

Peter Haufiku

Namibian Basketball Federation Marketing Strategy



Namibian Basketball Federation
"United under one footprint"

Sports & Leisure
Management

Kajaani University of Applied
Sciences

December 2018



Abstract

Author: Peter Haufiku

Title of the Publication: Namibian Basketball Federation Marketing Strategy

Degree Title: Bachelor of Sport & Leisure Management

Supervisor: Jan Mitts

Number of pages: 32

Appendices: 2

Keywords: Marketing Strategy, Sports Marketing, Basketball.

This thesis aims to deliver a sport marketing strategy guide for the Namibian Basketball Federation. The primary purpose of this thesis is to provide the Namibian Sports Commission, the Ministry of Sports, Youth & National Services of Namibia with a marketing strategy to grow the sports of basketball in Namibia. There are several strategies that would directly factor into making this goal a reality. Some of which include bringing in new players while simultaneously retaining current and former players. With only 2.5 Million citizens, Namibia is a very small country in terms of population; having said that, there is not as much competition to represent the national team. Namibia has had a long run of disappointing seasons when it comes to international sporting events. As a result, most people in Windhoek and the rest of Namibia associate national team sports with losing.

Namibian sports in general needs to re-develop its brand in order to align itself to its new high standard by ensuring that all sectors within the Ministry work in in harmony. This would help because a well-run ministry that shows a lot of promise will be better funded by the government; which in turn will attract the private sector to invest as well.

This thesis will display various strategies that will positively contribute to the development of basketball in Namibia; in particular the Men's Under 16 & 18 National basketball teams. Focusing on youth basketball will help put emphasis on grassroots level basketball in order to ensure success in future senior tournaments. Marketing is a very powerful tool that can completely transform any organization for the better, if utilized appropriately. There are countless opportunities within the field of sports marketing and this thesis will outline each one of those opportunities and how the Namibian Basketball Federation can explore them in conjunction with the Ministry of Sports, Youth and National Services to grow the sport of basketball in Namibia.

ACKNOWLEDGMENT

Firstly, I want to sincerely appreciate my family for their support throughout the thesis process. In particular I would like to thank my parents, Sarah and Bonny Haufiku, for providing me with the best opportunities possible without asking for anything in return.

Secondly, I would like to thank my friends who helped motivate me when I was down. In particular, Gills Tangan, Stephen Ssigwe, William Chadway, and so many more. You all played a huge role in this process. I would also like to thank my beautiful girlfriend, Lori Desmond, for being there for me from day one. You kept my head straight and my feet on the ground. You told me what I needed to hear and not what I wanted to hear. Thank you.

Thirdly, I would like to thank the Kajaani University of Applied Sciences staff members for putting up with me for three and a half years. You all are amazing, and I wouldn't have done it without your help. I would like to thank my supervisor, Jan Mitts, for his direct assistance on the thesis process. You worked tirelessly with me to help shape this paper into something worth reading, and for that I thank you.

Last but certainly not least; I would like to thank the Namibian Sports Commission, The Ministry of Sport, Youth, & National Services for their assistance with data concerning the thesis. I would like to thank the Namibian Basketball Federation for hiring me as an assistant coach and allowing me in on the business world of sport. Words cannot express how thankful I am for everyone who played a part in this thesis. It is much appreciated.

CONTENTS

1 Introduction	1
2 Methodology	2
3 About Namibia	3
4 Namibian Basketball History	5
5 Current Situation of Basketball in Namibia	7
6 Marketing Strategy	9
6.1 Definition	9
6.2 What is a marketing strategy	9
6.3 Marketing plan.....	10
6.4 Target Market.....	10
6.5 Benefits of Basketball.....	11
6.6 Pricing Strategy.....	12
6.1 Ticket Sales Projection.....	13
7 Budget	14
7.1 Electrical Gadgets Budget.....	14
7.2 Advertising Budget.....	14
8 Goal.....	15
8.1 Smart Goals	15
8.2 Namibia Basketball Federation Pyramid by Priority	17
9 SWOT.....	18
9.1 SWOT Analysis Theory	18
9.2 SWOT Analysis	19
10 Leagues available	20
10.1 Junior League	20
10.2 Advanced Junior League.....	20
10.3 Female Leagues	20
10.3.1 Female Junior League.....	21
10.3.2 Female senior Leagues.....	21
10.4 Men's Leagues.....	22
10.4.1 Namibian School League	22

