

## **BIG Idea Finalists and Mentor Contact Information**

### **Finalist Information**

**Presentation Time: 11:30 am**

Business Name: Bender's Sports

School: Watertown High School

Name: Kasen Bender

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Teacher's Name: Tom Lenox

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### **Mentor**

Name: Erik Dean

Company: Dakota Outdoors

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Mentor's Job Title: Owner

Company Description: Retail-Sporting Goods, Bicycle Shop. Fitness Equipment, darts and hockey

## **Project Name: Bender's Sports**

**Concept Overview:** Are you looking for a good sports store that has the equipment you need? If so, come check out Bender's Sports. Do you need a bigger pair of soccer cleats or a bigger basketball? We got you. Did your baseball bat or tennis racket break? Stop in and get a new one. If you need a new set of golf clubs or a new softball glove? Stop in and get what you need.

**Product or Service:** Come check us out on line at [www.bender'ssports.com](http://www.bender'ssports.com) or come stop into Bender's Sports. We have everything you need that involves sports. Our products are affordable, and they are really good quality. Also if you don't like our product within 30 days you can return it and get your money back, as long as the product is not damaged. If you order online, the product will be shipped in one week. If the product is damaged we can refund you or we can send you a new one under warranty. You can choose. Come stop in and we will help you find what you need. If we don't have it let us know and we can order it for you. Come check us out and we will satisfy your needs. Come visit us on line or in the store of Bender's Sports.

**Marketing Opportunity:** Bender's Sports store is a sports store located in Watertown SD. The Sporting goods industry is worth \$62.1 billion dollars. We have all sorts of brands like Nike, Adidas, New-Balance, and Puma, etc. Most of our stuff is light weight also. The growth is also good, it has been increasing by 8.7% over a decade. In a customer we look for someone that is between 8 and 60 that plays sports or needs sports equipment, able to afford our products, also their education would have to be a high school diploma or higher. Also most of their interests should be with sports. Our prices will be based on what we have to pay for it. If we get a deal on a pair of cleats we would not mark it full price. Also it will be based on supply and demand. If we only have a handful of the newest cleats from Nike, it would be marked up 20% dollars. To

promote our products we will post on social media like Instagram, Twitter, Facebook, etc. But our main advertising will be on an ad on a main sport platforms like ESPN, ESPN+, Youtube TV, HULU, Fubo, etc. We would also sponsor the water for the run around Lake Kampeska.

**Competition:** As a sports store in Watertown S.D. we have few competitors including Roys, Dunhams, and in the surrounding area there is Dicks sporting goods, and also Scheels. So in town we have two other sports stores. My store will have more of a variety, unlike the other stores. The other sport stores in town have a big selection for a few sports, but some sports only have socks, or the bare minimum. We will have a bigger selection for all sports. Our strengths will be that we have a bigger selection for all sports. Our equipment will be more sturdy, and reliable. A weakness would be that our competitors will have a bigger selection in a single a jingle sport. Our competitors will have a bigger selection in a sport than us because we focus on all sports, not just one. For example if our customer wants basketball stuff they might go to Dunhams because they have a huge selection, but if they want soccer stuff they would come to us because Roys, and Dunhams don't really have soccer stuff.

**Management and Operations:** For my business the people that would be a big help would be people like sales personnel, shelf stockers, delivery drivers, and cashiers. The sales personnel would be important because they would help sell our products. The shelf stockers would be for keeping the shelves stocked so the customers can find what they need. Delivery drivers would be used for bringing products in and also delivering them for online orders. Finally cashiers would be in charge of checking people out. To be successful we will need a truck for delivery. For checking out we would need a register and also a computer for checking online orders. We would need a cart for restocking the shelves and racks. We would need racks and shelves to display all of our products. As Bender's Sports grows, inventory and paying workers will be the biggest expense. Inventory will be needed to stay in business. If there is not enough inventory we won't get customers and no customers means no money, and no money means we close. Also no workers mean less business because one or two people can't run a bigger business.