

Research Services by Winthrop Intelligence

RESEARCH OFFERING:

Share of Wallet Engagement

Inspired by academic research in the October 2011 issue of the Harvard Business Review, the Wallet Share engagement by Research Services explores:

1 → What is the current “wallet share” of your athletic program for its target audience?

2 → How can it be grown?

By uncovering answers to these two questions, we will provide your athletic program with a revenue strategy rooted in both reality and market opportunity. In our approach, we assess market share opportunity and how your program could increase its revenue pie to exploit a more productive use of limited resources and staffing. Our written reports for your school will map a 3-5 year revenue strategy, given a knowledge base of wallet share status quo and aspirational goals as well as your program’s current strategic plan and fiscal performance and projections.

We interview key personnel, review relevant information, conduct market research, survey consumers and write a data-driven, analytical report for your school that we will present in person on your campus. This engagement analysis is also available for the interests of conferences and championship organizations. The analytical rigor and writing style for our report will be equivalent to our work product in other Research Services engagements and in our independent research found on winthropintelligence.com.



TO LEARN MORE ABOUT *WIN AD*

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