10.4.2 Men's Junior League	22
10.5 Men's Senior Leagues.....	22
10.5.1 Division 1.....	23
10.6 Division 2	23
10.7 Men's Basketball Structure.....	24
.....	24
10.8 Women's Basketball Structure	24
11 Attracting Customers.....	25
12 Advertising	27
12.1 Poster.....	27
12.2 Pamphlets	27
12.3 Radio interviews.....	28
12.4 TV commercials	28
13 Conclusion	29
14 References.....	30
15 Appendix.....	31

1 Introduction

Basketball is a very exciting sport and has the capacity to captivate and develop youth in Namibia through life skills and basketball training. The Namibian Basketball Federation's (NBF) mission is to develop basketball in all regions in Namibia. However, before a mission can be reached, the NBF must build meaningfully relationships with stakeholders, sponsors and partners to grow the sports of basketball. The focus for this thesis is to create a marketing strategy that can be later executed in the next five years.

In order to make this marketing strategy a success the NBF needs to work closely with the Namibian Sports Commission (NSC), and the Ministry of Sport, Youth, & National services. Communication channels need to be open and work needs to be done in a timely manner. The aim is to test and implement these marketing strategies in Windhoek, then replicated them in every region of Namibia. This will only be a possibility if all three parties work together.

The NBF requires human resources to build a reliable and consistent structures that will assist in developing grassroots basketball, schools & senior's leagues. NBF has been very successful in 2017 with frequent activities which lay the foundation for a steady growth of sports throughout Namibia.

The NBF has a positive relationship with the ASC Göttingen Sports Club. The German based sports club send two volunteers annually to assist and strengthen basketball activities in Namibia. This year two volunteers have been sent to the Oshana region Ongwe-diva under the supervision of Pondo Nielenge and the NBF northern committee. This initiative is to help strengthen basketball in the north and lay a functional system which is easy to replicate further in all the northern regions of Namibia, if successful.

2 Methodology

The author has had the distinct privilege of working at the Namibian Sports Commission (NSC), The Ministry of Sports Youth & National Services and the Namibian Basketball Federation (NBF) for total of 10 months spanning over the course of 2 years. In addition to that, the author was an assistant coach for the Men's Under 16 Namibia National Basketball team for three months. As a result, the gathering of information from the basketball federation was unproblematic.

Due to the lack of literature on Namibian basketball; the author utilized various interview techniques to extract information from management, coaches and players. Some of these tactics included; face to face interviews, phone calls, and e-mails. Other theoretical information was gathered from external sources such as, books, other online thesis' and various websites on the internet.

Another major source that was explored was the authors own knowledge from working in various sectors within the Namibian Sports infrastructure for 10 plus months. This experience helped the author filter out all the unnecessary data about the development of Basketball in Namibia. Allowing the author only to retrieve only relevant information for this thesis.

3 About Namibia

Namibia is located on the southwestern coast of Africa, Namibia borders Angola and Zambia in the north, South Africa in the south and Botswana in the east. It has a population of slightly over 2.5 million inhabitants and the Capital City is Windhoek. (World Population Review, 2018) The country is a Multiparty Democracy and the current Head of State is President Hage Geingob since 2014 (BBC News, 2014). English is the official language with German and Afrikaans widely spoken. The current literacy rate in Namibia is about 83%, one of the highest in Africa. Freedom of religion was adopted through Namibia's Bill of Fundamental Rights. About 90% of the population is Christian. Namibia's Summer time: GMT + 2 hours from the 1st Sunday in September to the 1st Sunday in April. Winter time: GMT + 1 hour from the 1st Sunday in April to the 1st Sunday in September. Namibia currency is Namibian Dollar which is approximately 1:16 to a Euro. (Namibia Tourism Board: Travel Namibia, 2018)

