

STRATEGIC MARKETING PLAN PROJECT

Under Armour Company

Executive Summary:

The Under Armour Company is going into the basketball shoes market by delivering another athletic shoe named UA Curry. They have a market opportunity for the basketball shoes industry even though Jordan, Nike, and Adidas brands are holding a prevailing piece of the pie. The justification for what reason is Under Armour has picked Stephen Curry, who is National Basketball Association's most important player of the extended period of 2014, as their image picture, additionally they specified "UA SpeedForm innovation" for dispensing with all interruption to the foot, and it makes UA Curry as aggressive in the athletic shoes market. Another noticeable thing is Under Armour brand is known for its clothing, shoes and trimmings intended for wellness and sports, hence, they are taking advantage of their current the dynamic wear encounters and top notch known to general society. In last year, the organization overtook Adidas to turn into the second well known athletic apparel brand in America because of its solid interest dependent on aggressive cost and execution. In the 2014, Under Armour's footwear area created \$431 million in deals, which was 44% higher than 2013 outcome. They additionally had 0.7% portion of the U.S b-ball shoe market in 2013, besides, their essential target is to fabricate \$1 billion b-ball brand around Stephen Curry ("Share of U.S. B-ball Shoe" sec. 1). Hence, they should sell something like 7,600,000 units at current value which is \$129.99. Likewise, it will be not a simple test for them because going up against Nike, which acquired \$3.1 billion all out incomes by ball portion in 2014 (Lutz sec. 2).

customary media channels because of the reality the youthful grown-ups grown up with the internet-based channels. Informal organizations, sites, and media channels could be the primary correspondence region. Furthermore, online media sites, like Facebook, Twitter, and Google+, permit them to draw in with clients, additionally utilizing media streaming channels could be a viable promoting technique.

- ❖ **Marketing:** Under Armour likewise considering NBA live game as their objective correspondence region. At the point when the organization was delivering UA Curry 1, most of their promotions were spread during the NBA games. Stephen Curry is playing in the primary job for every one of the ads.
- ❖ **Occasion sponsorship:** Under Armour supports part of basketball occasions and contests, UA Association (UAA) is the greatest occasion identified with basketball. The UAA is engaged to foster youthful, skilled children by getting sorted out proficient rivalry between them. They additionally coordinated Stephen Curry camp, UA-All American Camp, and supported some outside games in China.

International Opportunities

Under Armour developed around 11% of its deals from outside the United States in 2015, which is \$89 million. The organization's worldwide deals dramatically increased in 2015 on a cash impartial premise and 93% step by step. One more recognizable thing in the development is that the basketball is turning into a famous game sort all throughout the planet in most recent twenty years. Explicitly Chinese basketball is quickly filling somewhat recently, additionally it clearly influences to basketball shoe deals. Subsequently, Under Armour coordinated a few occasions in Hong Kong and China with Stephen Curry in the previous summer.

Marketing Implementation and Control (Recommendations/Suggestion)