



Marketing Plan Cretan Sports Association: Marketing Plan Cretan Sports Association (Paperback)

By Michael Kassotakis MCIM

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Cretan Sports Association is a not for profit organization that provides the community with learning, team and sports activities. It is the premier provider of youth experiences and serves more than 30,000 participants in four sports (football, basketball, volleyball and gymnastics) throughout the Iraklion area with potential participation from other areas of Crete. Participants include public, private and home school students. Our marketing focus, made explicit in this plan, renews our vision and strategic focus on adding quality to our program and making it affordable and available for all interested participants. This can be achieved through successful fund-raising activities, our experienced coaches, volunteers and personnel and a solid financial approach to managing our resources. C.S.A will have to confront uncertainties related to government policies, facility, human resources and fund requirements as well as the impact of alternative programs. All the people who are involved in the C.S.A activities will continue to work optimistically and effectively toward improving the quality of the program and making the association exceptional in the services it offers.



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