



**Bob Mann Basketball Academy
at Stonnington Sports Centre**

Strength, Honour, Unity

**BMBA Basketball Pty Ltd
ACN: 687 309 511**

BUSINESS PLAN

**Presentation For the
Bob Mann Basketball Academy (BMBA)
At Stonnington Sports Centre**

Building Better Players,
Mentoring Better People.

www.bmba.net.au





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EXECUTIVE SUMMARY

The Bob Mann Basketball Academy (BMBA) is a business that I founded back in 2016. I decided to embark on this business after a thirty-year history of administering and building basketball Associations from the ground up throughout that time.

From that experience, I have developed innovative ideas and concepts on how to operate Basketball Stadiums and their competitions and programs in a unique and efficient business manner. These unique concepts will deliver product quality to users while returning a generous profit when Stadiums reach capacity.

[More Information](#)





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ABOUT THE BMBA

The BMBA is dedicated to provide junior basketballers with the best level of training, coaching and development available through the sport of basketball.

Through that experience the BMBA will look to provide an environment that looks to develop young people into responsible citizens, with ambitions, confidence and faith.

[More Information](#)



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VISION

In creating an environment of excellence, we seek to nurture and develop young people who pursue high goals and accept challenges no matter the obstacles placed in their path.

We look to influence future generations who can be inspired by these achievements and seek to better them. In doing so we improve our community in all walks of life, not just in basketball.

MISSION

Our mission is to acquire and provide the facilities and services for our sport that is affordable and open for all those who choose to participate.

Through those facilities and services we seek to provide our membership with an environment of friendship, enjoyment, excellence, faith and inspiration.

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OUR VALUES

- To deliver the highest standard of service possible to our membership. This service must be efficient, up to date, prompt with its delivery and innovative with its ideas, projects and problem solving.
- To instil into our junior membership values and ethics to help them develop into upstanding, responsible and respectable citizens within our community. These values and ethics would involve respect for those who administer the sport, respect for all participants and respect for themselves through their honesty of effort.
- To teach those juniors that success in life is dictated by the choices that you make, the friendships and bonds you forge and the life tools you acquire.
- To demonstrate that success is possible no matter the obstacles that may stand in your way.
- To develop a work ethic on and off the court that will guarantee long term success.
- To strive for a standard of excellence both on and off the court that is reflective of the above values.

[More Information](#)



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OUR BUSINESS & MARKETING STRATEGY



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BUSINESS STRATEGY

The BMBA is committed to build a niche market amongst the many basketball communities in the East and South-East regions of Melbourne that separates as a unique sports and service provider to that market

[More Information](#)

MARKET ANALYSIS

The Bob Mann Basketball Academy and the Oakleigh Basketball Association is in the business of sports, recreation and development, specifically basketball and aims to deliver outstanding service in administration, development and provision of facilities.

The purpose of which is to deliver a adequate standard for participation for all it's members and standards second to none for it's elite teams.

[More Information](#)

MARKET STRATEGY

Our Objectives

- To employ a trainee/assistant administrator once Stadium project is commenced.
- To employ a full time Development Officer while Stadium is being developed.
- To increase BMBA turnover to \$500,000 within 2 years time
- To increase BMBA membership to 3,500.

[More Information](#)



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BENEFITS

This is not just a business development, it is a community one. One of the most important ambitions of the BMBA is to bring benefits to the broader community that will utilise it.

Sports and stadiums such as the one we are proposing in this document provide a unique opportunity to create conversations, share common values while at the same time creating our core set of own ethics and beliefs for our basketball community.

We believe this to be one of the most important aspects of this development.

