



# 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

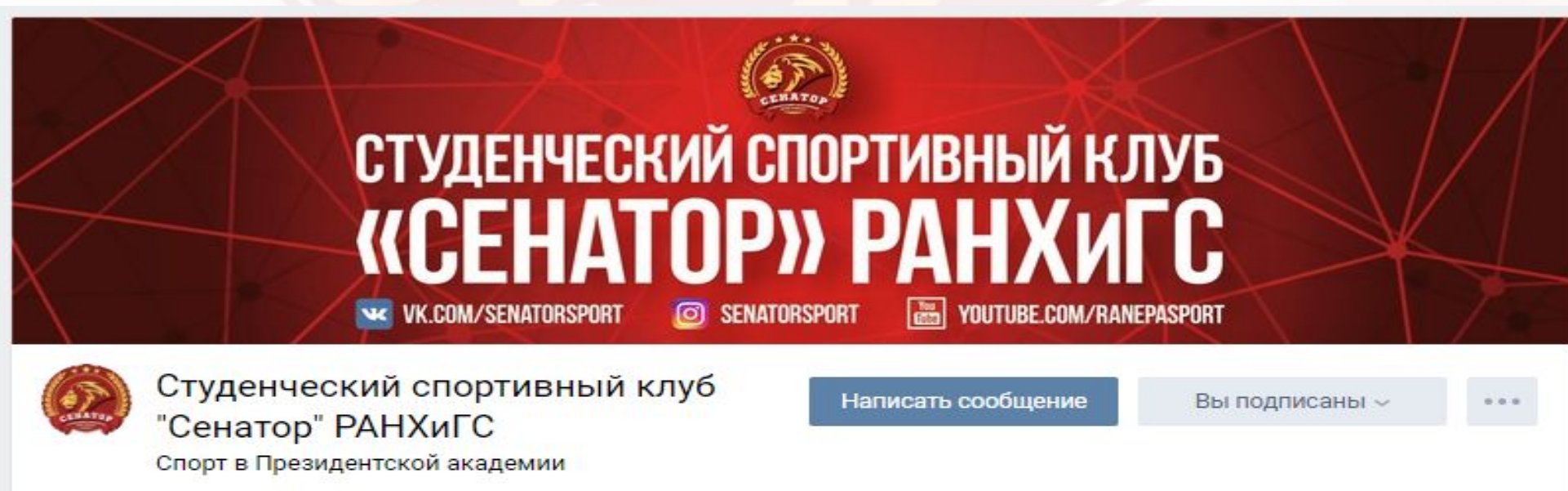
- In **2015** WAS AWARDED BY ORGANIZATION «**ВСПОРТЕ**» AS «**THE BEST SPORT CLUB IN MOSCOW**»
- In **2016** won **the 3rd** place in the contest “**The best sports club in Russia**”





# «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



# 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

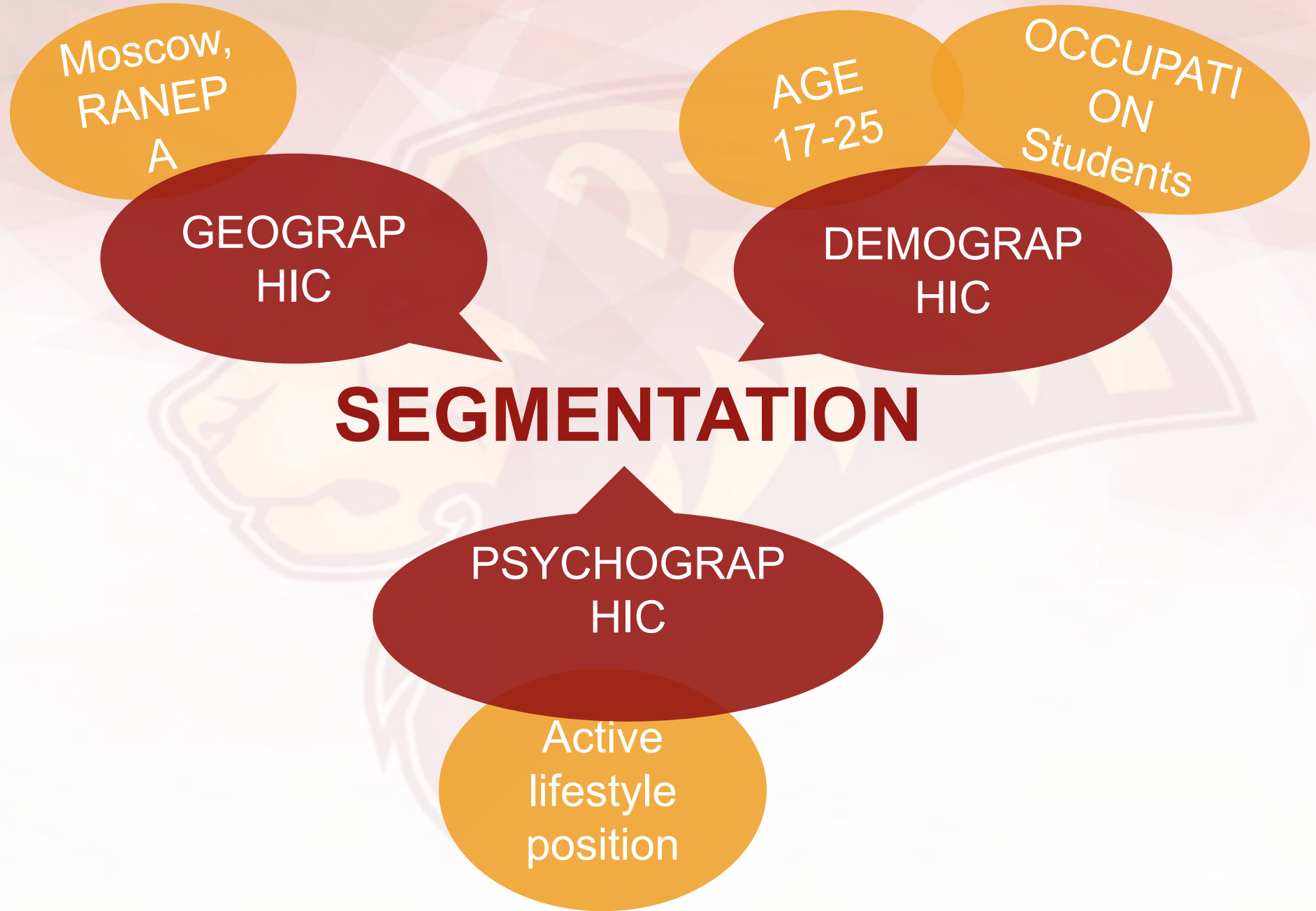
Holding events which encourage and motivate

