 5 mile radius
- 80% of customers actively participate in sports; of those, 50% play basketball at least once a week
- There is a YMCA one block away with an indoor basketball court; many customers are members
- There are 14 outdoor basketball courts within a 10 mile radius of the store; many customers play in pickup games regularly
- 40% of customers consider themselves “strong supporters” of the Brooklyn Nets

POTENTIAL BUYER SURVEY

	Target Customers (%)				
	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE NOR DISAGREE	AGREE	STRONGLY AGREE
I value convenience over being able to touch and feel products before purchasing	18	36	21	17	8
When I shop, I usually know exactly the product I want	8	28	38	14	12
I don't like to wait for a product when I decide I need it	12	16	23	32	17
I like to investigate numerous options prior to purchasing	12	14	18	21	35
I prefer to see, touch and test a product prior to purchasing	16	14	18	21	31
I typically remain attached to one product versus shopping for alternatives	32	22	14	18	14

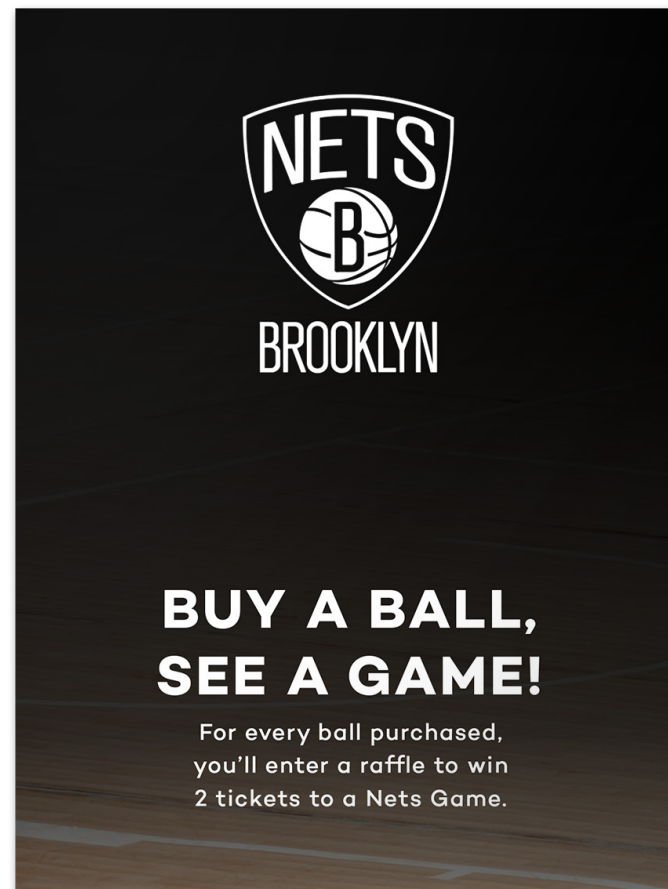
POTENTIAL PROMOTIONAL OFFERS

Promotion 1



Designed by Harryarts - Freepik.com

Promotion 2



Promotion 3



Designed by Bedneyimages - Freepik.com

PRICING OPTIONS

Pricing Mix 1

WILSON COURTSIDE BROOKLYN NETS OUTDOOR RUBBER BASKETBALL	SPALDING INDOOR/OUTDOOR BASKETBALL	SPALDING OFFICIAL NBA BASKETBALL
\$29.99	\$29.99	\$89.99

Pricing Mix 2

WILSON COURTSIDE BROOKLYN NETS OUTDOOR RUBBER BASKETBALL	SPALDING INDOOR/OUTDOOR BASKETBALL	SPALDING OFFICIAL NBA BASKETBALL
\$19.99	\$39.99	\$129.99

Pricing Mix 3

WILSON COURTSIDE BROOKLYN NETS OUTDOOR RUBBER BASKETBALL	SPALDING INDOOR/OUTDOOR BASKETBALL	SPALDING OFFICIAL NBA BASKETBALL
\$9.99	\$44.99	\$179.99

BRAND VISION: WILSON STREET

Brand Component	Description
PURPOSE	Our vision is to be the leading brand for outdoor, street ball enthusiasts by providing basketballs specifically designed to meet their needs.
DEMOGRAPHIC	14-25, male
CHARACTER	Passion, authenticity, grittiness, spontaneity
ESSENCE	By players, for players
REASON TO BELIEVE	Most brands design basketballs for indoor and light outdoor use. Few brands have designed basketballs around the outdoor, street ball culture embodied in many American cities and emulated across the country.

Brand Direction 1



Rec League represents the wide array of informal basketball cultures and captures the essence of impromptu basketball games all across America.

Designed by Patrickss - Freepik.com

Brand Direction 2



Inspired by the famous court in Harlem, Rucker Park embodies the iconic culture of pick-up games and their influence on basketball culture.

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