[More Information](#)

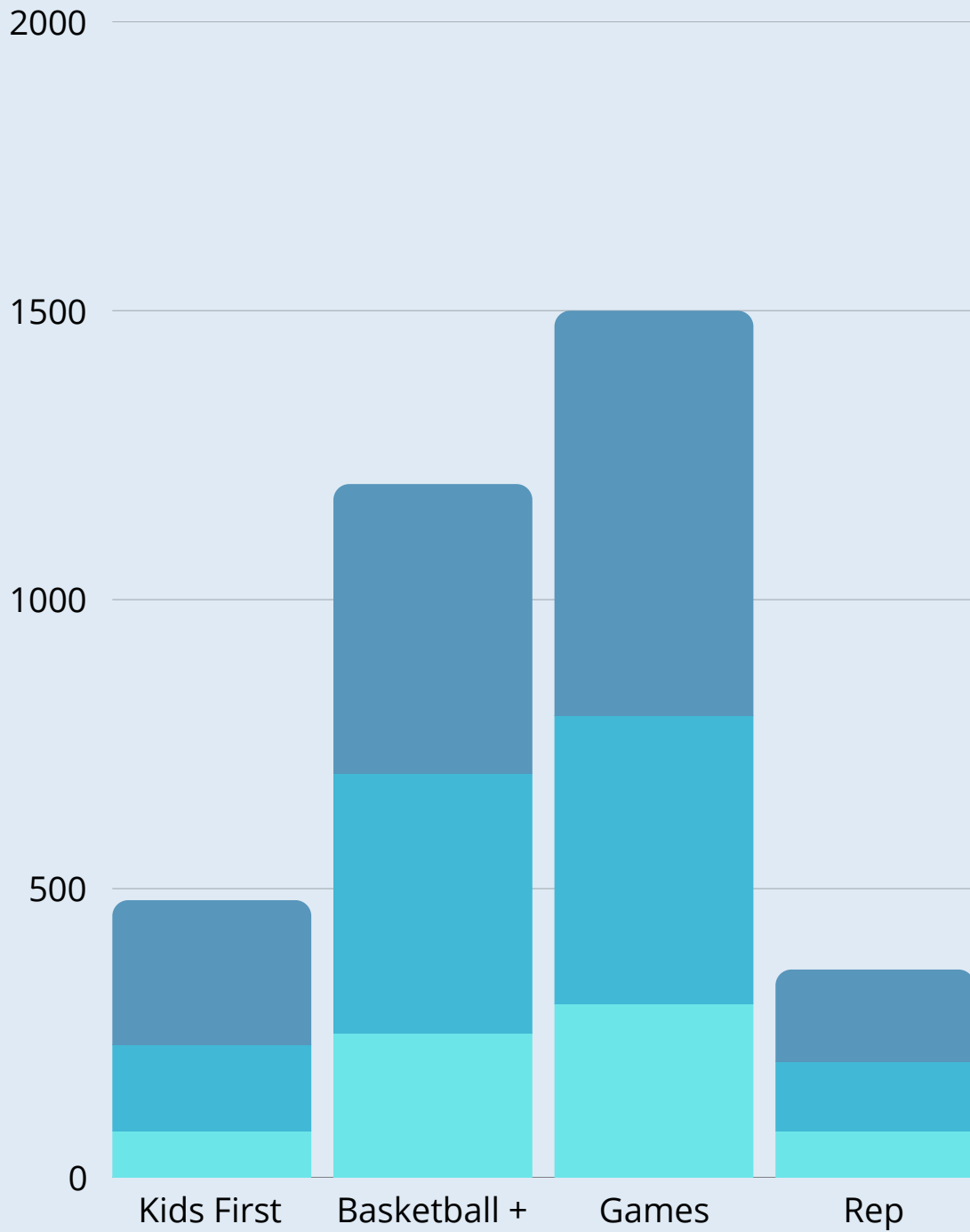
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OUR FINANCIALS

