Objectives of the Study

Vidarbha region in Maharashtra comprises of 11 Districts in and consist five major Universities viz., RTM Nagpur University, SGBAmravati University, Dr.P.D.Krishi Vidhyapeeth Akola, Mahatma Gandhi International Hindi University Wardha, Kavilguru Kalidas Sanskrit University Ramtek. Nearly 5k students pass various exams in Physical Education courses, with more than 1000 colleges, more than 5 lakhs students, more than 300 reputed retail shopkeepers of sports goods and infinite number of consumers of sports goods, focus will be how these students get the job opportunity related to their field, as all students cannot get job as Phy. Edu.Teacher / Director in Vidarbha region. Objectives of the study are cited as below:

1. To study the present position of sports goods / equipments being sold from retail outlet in Vidarbha area.

2. Sports goods manufacturers will get help to develop new sports goods and features that aligns with consumer preferences and its launching.

3. To uncover areas of opportunity and saturation to precisely target the best customers and prospects.

4. To understand product pricing and marketing channels in the sport industry.

5. To understand product development and product life cycle.

6. To strengthen manufacturer/retailer dialogue, and improve sales and merchandising.

7. To identify changes in technology that will affect the growth, quality, and marketing of sports goods.

8. To understand the differences between the consumer retail markets and industrial market requirements in the sport industry.

9. To develop an understanding of the underlying principal of the 4 P’s of marketing in the sports industry.
10. To make optimum use of experienced sales persons qualified in sports field.