



STUDENT SPORTS CLUB «SENATOR»



РАНХиГС

РОССИЙСКАЯ АКАДЕМИЯ НАРОДНОГО ХОЗЯЙСТВА
И ГОСУДАРСТВЕННОЙ СЛУЖБЫ
ПРИ ПРЕЗИДЕНТЕ РОССИЙСКОЙ ФЕДЕРАЦИИ



PLAN OF OUR PRESENTATION

- FACTS ABOUT «SENATOR»
- SEGMENTATION, TARGETING,
POSITIONING
 - 4 P'S OF MARKETING
 - COMPETITORS
- PEST AND SWOT ANALYSES
 - CONCLUSION



**FACTS
ABOUT
«SENATOR»**

TO START WITH...

- Was founded on 12 of June
in 2013
- Was based on the RANEPА's sub-faculty of Physical Education and Health and operates on the basis of the order of the Academy's Rector



SENATORSPORT



RANEPASPORT

AWARDS

- In **2015** WAS AWARDED BY ORGANIZATION «**ВСПОРТЕ**» AS «**THE BEST SPORT CLUB IN MOSCOW**»
- In **2016** won **the 3rd** place in the contest “**The best sports club in Russia**”



«SENATOR» AND NUMBERS

- ✓ **22** sports sections for students of the Academy
- ✓ Approximately **9000** students as event participants
- ✓ About **500** students as volunteers and event organizers
- ✓ More than **100** people in student sports council
- ✓ Nearly **5000** participants in the official group in VKontakte
- ✓ Nearly **4000** followers on the official Instagram page



СТУДЕНЧЕСКИЙ СПОРТИВНЫЙ КЛУБ
«СЕНАТОР» РАНХиГС

[VK.COM/SENATORSPORT](https://vk.com/senatorsport) [SENATORSSPORT](https://www.instagram.com/senatorsport) [YOUTUBE.COM/RANEPASPORT](https://www.youtube.com/ranepasport)



Студенческий спортивный клуб
"Сенатор" РАНХиГС
Спорт в Президентской академии

Написать сообщение

Вы подписаны ▾

⋮

ANNUAL EVENTS

- Run of the RANEPА
- Freshmen Cup
- Festival of winter sports games
- GTO Festival
- Academiada
- Championship of ASSC

«СПАРТАКИАДА»:

- Powerlifting (bench press)
- Chess
- Volleyball
- Streetball
- Table tennis
- Swimming
- Arm Wrestling
- Badminton
- Mini-football
- Rector's Cup



STRUCTURE



STRATEGIC PLAN

MISSION

Popularization of healthy lifestyle

VISION

To create competitive and modern model of student sport organization and become the best in Russia

GOALS

Creation a comfortable and accessible conditions for sports activities

Holding events which encourage and motivate

people to do sport

Developing the club's structure, where the main principle is a self-government of students