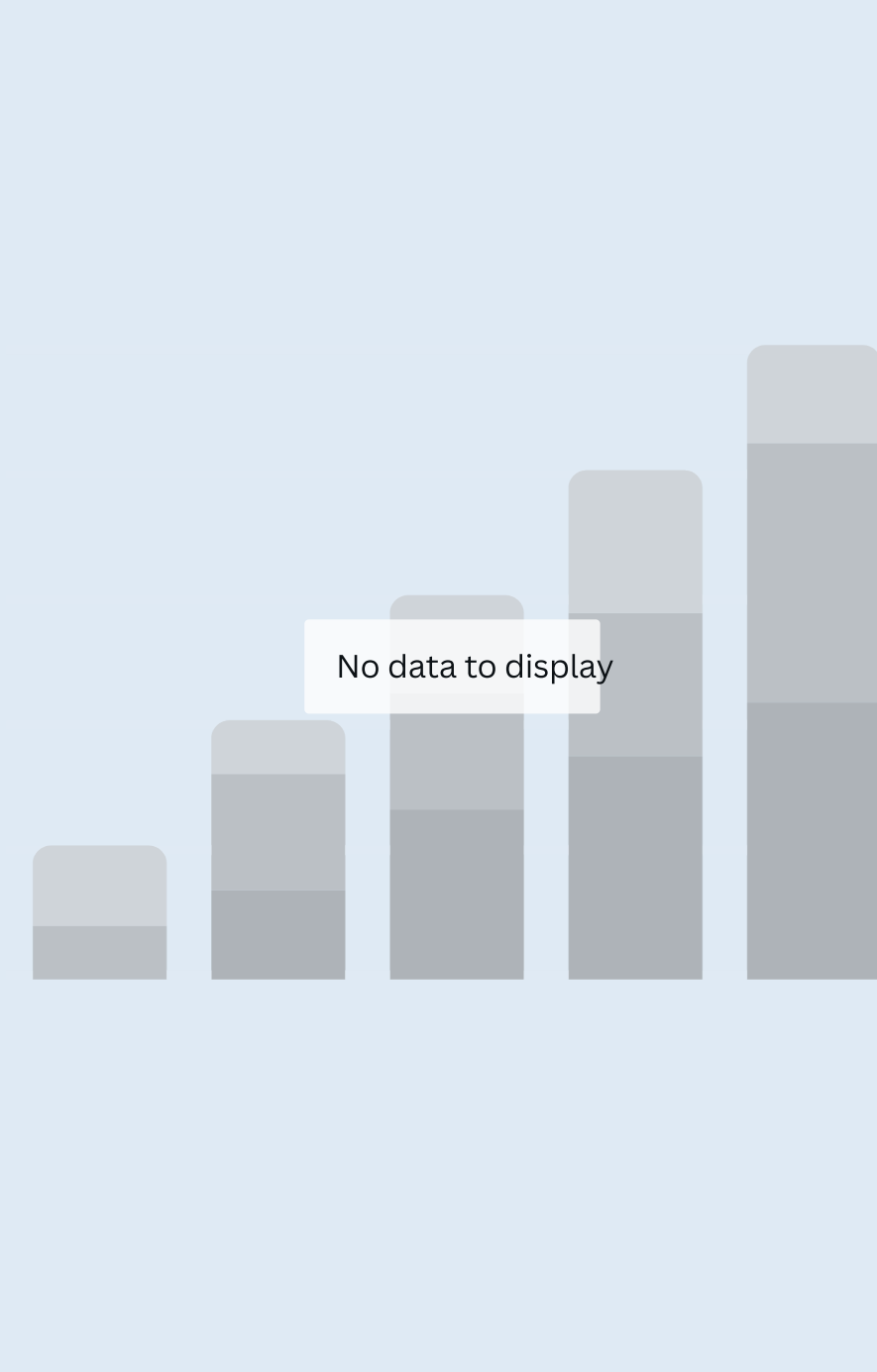
Projected participants number level for the first three years

