

THE ASSIGNMENT OF SAIPA

SaiPa plays in the ice hockey SM-league which is by far Finland's most popular sports league. The SM-league interests 76 % of Finnish over 15-year-old men and 52 % of women (Sponsor Insight). The company Liiga-SaiPa Ltd was founded 2000. In addition to the SM-league team, the company is in charge of A-junior team. During the season, over 100 000 spectators come to see the games in the ice rink. Over all SaiPa is the most popular team in TV, newspapers, and radio in the South Karelia area. SaiPa also organizes other events in the ice rink and is responsible for the catering services there.

The assignment is to increase the visibility and attractiveness of the team, also among the tourists and inhabitants of South Karelia that come originally from abroad or other regions of Finland. The assignment also includes the plans of increasing the additional sales in the games such as the restaurant services and fan products. The budget for the plans in the assignment is 5000 euros.

The competitors should examine the ice rink and visit the games of SaiPa the 14th and 17th of January.

In the report and the presentation, please answer the following questions:

- *Visibility of SaiPa*
 - *What is the target group of SaiPa's games? Describe their consumption habits.*
 - *What marketing actions and channels should SaiPa use to get the team more visibility and attractiveness in the South Karelia area? New marketing channels, messages and styles are appreciated, give examples.*
 - *Which marketing actions are most important and should be put to practice?*
- *Sales per customer*
 - *How could the sales of the additional products be increased during the games?*
 - *In which areas of services/products can this be done?*
 - *How can the experience of the customers be improved?*