

EXECUTIVE SUMMARY

Football in India is at an all-time high. The face of the sport in the country is changing. The sports history dates back to the late 1800's and its subsequent growth means that today it boasts 83 million viewers (Akinyemi, 2011). The popularity of the English Premier League has mushroomed among India's affluent middle class.

Although the great signs of progress shown towards following the sport and its viewership, the real scenario bears another picture. The sport in the country is pervaded with red tapism, bureaucracy and corruption. There is lack of large investments and presence of poor infrastructure which are hampering the growth of the sport within the country. There is large room for change at all levels.

Through Happy feet football academy we bring world class training facilities to the country and are proud to be the pioneers in the services we offer. This idea lies in the passion for the sport held by the three partners Sami Savanur, Avinash Malani and Nikhil Punjabi. In this business plan we outline the framework of how we attempt to achieve our vision and future plans for the business and the growth of the sport.

We start with elaborating on the company profile and the products we offer. We plan to bring in international coaches, players and conduct international tours to give our students a completely experience of how the sport is administered in Europe. Through this we aim to give them the opportunity to pursue their passions as a career.

Next we highlight the extensive market research and environmental scan that we have conducted which is brought about in our marketing plan. We highlight who are target market is and our market entry strategy by capturing the international schools which is as yet untapped.

After this we look into the daily operations of the academy and the organisational structure. We go on to highlight the work culture that we plan to adopt. Our team comprises of very esteem coaches procured from the UK and India respectively to provide students at the grass root level to master the game.

Finally we discuss the financials of the firm and how we plan to make it a profitable organisation by giving a detailed break up of our expenses, profits and the projected sales that we aim to achieve.