Year 1 Year 2 Year 3



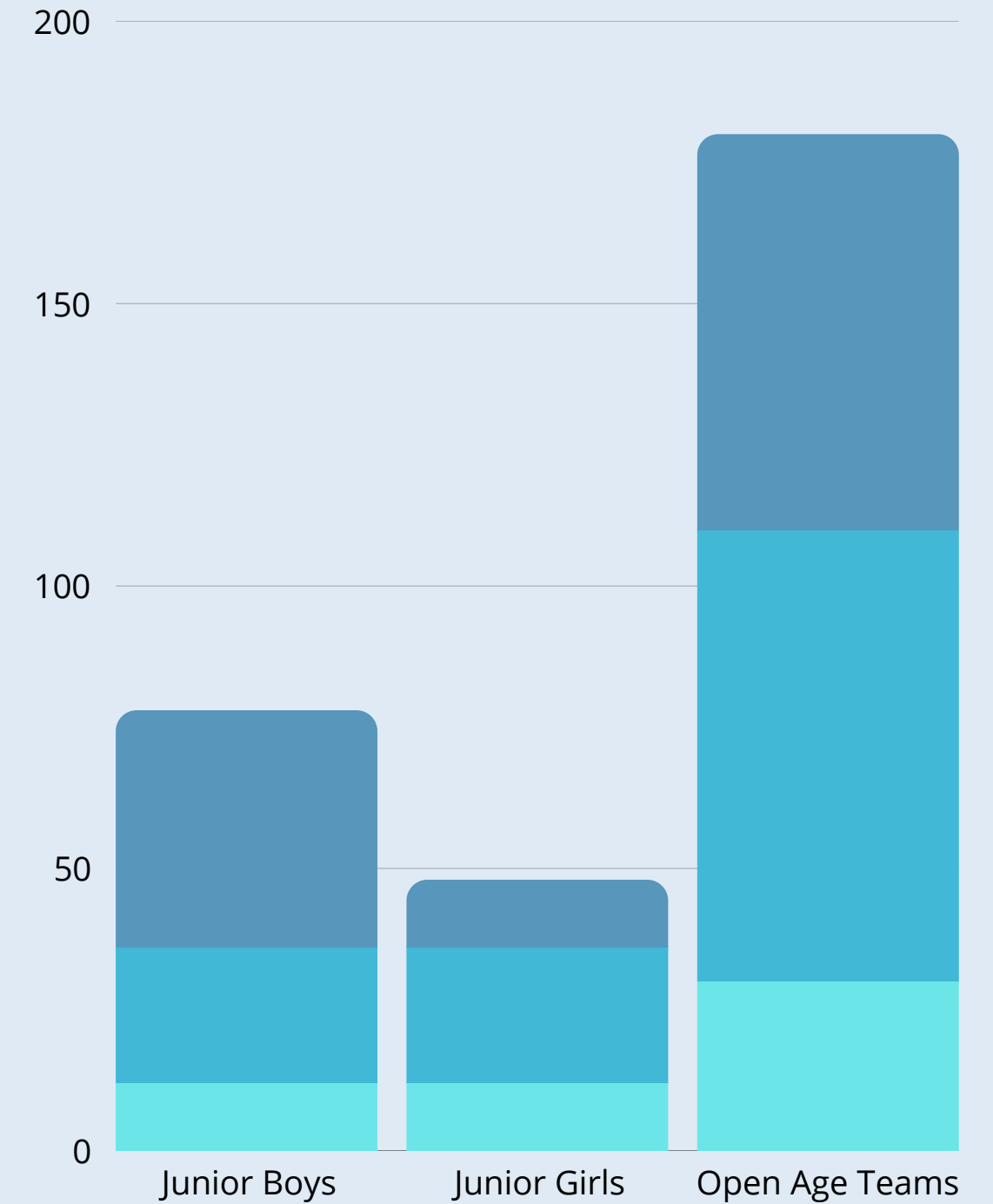
Projected income, expenses & profits for the first three years

No data to display



Projected domestic Team numbers for the first three years

Year 1 Year 2 Year 3



For our full financial spreadsheet [CLICK](#) the button on the right

[More Information](#)



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THANK YOU

Thank-you for taking the time to view our presentation. We hope the information provided gives you all the information you require to join us in the amazing sports and business venture.

If you would like to contact me with further queries from the information provided in this presentation, then please don't hesitate to contact me via my details listed below.



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www.bmba.net.au

If you would like to get more of an idea of what the BMBA is about, then why not browse through our website listed below.