# Instructions for the final presentation

## Sport club / sport event analysis

1. **Brief background and introduction**
2. **Strategic analysis**
   1. PEST(LE) analysis
   2. Porter analysis
   3. SWOT analysis
3. **Marketing analysis**
   1. Social Media
   2. Website
   3. Partners
4. **Proposal**
   1. Communication strategy
      1. Social Media
      2. Website
      3. Partnership offer
      4. Special event for fans
      5. Anything else that comes to your mind ☺
   2. Contact list - attachment
      1. At least ě0 contacts each for a basketball, football, futsal, handball and volleyball youth clubs (U10 – U18)
         1. Name+Surname (coach / coordinator)
         2. Email
         3. Phone (if possible)
         4. Club website