**Marketing scheme for Reebok Enterprise**

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**Abstract**

One of the key goals of a manager is to develop and launch a profitable multinational sports company. The marketing enterprise has become dynamic, and it is difficult for a boss to introduce a multinational product that lacks global marketing experience and knowledge in this era of modernization. This paper examines several perspectives into the Reebok core fitness sports enterprise's growth and evolution. The paper would look at some of the upcoming risks and threats that the product is expected to encounter throughout its launch and lifetime. Furthermore, the paper would look at the major external and internal contingencies plans and how they affected the world official release of the Reeboks core fitness line. The report would also provide some of the psychological and sociological elements that played a significant role in its global launch rollout. When launching a campaign, contingency conceptual analysis may be particularly helpful in sports organizations.

**Introduction**

Sports promotion is the act of offering sports goods to sports-interested customers. People and companies are both consumers of sports businesses. Reebok sportswear is a case in point of a sporting company and enterprise. One of the main reasons that the contingency approach is so prevalent in sporting marketing strategy is because sports are consumed by uncontrollable shifts. There are three major contingencies of athletics: global, internal, and strategic sport management and marketing trade.

Internal contingencies are mostly described as internal sport marketing strategies that impede the marketing of sports goods. Internal contingency plans are thought to have a large influence on strategic sports promotion. Internal contingency plans are the organizational structures that an organization controls. Marketing goals, vision, aims, and priorities are all part of this plan and mission of the company. Strategic marketing and internal contingencies have a striking resemblance. It also allows the enterprise to create and distribute economically transformed goods and services. Furthermore, the Reeboks corporate stakeholders include the company's staff and administrators, who enable the corporation's supply chain to operate successfully and efficiently, allowing the corporation to deliver high-quality goods and services at a reduced cost while expanding its global footprint. Many aspects influence the growth of Reebok core exercise sports marketing.

An effective product promotion strategy is one of the most important targets for managers all around the world. A product's launch may be influenced by several internal and external factors (Xuyang, 2020). Contingency conceptual theory contends that external variables may influence a product's marketing model structure and that an organization is expected to become compliant with the concept. For instance, the Reebok brand central fitness sports business had significant external and internal contingencies that influenced the product's marketing result. In addition, according to contingency theory, psychological and environmental considerations may positively or negatively influence a firm's strategy, depending on how the consumers will have access to it.

When launching a marketing campaign, contingency philosophical theory is more precise, particularly in sports organizations. Three ideas make this idea more appealing, especially in the sports marketing. First, it is generally acknowledged that sports management and advertisers are subjected to unanticipated external shifts, especially when a team loses or succeeds, as well as the continuing removal of players and transfer towards other teams. Second, the contingency philosophical philosophy expresses that every marketing approach remains special. Furthermore, the hypothesis contends that one approach in the sports enterprise might be more suitable than another, particularly in the sport enterprise, where the situation requires the majority of these adjustments. Third, it is known that sporting companies run in conjunction with other structures and are not self-contained.

Modern world competitive dynamics are some of the most significant obstacles that several managers encounter around the world.   Analyzing and assessing global competition factors is one of the critical aspects of strategic sports marketing that any strategist must treat with caution. Any of these external contingencies have been encountered by the Reebok sports company in recent years. Globally, the industry is getting more dynamic. Environmental developments in competitive sports marketing are now regarded as one of the most significant issues of sports businesses. To promote their products and be successful in today's world economy, brand managers must consider these trends and realize who their rivals are.

Product relationship is a major source of rivalry among sports marketers. There are many contests in sports marketing; nevertheless, there are three related product relations in sports marketing. First and foremost, there is a direct rivalry. This type of rivalry is most common among sports marketers that manufacture similar goods. Reebok and Nike's core fitness are two examples of brands that have increased direct rivalry. Second, in sports promotion, there is a rivalry between a commodity and a replacement product. Imitation or copycats are posing a significant threat to marketing executives all around the world. Copycats sell the same merchandise at a cheaper cost, allowing sporting enterprise marketing more complex. Copycats have engulfed the marketing environment. Many sports fans, for example, can opt to view the game on television or listen to it on the radio rather than participate in person. The third and most significant obstacle in sports promotion is an indirect rivalry.

Indirect rivalry includes entertainment venues, festivals, and movies, with more individuals preferring an outdoor sport over an indoor one. Furthermore, computer games are now a significant threat to contend with in strategic sports marketing. Indirect rivalry is also evident as sporting promoters fail to reach out to their audience targets, and as a result, more consumers switch to other forms of entertainment such as viewing television videos and playing computer games.

It is also the responsibility of the Reebok workout enterprise managers to decide to either internalize or commercialize the fitness commodity. As a director, I can commercialize the Reebok sport core workout into an external contingencies plan. This could be achieved, though, while keeping the main goal and objective of the commodity expenditure in mind. The Reebok Company specializes in clothing and sports equipment. As the company's manager, I would add other benefits that will draw customers to the product, such as introducing exercise teacher guideline guides, among other items, for the company to provide a whole marketing plan.

