



Cawangan Negeri Sembilan
Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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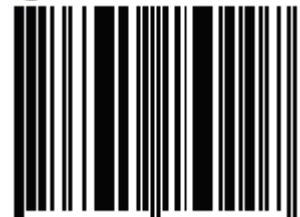
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MARKETING STRATEGY OF THE FORIESTA SFERA SPORTS 2.0

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The Foriesta Sfera Sport 2.0 which was held on the 17th and 18th December 2022 took place at UiTM Seremban's court and field. This particular sports event was monitored by one lecturer, Puan. Nur Dalilah Binti Dahlan and handled by a total of 65 semester three students of Bachelor's Degree in Sports Management with cooperation from the faculty's club which is also known as FoSRec.

The first step in the planning phase is understanding consumers' needs. The organizer included some information gathering during every meeting before the event to identify and specify what is the best activity and sports to be held on the incident day. This initiative was taken to fulfil the participants' needs and to ensure that the program objectives could be met.

The next step is the market selection decision. At first, they were about to organize a sports event that relates to traditional elements. However, after several verbal surveys done among students who live in in the campus' college, they found that students would most likely not participate in the event if the organizer proceeds with the traditional theme because they prefer the program to be based on the original rules and regulations of each sport. This revelation prompted the organizers to cancel the first plan.

The organizer then decided on the marketing mix and finalized the products (sports activities) to be held on the event day, to ensure that it would give intangible satisfaction to the participants. It was decided that no fees would be imposed on participants since the participants already paid for the faculty club fees. The organizer then went on to choose a few channels of information distribution and the venue of the event. Lastly, the multimedia committee used the chosen platform to promote the event while the sponsorship committee found sponsors for the event funds needed. Every event organizer must know how to attract their consumers to join the event, even as spectators. This event coincidentally can be related to self-esteem enhancement because, on the day of the event, many students from various batches came to support their own batch to win all the games.



Other than that, this event also carried an entertainment value whereby a new game called "Foot Volleyball" was introduced. This game, played at a tennis court, required the players to play volleyball using all their body parts except their hands. This game received good feedback from the spectators.

Picture 1: The event committee

ADVERTISING APPROACH: Organizers used many tools to advertise their event such as Instagram for their main media platform, creating banners and posters, as well as extending invitation letters to

lecturers from the faculty to join their event. Other than that, the organizer also posted many promotional videos, including teaser videos for each game. Overall, the marketing team had done a great job to make sure the marketing of the event is achieved. In terms of the contingency framework, the entire plan was well-planned by the organizer. Mostly all the participants and spectators felt satisfied with all the games and activities. Organizing this event to fall on a weekend at least provided some entertainment that they enjoyed during their free time.



Picture 2: It's a wrap