

**Majors: MKT**

**No.3==**

**MARKET GAP ANALAYSIS FOR THE OUTDOOR SPORTS**  
**ACTIVITIES IN TWIN CITIES THROUGH NEW APP**  
**DEVELOPMENT “TEAM UP”**



By:

Fahad Ali Naseem      01-321182-007

Usama Azhar            01-321182-023

Hamza                    01-321182-010

MBA Weekend

Supervisor:

Syed Ahmed Hashmi

Department of Business Studies

Bahria University Islamabad

Fall -2019

**Acknowledgement**

We are very much grateful to Almighty Allah for whom nothing is impossible in this world and we are very much thankful that Allah gave us opportunity to complete this report in time.

We have learnt a great deal from those who have collaborated with us over the time and gratefully acknowledge our debt to them. It is well known that knowledge is power, but nobody can acquire it himself alone, guidance and help of books and those people who know the subject is always required.

Our heartfelt gratitude goes to our advisor **Mr. Syed Ahmed Hashmi** for his guidance, encouragement, inspiration and patience throughout the report work. His vision and commitment to the report and his share of knowledge and time that has made our work a success.

We are extremely indebted to our parents for their continuous support and prayers.

## **Abstract**

The combination of physical activity and being in nature is recognized as providing a range of significant benefits. We hope this research into the outdoor sector does that but also assists you and your organization in decisions you make about what you provide, either confirming that you are meeting your customer needs or helping you to consider what to change. A larger more active sector is in everyone's interest and if this insight helps us to stimulate more activity in the outdoors then it will be playing a very valuable role. 6 7 This report aims to build an understanding of the outdoor activities market: who does what, where, when and why, what might encourage them to continue that activity, what stops them participating more, where the latent demands for more outdoor consumers lie and what might motivate latent consumers to consider outdoor activities in the future. There are a wide variety of demographic, social, urbanization, political and trend related reasons why outdoor recreation and activities have enjoyed an increase in interest recently. Equally there are significant trends that are constraining and challenging the development of outdoor activities. Outdoor activities have enjoyed a 3% rise in the last year, while the Active People Survey\* indicates that many traditional or formal team sports are showing a decline. The outdoor recreation sector could prove a valuable resource in additional physical activity. Opportunities to participate as an individual or an informal group, at any time of the day or week, frequently or infrequently, have all contributed to the interest. Environmental and educational trends support families getting active outdoors and the 'staycation' phenomena enjoyed by the UK since the 2008 financial crisis began has helped boost tourism numbers to rural outdoor locations. Broader social trends toward online communities, informal 'sports', 'flash-fitness' and 'natural fitness' have all helped the sector - military fitness, park run, barefoot running, trail running, indoor climbing are all growth sports that encourage an 'outdoor lifestyle'. This report has pushed the boundaries of our understanding of the outdoor sector and has revealed many new questions as well as insight. Hence there is great potential for further research and evolution in the future. As a result, the review gives an overview of the social impacts associated with outdoor sports which have been clustered to six broad categories physical health, mental health and wellbeing, education and lifelong learning, active citizenship, crime reduction, and anti-social behavior, as well as additional benefits. The review furthermore revealed gaps in the evidence base which are especially notable in the long-term effects that outdoor sports can have on personal and social development.

## Table of Contents

1. Project Rationale.....	1
2. Project Purpose .....	4
2.1. Models:.....	5
2.1.2. Michael Porter Five Forces: .....	5
2.1.3. Force affecting the business model of Team Up: .....	9
3. Project Goal .....	11
4. Broad Statement of Scope.....	11
5. Project Objective.....	11
6. Anticipated Benefits.....	12
6.1. Health Benefits .....	12
6.2. Social Engagement.....	12
6.3. Sport Uprising .....	13
7. Key Success Factors .....	14
7.1. Shifting demographics.....	14
7.2. Urban living.....	14
8. Quality Definition .....	16
8.1. Criteria for quality:.....	16
8.1.1. Survey Applicants.....	16
9. Project Deliverables .....	18
9.1. Survey: .....	18
9.2. Design change.....	19
10. Estimated Budget:.....	21
10.1. Type.....	21
10.2 Platforms.....	21
11. Constraints: .....	24
11.1 Time .....	24
11.2. Scope: .....	25
12. Assumptions:.....	26
13. Potential Risk: .....	28
13.1. Time .....	28
13.2. Unforeseen Circumstances: .....	29

Section B.....	30
Project Structure:.....	30
References.....	33
Appendices.....	34