Global workout instructors would be recognized as Reebok premium fitness instructors at Reebok. The program will include the most well-known coaches as well as experts from other disciplines, like psychologists.  The Psychologists would play a pivotal part in the campaign by identifying some of the most important psychological and sociological entities that could affect the company's customer goal. Members from other exercise clubs as well as other fitness-related groups would be included in this category. The campaign would be one of the only activities that the organization has managed to undertake over the years, allowing it to remain ahead and profitable in comparison to any other wellness program. Furthermore, as the manager, the organization will embark on other fitness enhancement programs around the world in an attempt to create a practical, stabilized, and strength-training network.

Reebok has played a key part in the promotion of sports and exercise. The company is one of the world's largest sporting brands in the arena of sport fitness products. Reebok exercise brands remain the world's choice for many sport-oriented people with a clear innovative and marketing approach. In order to strengthen relativity and strong marketing tactics as a business boss, I will develop and expand the supply chain globally. This is achieved across different marketing channels to prevent the three strategic aspects that lead consumers to opt for goods rather than the wear of the business.

The marketing mix is one of the most important marketing campaign aspects. In order to remain ahead of rivals, the Reebok workout key initiative would concentrate primarily on four Ps. The four P's are the potential feature goods, price, promotion, and position in the marketing mix. In order to do this, under my supervision, the organization would develop various wellness items for men, women, and infants (Zhou & Huang, 2018). Product is one of the most important facets of any policy in the sector. Without reliable commodity supply and lack of compliance with the customer sector, marketing strategies would struggle regardless of how well strategic they are.

Research shows that women are too distracted to go to the fitness center and then go back home to alter. The Reebok fitness project will develop a program for the consumer sector that allows women to go to the gym and continue working on the same items (DaSilva & Las Casas, 2017). Men have still not been left behind, and the organization wants to set up further training products to satisfy their wishes. The most active age is known as children. It is generally argued that children do not have a planned curriculum and are therefore able to participate in multiple events at any moment. In developing children's toys, the business is more resilient to any weather and can execute several activities.

Pricing is a crucial component of the marketing mix, and the firm uses a standard approach for consumer prices. This would be undertaken to prevent buyers from getting access to the desired goods. One of the main facets of the marketing mix is the consumer segment; the establishment of a consumer-friendly price will have a significant impact on sports marketing. One of the important things that are pricing-friendly to customers is to stay efficient, prosper and flourish in the palace of the business. Companies have a history of pricing to keep ahead of their rivals (Symmank, 2015). When the business adds new goods to the market, in the beginning, the company will lift its prices; it will gradually fall. Twice annually, the firm would fix clearance rates so that its customers can monitor and afford the fitness commodities of the company.

Promotion plays an important part in the advertisement blend. The Reebok Company will occasionally employ various advertisement agencies and ads to guarantee that its market goal is well met. The firm would sell shoppers discounts, coupons, and free personalized merchandise. The corporation would also use Twitter, TV, billboards, and sponsorship campaigns to enhance its consumer advertising approach, which I believe as a manager will boost the productivity of the enterprise.

Another factor that has a major effect on the advertisement mix is reaching the customer. The common position in the marketing campaign decides a commodity's sales capacity (Roy & Goswami, 2020). Reebok Fitness Company now has more than 2500 dealers, 1000 outlets, and over 200 shops. The corporation looks forward to growing these shops and globalizing the supply chain of goods in the immediate future in order to satisfy customer needs and location. In order to improve circulation and make customers easy access to brands inside their comforts and locations, the group would combine other huge footwear and fitness suppliers. It is necessary to develop the social and culture of a place and establish a good product for a certain position in the marketing mix (Zhou & Huang, 2018). Until releasing the goods in those fields, the Reebok Company would explore ways to grow and learn about the social impacts of various locations and cultures.

There is a special case in any situation. Despite the strategic marketing campaign, the company would probably face unusual circumstances. Physically disabled individuals could not blend into the campaign mix the firm looked. This is a prime illustration of the unusual circumstances that every organization needs to ignore with its marketing combination approach. To cope with this scenario, the firm would work with leisure and rehabilitation centers to increase the supply of the enterprise to make sure that everyone worldwide appreciates the goods (DaSilva & Las Casas, 2017). The medically disabled have special needs requiring unparalleled treatment. To optimize the commodity stock, the firm manufactures exercise devices that can comply with the mentally challenging segments. Prices for those who are financially disadvantaged may be assessed, and many will require hospital care that may make the drugs because of medication costs difficult for them to pay.

The creative trend styles of Reebok sports shoes show the dramatic effects of globalization. Fleet Boots Reeboks has been known as the goddess of success; it is amongst the number shoe accessory company in the world. Reeboks develop, re-engineers, markets, and sells several brands to help the athletes in football, basketball and running, women's and men's training. The globalization of technologies and marketing strategy has affected this creative design and manufacture of specialized goods and services. In addition, technological globalization has rendered it possible for the firm to enter a wider global sector through online marketing and advertising channels such as e-commerce pages, blogs, and social networking platforms.

**Conclusion**

In summary, a successful global sports commodity is the priority of several managers worldwide. However, there are significant contingencies and obstacles that may obstruct a plan for sports marketing. The leading reasons obstructing the promotion of the sports campaign are internal and external contingencies. Internal contingencies are characterized as processes managed by an organization, such as marketing strategies, priorities, vision, and purpose. Competitive global dynamics are critical threats faced by many brand administrators. Marketing combination plays a vital role in marketing strategies. Some of the key components of the marketing mix are product, location, promotion, and position.

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