people to do sport

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



# SEGMENTATIO N TARGETING POSITIONING





# TARGET AUDIENCE

SPORTSMEN



**1K**  
MEMBERS

VOLUNTEERS



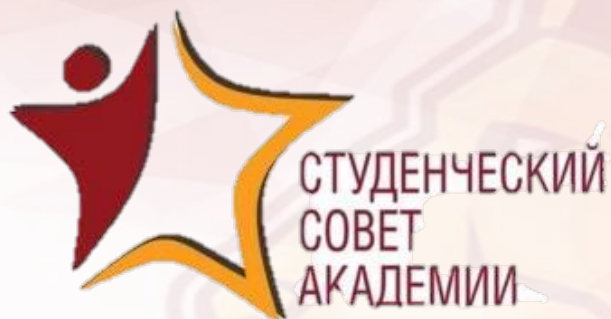
**200**  
MEMBERS

FOLLOWERS



**4.5K**  
MEMBERS

# POSITIONING





**HUNDREDS OF FACES  
ONE SOUL  
ONE TEAM**



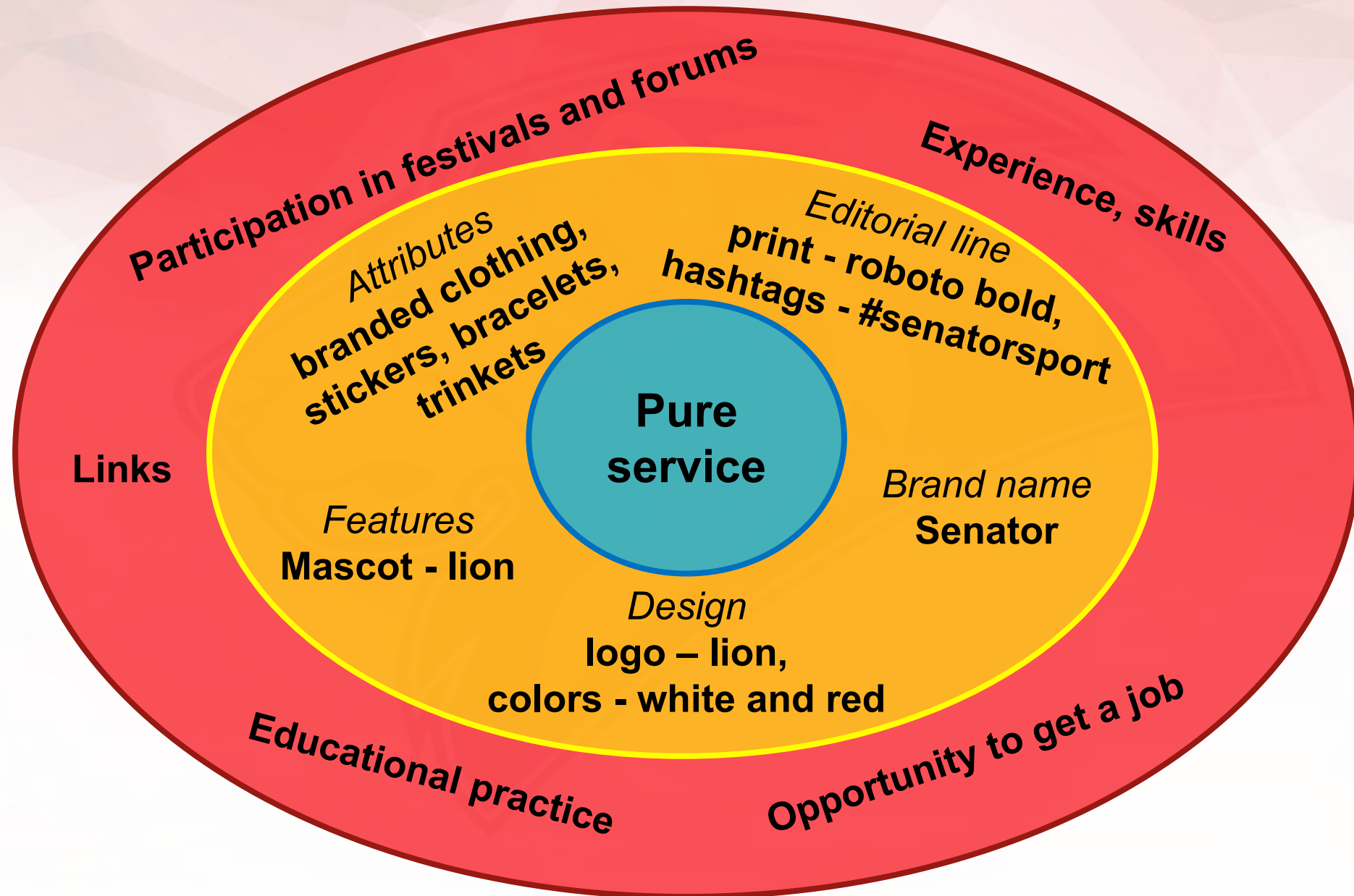
We are sport, bringing up  
and physical development  
of young people in  
Presidential Academy.