Namibia has a very young democracy, one of the few newly independent countries in Africa. After democratic elections were held in 1989, Namibia became an independent state on March 21, 1990. Since its independence, to date, Namibia boasts a proud record of uninterrupted peace and stability for all to enjoy. Namibia is a truly unique country, influenced by various cultures during colonization, there is a true sense of unity in diversity. The coming together of at least 11 major ethnic groups, each celebrating their past while working together toward the future, Namibians are proud to be Namibian. (Green, 2018)

Namibia is known to have landscape that has the characteristics of four countries in one, each with its own characteristics and attractions. The most definitive is the Namib, a long coastal desert that runs the length of the country and is highlighted with migrating dune belts, dry riverbeds and canyons.



Figure 1 Dead Acacia erioloba in Deadvie

Source: <https://handluggageonly.co.uk/2017/12/15/1>

The central plateau is home most Namibia towns and villages and is divided between rugged mountain ranges and sand-filled valleys. (Green, 2018) Next is the vast Kalahari Desert with its ancient red sand and sparse vegetation. Finally, Kavango and Caprivi, blessed with generous amounts of rain and typified by tropical forests, perennial rivers and woodland savannahs. (Namibia Tourism Board: Travel Namibia, 2018)

Namibia is filled with contrasting climactic differences. Partially covered by the Namib, one of the world's driest deserts, Namibia's climate is generally very dry and pleasant. The cold Benguela current keeps the coast cool, damp and free of rain for most of the year. Inland, all the rain falls in summer (November to April). January and February are hot, when daytime temperatures in the interior can exceed 40°C (104°F), but nights are usually cool. Winter nights can be fairly cold, but days are generally warm and quite nice. The bottom line: Namibia is a year-round destination. (Green, 2018)

4 Namibian Basketball History

Basketball in Namibia began in the late 80s and in the late 90s, the sport transformed from the entertainment mode to more competitive but remained armature. The coming of Mr. Charles Nyambe, back to Namibia, from Zambia, where he served in many Basketball development roles in 1998, was a loss to Zambian Basketball but a gain to Namibian Basketball and this marked the transformation of Basketball in Namibia. Mr. Nyambe introduced referees and coach's accreditation schemes and a mini Basketball development plan which the Namibian Basketball Federation adopted which brought basketball to a more defined structure and it attracted a lot of fans and made basketball extremely competitive.



Figure 2 The First Basketball minicamp held in Namibia and hosted by Mr. Charles Nyambe (1980)

Source: NBF Archives

Namibian Basketball started making a significant mark at tertiary international Basketball during this phase. Referees and coaches received accreditation and they aspired to improve their qualifications consequently, the level of Basketball improved. This went on until 2004. The following years experienced a collapse of the structure resulting directly from poor administration in the NBF. Until the time this administration was removed, so many had lost interest in Basketball which brought down the level of Basketball country-wide. (Manuel, 2018)

The Good news is that a new team of enthusiastic experienced administrators have taken over the Namibian Basketball Federation and they have asked Mr. Charles Nyambe to lead the NBF in the capacity as Technical Advisor. Basketball has been rated the fastest growing sport in Namibia to date by the Namibian Sports Commission and there is very high interest among the young people. (Massongo, 2018)

With the outstanding political stability, and beautiful country and great people, there is a need to invest in Basketball development in the country. This proposal has been very well thought through and it will be an investment that will be sustainable and make Namibia one of the most popular venues for hosting international Games in Africa. The NBF urge FIB to invest in Namibia and work with our local experts to develop the sport in the country. This process will not be very difficult as the infrastructure is still in place.

