FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2019

ASSIGNMENT 1

Corporate Sports and Salesmanship
CSS621s
Centre for Open and Lifelong Learning

Feedback Tutorial Letter 1

2\textsuperscript{nd} Semester, Year 2019

Corporate Sports and Salesmanship

CSS621S

Assignment 1

Marker/ Tutor: Maxwell Chufama
Dear Students

Thank you for the effort and congratulations on completing assignment One (1). You also managed to type your assignment, which made your work look more appealing and neat at your level of study. This is commendable in terms of professional and academic report writing.

On the assignment you were expected to bring in an essence of various Namibian examples. I had the honors of awarding marks on good explanation of concepts, picking the right examples and showing understanding of the concepts. I took it that it shows commitment and research. I highly recommend you at this level to cite in text then reference properly; and avoid plagiarism, especially taking information directly from internet sources and pasting to your assignments. Not citing amounts to academic dishonest and this will tarnish your academic record. I pardoned such errors for the meantime, hoping that you will improve on the coming assignments. I also encourage you not to copy word-to-word your colleagues' work; you would rather discuss the points and write in your own words.

Assessment

Currently, student has been greatly assessed on the understanding of the topics or questions, use of relevant knowledge, concepts and examples. You have also been assessed on the structure of your assignment, of which you are expected to demonstrate logical flow of ideas. The presentation layout and points are also governed by the marks allocated per question. Diagrams, forms, sketches or pictures that can demonstrate good understanding could sum up to further explanation. It is very important to revise and read your work before submission to avoid grammar or spelling mistakes. In so doing a Marker/ Tutor can assess and evaluate that learning has taken place.

Thank you
Visit Namibian firms that sell sport products or services, as either own manufactured brands or acting as local or international agents.

1. a) Explain the sales promotion techniques that the firms have been using and their effectiveness. Suggest other sales promotion techniques and demonstrate how to use them. (20 marks)

   - Price-off Deal
   - Loyalty Reward Program
   - Trade-ins
   - Price Pack Deal
   - Demonstrations
   - Coupons
   - Contests (Competitions)
   - Samples
   - Event Sponsorship
   - Rebates
   - Online Interactive Promotion Game

b) Using any one (1) of the firms you have visited, describe two (2) types of sales organization that the firm and its products can use in Namibia. (10 marks)

   - Functional type
   - Product type
   - Consumer specialization type
   - Area/ geographic type

2. a) With the aid of local and international examples, outline the B2B, B2C and B2G markets for Namibian firms that sell sporting products. (15 marks)

   B2B - takes place when a business sells its products and services to other businesses
   B2C - takes place when a business such as a grocery, sport shop, an online consumer legal services, markets their products or services to the public
   B2G - businesses that sell their goods and services to government agencies
b) Consult the firms and provide a brief of the challenges salespersons in the Namibian sporting industry face. Provide solutions to the challenges. (10 marks)

- Stress
- Losing deals
- Motivation
- Difficult prospects
- Pressure from management
- Market changes
- Self doubt
- Too many competitors
- Little customer interest

c) Give an overview of whether Namibia has a sporting culture and an assessment of whether this is an advantage or disadvantage to the Namibian sports sales industry. (15 marks)

Indicators of sporting culture;

- Various sporting activities and tournaments
- Various independent sporting bodies/ institutions (regulators)
- Various independent sporting bodies/ institutions (clubs)
- Government support of sport
- Fans support
- Various sporting facilities
- Media support
- General community support
- Sport sponsorship/ funding

3. a) Through consulting the firms, provide a brief of the sales forecasting methods they use. Discuss the advantages and disadvantages of the methods. Suggest other methods the firms can use in sales forecasting. (15 marks)

- Market research
• Expert opinion
• Delphi method
• Salesforce polls
• Historical records
• Consumer surveys

b) Consult the firms on internal and external factors that affect sporting product or services sales. Provide solutions to overcome the factors. (15 marks)

Internal factors:
• Company’s product
• Marketing strategy of the company
• Marketing Personnel of the company
• Technology and Automation
• Presence in multiple formats especially in E-commerce
• Ability to tap ‘Digital Footprints’ customers
• Availability of finances
• Integration with suppliers

External factors:
• Consumers and institutional buyer expectations
• Economic Cycle
• Laws and regulations
• Competitors’ Market Position

Fragmentation and niche markets

END OF TUTORIAL FEEDBACK FOR ASSIGNMENT 1