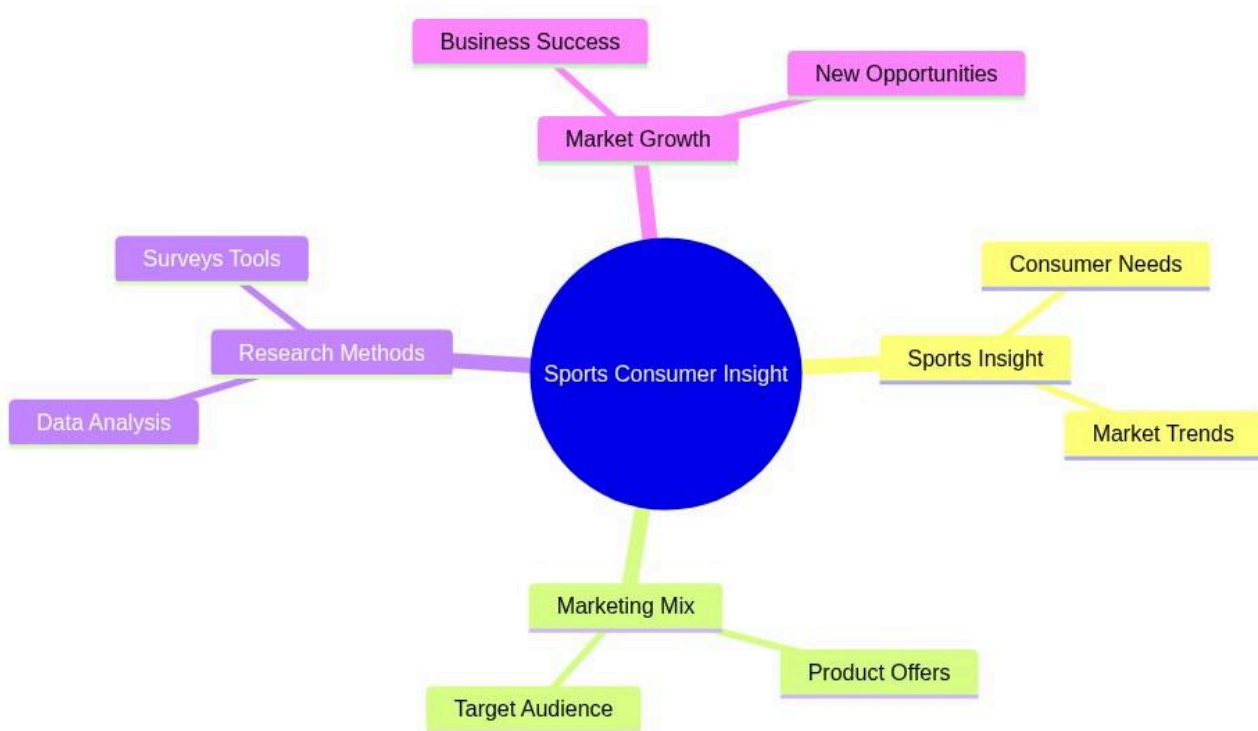


Marketing Research in Sports

Sports Consumer Insight



mindmap

root((Sports Consumer Insight))

Sports Insight

Consumer Needs

Market Trends

Marketing Mix

Product Offers

Target Audience

Research Methods

Data Analysis

Surveys Tools

Market Growth

Business Success

New Opportunities