With a very low rate of corruption compared to most of Africa, and the early establishment of a transparent and effective anti-corruption commission, Namibia stands a chance to be very successful in African Basketball as an administrative and competition hub in Africa. (Massongo, 2018)

5 Current Situation of Basketball in Namibia

Although basketball, at some point seemed to have been stagnant in the country, Then Namibian Basketball Federation has now committed itself to a new four-year plan; spreading its preverbal wings to all four corners of the country. They want to implement development, training, coaching and equipment with the support of the stakeholders. (Katamba, 2018) This four-year plan was officially launched along with the Namibian Basketball Federations new logo on February 28th, 2018. (Massongo, 2018) Emphasis has also been put on the of a senior basketball team to be groomed from the current junior basketball team. According to the history, there has been a peak in basketball participation and results in the 2000's.

Ever since that peak; Namibian basketball has reached a plateau when it comes performances on the basketball court. This could be due to the fact that; like most sports in Namibia, basketball isn't considered a profession. Meaning, that most of the National team players in the 2000's was either high school or university students. And now in the 2010's they are full adults with wives, kids, and families to support; and basketball in Namibia doesn't pay enough to sustain a satisfactory standard of living. Which ultimately results in Namibian athletes having to get another full time, eight-hour job that is needed to pay monthly bills. Sports is simply a hobby in Namibia and this is killing the potential of competing on the international stage. (Kanyolo, 2017)



Figure 3 Namibian Basketball Federation headquarters outdoor courts in Windhoek, Namibia. (2018)

Source: Peter Haufiku

Therefore, Namibia Basketball Federation is now concentrating on the U14, U16, and U18 National teams to create a system that will eventually feed the senior national team with players who are used to playing alongside each other from a young age. More plans are underway to launch the first Namibian premier league this year, through identification of skill and talent in other regions.

The first system was formed in the Khomas region. After a successful trail run, it was implemented in the Northern regions. This system is still ongoing and will be closely monitored. (Kanyolo, 2017)

If successful, the same system will be moved and tried in other regions such as the Zambezi and the two Rundu regions. The Namibian Basketball Federation has called upon the Sports Commission and the Ministry of Sport to help assist in any means possible to sustain the future of the sport code. (Manuel, 2018)

6 Marketing Strategy

6.1 Definition

In order to reach any goal in life, one needs to first investigate how exactly to turn that goal a reality. In most cases, the next step after setting a goal would be either a plan or a strategy of some sort. In the case of the NBF, the next step was a marketing strategy. (Gominah, 2014)

“A marketing strategy is a business's overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer and other high-level elements. (Investopedia, 2018)

6.2 What is Marketing Strategy

Marketing strategy is a three-part progression that starts with a product or service analysis. This helps the company, business, or in this case; the NBF gauge its product and the market to see if the product is needed. The second part is the formulation of a strategy. This stage is essential because it lets the NBF know how to supply its customers with this product. Lastly, the application of this strategy.

While Marketing, in a nutshell, is the process of alerting the customer of a product or service. The main part is getting the product or service to its end customers. Marketing strategy involve a variety of aspects, such as corporate goals, target customers, market strategies, marketing tactics and related metrics (Jones, 2018).

6.3 Marketing plan

A marketing plan is how one attains the marketing goals set. It is the next stage after the market strategy. Strategy is the thinking phase, and planning is the action part of the equation. As described in chapter 6.2; a marketing strategy is made up of what needs to be done to reach the goal set. This could be the sharing of information to potential consumers about a certain service or product. (Lake, 2018)

Whereas a marketing plan consists of how to go about obtaining this goal. This includes the construction of marketing campaigns and promotions that would accomplish the “marketing strategy” phase. (Lake, 2018)

The next stage would be the implementation phase. This is the direct approach to making a goal a reality. Taking the day to day action to accomplish previously identified items in the marketing strategy and marketing plan. (Lake, 2018)



Figure 4 Marketing progression model

Source: Peter Haufiku

6.4 Target Market

After a thorough analysis of the sports market in Namibia; the author and the NBF found that there was a niche in the sports market for basketball. Namibia’s top sports, in terms of popularity, include: 1. Football/ Soccer, 2. Rugby, 3. Boxing 4. Track & Field, 5. Cricket.