**SEGMENTATIO
N
TARGETING
POSITIONING**

MOSCOW,
RANEP
A

AGE
17-25

OCCUPATI
ON
Students

GEOGRAP
HIC

DEMOGRAP
HIC

SEGMENTATION

PSYCHOGRAP
HIC

Active
lifestyle
position

TARGET AUDIENCE

SPORTSMEN



1K
MEMBERS

VOLUNTEERS



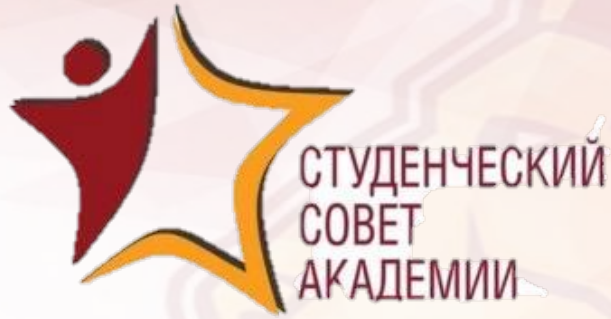
200
MEMBERS

FOLLOWERS



4.5K
MEMBERS

POSITIONING



**HUNDREDS OF FACES
ONE SOUL
ONE TEAM**



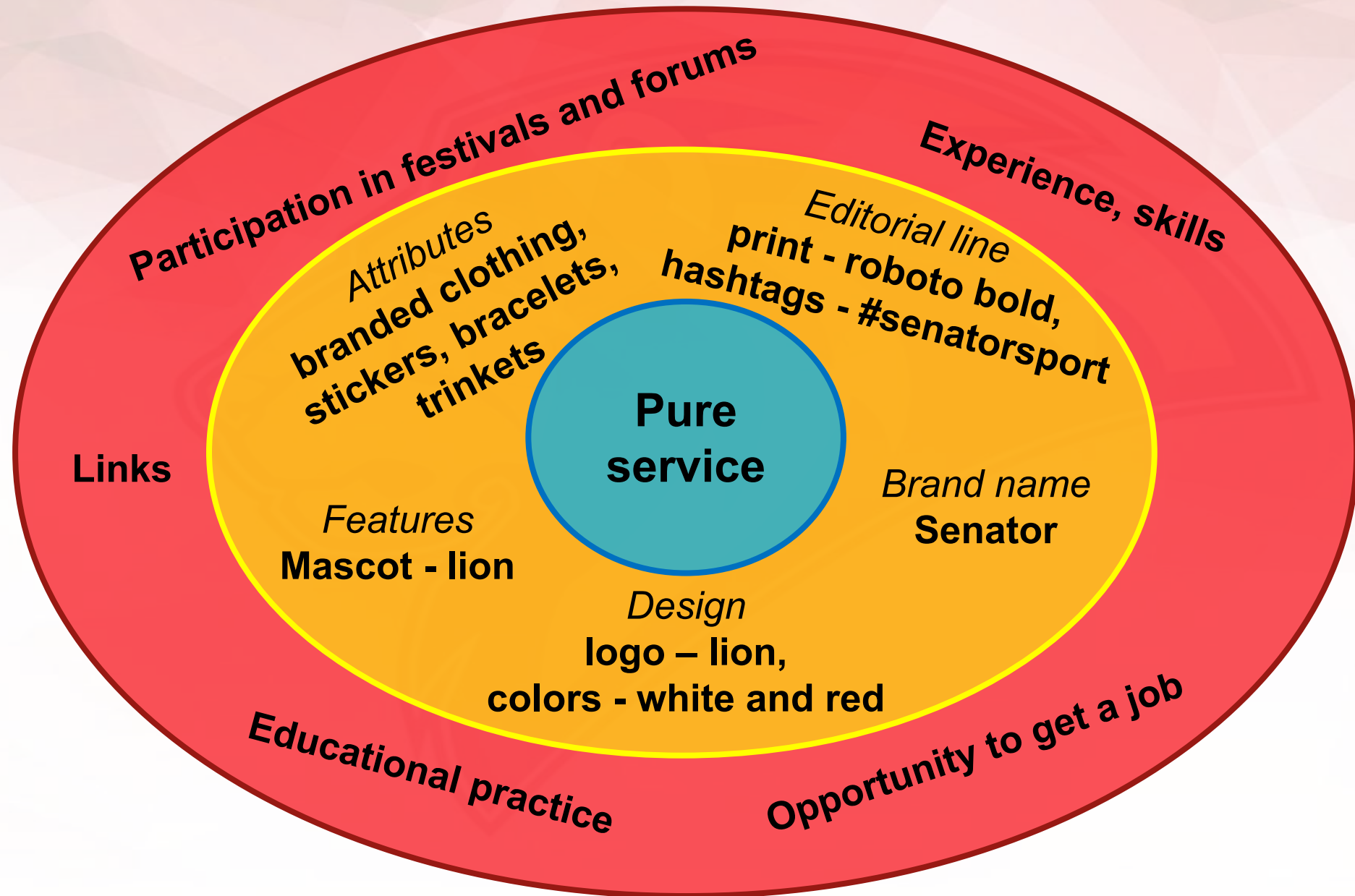
We are sport, bringing up
and physical development
of young people in
Presidential Academy.



**4 P'S OF
MARKETING**



3 LEVELS OF PRODUCT



PRICE

«Senator» is non-profit organization and do not get money from its activity.


The main and only monetary resource – Academy's funds.




