



ROBERT DAVID RAMSEY JR.

DEFENDERS SPORTS ACADEMY

FIVE YEAR GOALS FOR OUR BUSINESS

1. Don't limit ourselves
2. Impact our community better
3. Provide quality programs and instruction
4. Provide assistance to those who have financial need
5. Use sports as a bridge to connect people with different cultures and abilities

CONTACT

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Address: 603 E. Main Street,
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MARKETING NEEDS

- Reaching customers
- Website (improving)
- Print media (creating & distributing)
- Visual media (commercial or video ad)
- Community outreach
- Social media (Twitter, Instagram, Facebook, etc.)
- Event planning (promotion, celebration, etc.)

COMMUNICATION METHODS

Robert Ramsey would prefer to communicate students via phone call

MEETING

Students are meeting this business on Tuesday February 11 from 9:45-10:35 AM

BUSINESS DESCRIPTION

Current marketing approach: social media platforms, website and website messaging, presentations, constant contact, AAU State and National social media and websites

Programs:

Sports camps, teams and specialized training

Sports for athletes with limited disabilities

Fitness classes for all ages

Speed, agility, and strength classes

Community store

Birthday Parties

AAU sports tournaments and events

Weight room

Yoga

Sports massage

Nerf wars and air soft

Tutoring

Educational classes

Umpire training

Event facility

After school

Summer camps