The Namibian Football Association had a nasty long feud with the Namibia Sports Commission, just last year. Causing a delay in the starting of the Namibian Premier League (The Namibian, 2017). Rugby and boxing are rough sports that not very many parents want their children playing due to injury.

This means that the top three sports all have asterisk next to it. Leaving basketball, “a new and cool sport” that can be played indoors and outdoors. With minimal risk of injury or worry for parents or athletes. (Manuel, 2018)

After discovering the niche in the sport market, it was time to find a target market. It is tremendously essential to find a target market before creating a marketing strategy. If one tries to market for everyone, they run the risk of not appealing to anyone at all. The target group that the NBF and the author settled on was individuals between the ages of 14-19 years old.

According to the research there are a total of 3,066 males and a total of 2,952 females between the age of 14-16. (World Population Review, 2018) According to the same source there are a total of 12055 males and 11502 females in the 16-19 age group in Namibia as a whole. (World Population Review, 2018) That leaves the federation with a target audience of 29,575 individuals. (World Population Review, 2018)

However, out of all those numbers the federation would like to put more emphasis on teenagers and young adults to build a solid foundation for the future. There is only so much growth a 30-year-old recruit can make. Whereas a teenager can make huge strides of improvement and possibly even make it into the NBA or play Euro League basketball.

Those who do not want to play basketball are certainly encouraged to come along and watch the games. Therefore, it is extremely important to market the games and tournaments as much as one markets participation. Meaning the marketing target audience are not only for players, but also spectators.

6.5 Benefits of Basketball

There are quite a few reasons customers will join a basketball club or team. Some reasons include a pure love for the game. There are several people who love the game of basketball, but simply don't know about availability or opportunities to play and compete. For example, Namibian children or young adults who study aboard or living abroad with diplomatic parents. who grew up abroad who are new in town and grew up playing and loving basketball. Active lifestyle could be another reason to join the club. There is a huge growth in interest for health and wellbeing worldwide and in Namibia in particular. People are always trying to find new ways to keep fit and healthy; and this could be a great option.

There are several people who enjoy the competition aspects of sport and enjoy a challenge. These people would love basketball because it has a unique combination of contact battles and team work.

Namibia is a small country in terms of activities to do for its youth. There are not too many places one can go as a teenager. Basketball was the author's way of integrating himself into society. This was the place where he met his friends who eventually became family. It is extremely important for people to feel wanted, to feel at home and to feel valued, and sports is a great way to get that in a new town. The social aspect is extremely important for everyone, and basketball provides that. Which leads into the other reason one would join a basketball club. Namibia has a growing rate of depression amongst young adults.

Being a part of a team could help that. It had been proven that sports increases brain function which directly impacts mental health in a positive manner. Lastly, It's a great past time. Especially for kids and young adults.

6.6 Pricing Strategy

Pricing is very important. Customers need to know how much they will be paying for and what exactly their money will be going to. In this case, the customers will be the spectators. Seeing as the league is already set up and running, the NBF will only be seeking additional support in the form of either funding or equipment from the Namibian government, sponsors, and the spectators. In the case of sponsorship, sporting goods shops assist with equipment instead of money. Shops like; OTB Sport, Mr. Price Sport and Exo Sport all supply the NBF with basketballs, game uniforms, practice uniforms, score boards, and the facilities. This is all done with the understanding that all the sporting goods shops mentioned above will be allowed to market their shops at NBF sporting events and tournaments. The Namibian government assist with some more funding of 400,000 N\$ which goes to transportation and payment of all officials (Referees, Score table officials, and volunteers). (Massongo, 2018)

Any additional cash will be used to promote the sport of basketball. That is where the spectator fees come in. Currently watching regular season games in Namibia is free. However, there is a fee of 30N\$ to watch a playoff game. There is a total of three playoff rounds (quarter finals, semi-finals, and finals) with a possibility of five games to be played at each round in a best of five series. (Afrobasket, 2018). Meaning that the first team to win three games moves onto the next stage.