PLACE

GEOGRAPHICAL POSITION



 Kampus st. Yugo-Zapadnaya



 Kampus st. Kolomenskaya

WEBSITE

Медицинская справка о допуске к занятиям физической культуры [Показать пример](#)

[Добавить файл](#)

Вес (кг)

Спортивный разряд

Номер медицинской карты

Размер одежды













Спортивный разряд (скан) [Добавить файл](#)

Рост (см)

Желаемый номер

Добровольное медицинское страхование: (при наличии) [Добавить файл](#)

Запись в секции

 Армрестлинг	 Атлетическая гимнастика (тренажерный зал)	 Бадминтон	 Баскетбол	 Волейбол	 Гимнастика в воде
					

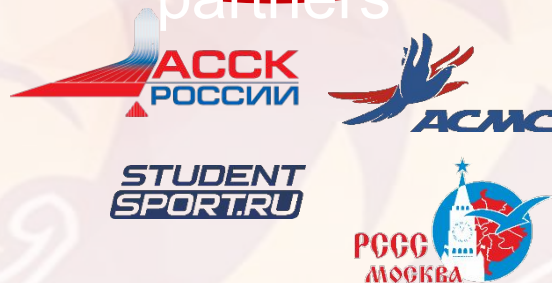
PROMOTION

PUBLIC
RELATIONS

Presentation
to students
of all
faculties

Events
with
partners

Social
media



SOCIAL MEDIA



4.6K
followers



3.1K
followers



400
average
review

PROMOTION

PERSONAL
SELLING

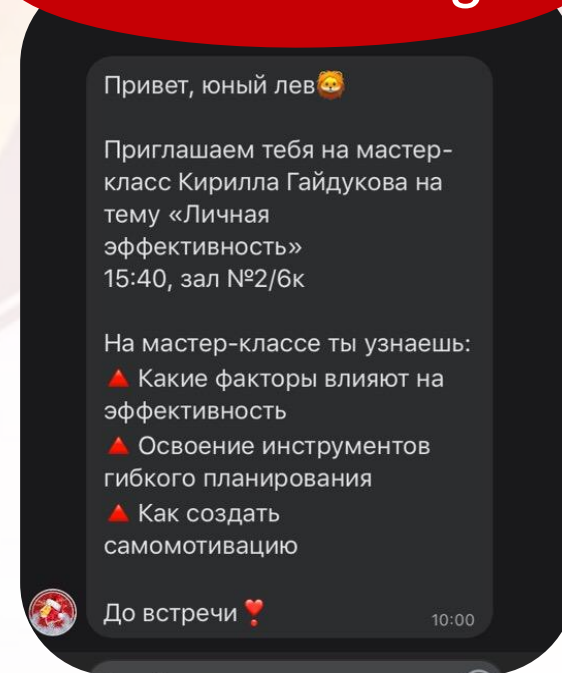
Open Days

«First
Step»



DIRECT
MARKETING

Mass mailing



COMPETITORS

№	Sports Club	University
1	Кронверкские барсы	Университет ИТМО
2	КАИ-Зилант	КНИТУ-КАИ им.А. Н.Туполева
3	Казанские Юлбарсы	К(П)ФУ
4	Гвардия	ТИУ
5	Стальные сердца	МГТУ им. Г.И. Носова
6	Горная машина	ФГБОУ ВО "УГГУ"
7	Буревестник	ГАГУ
8	Феникс	Первый МГМУ им. И.М. Сеченова
9	Сенатор	РАНХиГС
10	Беркут	ПГУ

PEST

AN

Political

1. Ranking of ASSC 2018
2. The program of development of student sports, proposed by the Russian Student Union and approved by the Ministry of Sports of Russia, suggests that by 2025, 80 % of all students in universities will be involved in active sports life.

T1

O1

Economical

1. Increasing of gyms with discounts for student
2. Decreasing the number of new students

T2

T3

Social

1. Winter Universiade 2019 will be held in Russia
2. Educational forums for sports managers and representatives of student sports clubs

O2

O3

Technological

1. Modern equipment for healthy lifestyle
2. Development of online services

O4

T4

SWOT

A

Strengths&Weaknesses	O1	O2	O3	O4	T1	T2	T3	T4	Total
Program of educational training for students	+3	+3	+3	+2	+2	0	-1	+2	14
Good sports facilities	+3	+2	+1	+3	0	+2	0	0	11
Big amount of students in Academy	+3	0	+2	0	0	+2	0	+1	8
Well-developed structure of the club	+3	+2	+2	0	0	+1	+1	+1	10
Low level of IT	0	-2	+2	-1	-2	0	0	-3	-6
Classes and our events are at the same time	-2	0	-2	0	-1	-3	0	0	-8
Low level of corporate culture inside club	-3	0	0	0	-2	0	0	0	-5
Depending of Academy - we have no freedom	-1	0	-1	-1	-1	-2	-1	-1	-8
Total	6	5	7	3	-4	0	-1	0	



CONCLUSION



THE PRESENTATION HAS BEEN PREPARED BY:

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THANK YOU FOR YOUR ATTENTION

**WE ARE WAITING
FOR YOUR
QUESTIONS**

