



Business Consultancy

Consulting to determine:-

Business Objectives and Target Market

We work with the client to define what are their objectives, what options are available and then what Sports and Leisure market segment is to be targeted

Industry Observations

Give an overview of that particular market segment and then produce a SWOT analysis of the market with the client

Location

We advise our clients on the following matters:

- Position - site selection
- Appropriate shop size
- Immediate Opposition
- Demographics
- Rent / Lease negotiations
- Presentation / Market Trends
- Shop - fit
- Theme
- Layout
- Product and Brands
- Product segmentation
- Brand selection - Primary; Secondary; Peripheral
- Supplier approvals and assistance with account applications

Retail Services

A selection of Retail services that we identify with our clients include:

Retail Trading Association

Industry Associations

POS - Computers / Cash register

Transaction systems - Banks, Credit Debit Cards, Layby

Industry Journals



Staff

Through our recruitment division we can assist in finding suitable staff whether they be full time, part time or casual.

Marketing

Some of the marketing mix we assist in developing with our clients include:-

- Pricing Strategy
- Pre Launch / Introduction
- Launch Offer
- Post Launch
- Promotional Themes

Brand Management

Whether your brand is product, business or personal based we can assist you in developing your objectives. We have over twenty years experience in market development.

Product Procurement

No matter whether it is government agencies to advertising and promotional agencies looking for sporting product, Australian Sports Brokers has contacts with all suppliers and brands and we are happy to source and develop product for specific programs. Enquiries: info@australiansportsbrokers.com.au

Sales and Marketing

Australian Sports Brokers management team have over twenty years experience in the development of sales and marketing programs, in both the retail and wholesale sectors of the Sports and Leisure Industry. Whether it be for specific programs or ongoing consultancy we can develop with our clients specific objectives and strategies in managing and developing their brand and people.