



SUPPLEMENTARY EXAMINATION

PROGRAMME : HUMAN MOVEMENT STUDIES
SUBJECT NAME : STRATEGIC MANAGEMENT IN SPORT
SUBJECT CODE : HMS8X18 / SPB14X7
DATE : JULY 2017
DURATION : THREE (3) HOURS
TOTAL MARKS : 150 MARKS

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NUMBER OF PAGES : TWO (2) PAGES

INSTRUCTIONS TO CANDIDATES:

MAKE SURE THAT YOU HAVE THE COMPLETE PAPER.

ANSWER ALL THE QUESTIONS (TWO TASKS).

QUESTION ONE (150 MARKS)

Case study:

A development company SAFleece in South Africa has just developed a fleece that cools in summer and warms in winter, keeping a near perfect 18 degrees Celsius in outside temperature ranges from 5 to 35 degrees Celsius, it was an immediate hit with their test group and they are planning to go to market in South Africa only with this exciting product.

Your task:

While completing the following task, where you make an assumption please state so clearly. You are only to market in RSA

You are allowed to use only one marketing channel, either to Wholesalers or direct to Retailers or direct to end users.

Task 1 (135 MARKS)

Please develop a detailed strategy for SAFleece

After outlining the full Strategic Management Process Model please elaborate on the following:

- Determining the strategic direction (20)
- Do an environmental analysis (35)
- Engage in a Strategy formulation exercise (25)
- Develop a Implementation plan for your strategy (35)
- Explain how you will achieve strategic control to your implemented strategy (20)

Task 2 (15 MARKS)

SAFleece wants to know if it will be a good idea to try and sell their products in America once they have settled down their RSA business in a year or so?

From a strategic management perspective what are the advantages and disadvantages of going global?

TOTAL: 150 MARKS