# 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
					

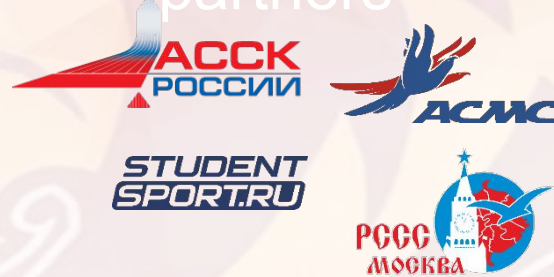
# PROMOTION

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

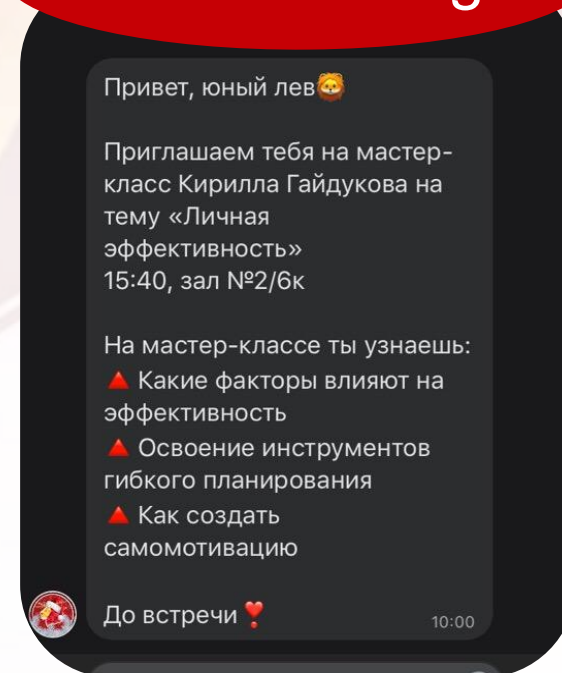
Open Days

«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

## Analysis

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	<b>14</b>
Good sports facilities	+3	+2	+1	+3	0	+2	0	0	<b>11</b>
Big amount of students in Academy	+3	0	+2	0	0	+2	0	+1	<b>8</b>
Well-developed structure of the club	+3	+2	+2	0	0	+1	+1	+1	<b>10</b>
Low level of IT	0	-2	+2	-1	-2	0	0	-3	<b>-6</b>
Classes and our events are at the same time	-2	0	-2	0	-1	-3	0	0	<b>-8</b>
Low level of corporate culture inside club	-3	0	0	0	-2	0	0	0	<b>-5</b>
Depending of Academy - we have no freedom	-1	0	-1	-1	-1	-2	-1	-1	<b>-8</b>
<b>Total</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>3</b>	<b>-4</b>	<b>0</b>	<b>-1</b>	<b>0</b>	





# CONCLUSION

# THE PRESENTATION HAS BEEN PREPARED BY:

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# THANK YOU FOR YOUR ATTENTION

**WE ARE WAITING  
FOR YOUR  
QUESTIONS**

