

— UNIQUE ASPECTS OF THE SPORT (PRODUCT) —

01 OF 10

— GUESS THE CONCEPT —



— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

01^{OF 10}

— ANSWER

Sport organization must compete and
cooperate.

— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— GUESS THE CONCEPT —



DELL™

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— ANSWER

Sport consumers are experts.

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— GUESS THE CONCEPT —



— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— ANSWER

Supply and demand fluctuates.

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— GUESS THE CONCEPT —



— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— ANSWER

Sport is an intangible product.

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— GUESS THE CONCEPT —



— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— ANSWER

Sports are produced and consumed at the same
time.

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— GUESS THE CONCEPT —



2%
OF SPECTATORS

— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— ANSWER

Social facilitation via sport

Less than 2% of spectators attend games by themselves.

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— GUESS THE CONCEPT —



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— ANSWER

Inconsistent nature of the product (outcome uncertainty).

— UNIQUE ASPECTS OF THE SPORT (PRODUCT) —

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— GUESS THE CONCEPT —



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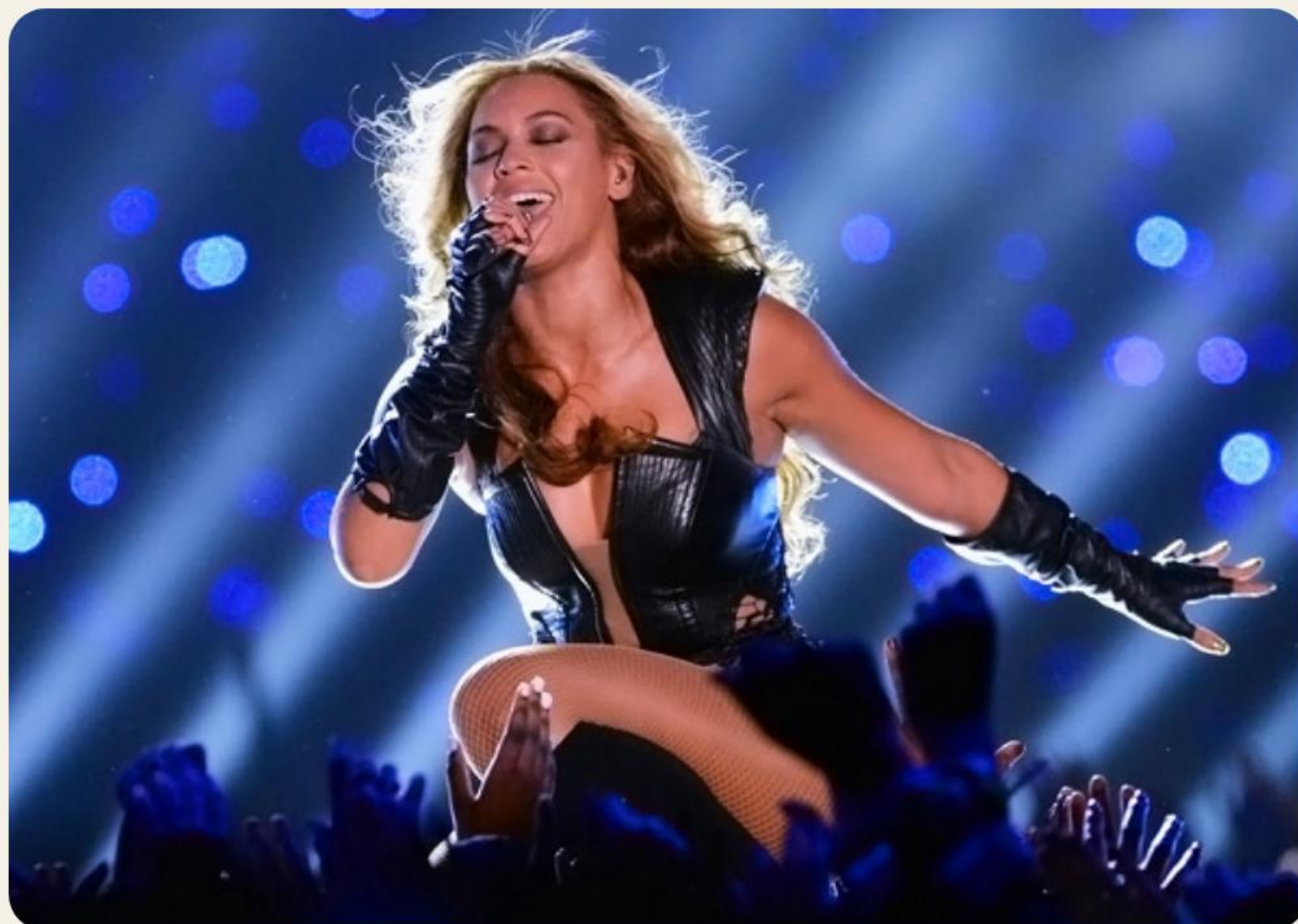
— ANSWER

Lack of control over the core product.

— UNIQUE ASPECTS OF THE SPORT (PRODUCT) —

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— GUESS THE CONCEPT —



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— ANSWER

Reliance on product extensions.

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— GUESS THE CONCEPT —



— UNIQUE ASPECTS OF THE SPORT (PRODUCT)

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— ANSWER

Consumer vs. industrial nature of sport

Questions?

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