In the past five years the NBF have, on average, attract 100 fans to come out to support during the playoffs. Each fan will have payed 30N\$. There is a total of 35 potential games. Having said that, the NBF would generate 105,000 N\$; (6,664.79 €). (XE Currency Converter, 2018). The NBF would like to introduce a 5 N\$ increase in entrance fees to playoff games for the next five years.

6.1 Ticket Sales Projection

Financial projections are tremendously important and effective way to keep track of the past and try to predict the future. In the projections, one must include all the information documented in the marketing strategy.

For example, include the current ticket sales vs the projected trajectory. Including the expected results from new strategy is a great way to stay ahead of the curve in order to anticipate any threats to the market.

While the financial projections will never be 100% accurate. The use of them to identify which financial trends and other strategies should give the highest return on ticket sales.

Also, by completing the financial projections, one will be able to set realistic goals that the Basketball Federation can strive towards.

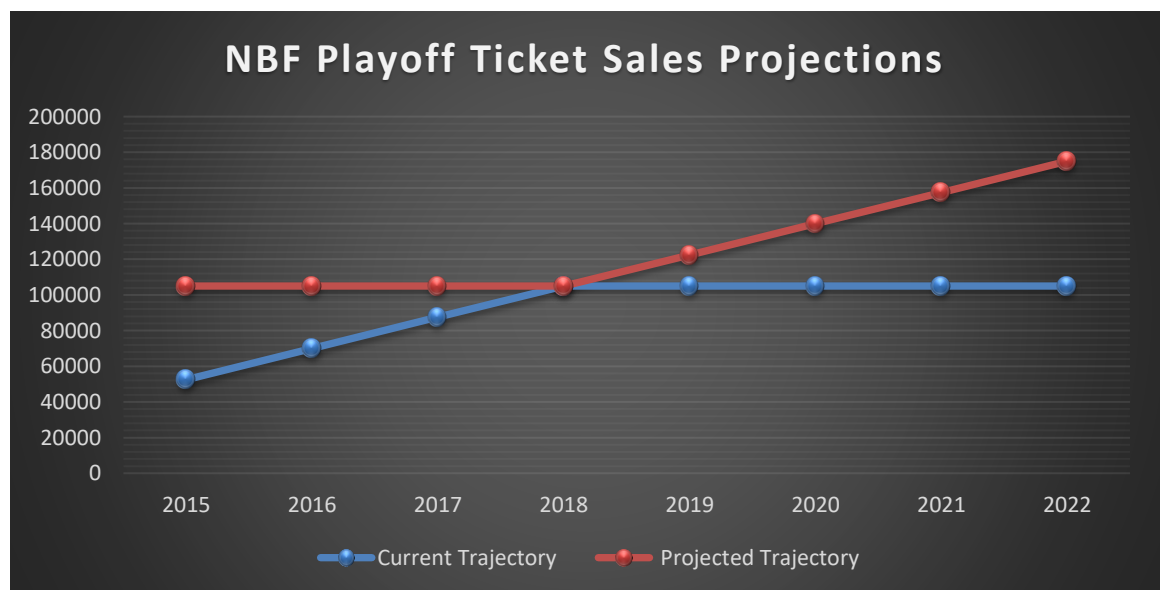


Figure 5 Namibian Basketball current ticket sales projection Verse Thesis proposed ticket sales projection

Source: Peter Haufiku.

7 Budget

7.1 Electrical Gadgets Budget

Details	Quantity	Amount (N\$)	Amount (€)
Camcorders	12	N\$ 36 000	€ 2 227.45
Digital Cameras	12	N\$ 96 000	€ 5 939.86
Laptops	8	N\$ 99 000	€ 6 125.48
Black Magic live stream	3	N\$ 41 958	€ 2 595.73
Internet wireless device	3	N\$ 60 000	€ 3 711.89
Go Pros	12	N\$ 96 000	€ 5 940.36
Total		N\$ 428 958	€ 26 540.77

7.2 Advertising Budget

Details	Quantity	Amount (N\$)	Amount (€)
Blocks of Poster Paper (500 Pages/ Block)	4	N\$ 900	€ 60
Pamphlets (500 A4 Pages/ Block)	4	N\$ 750	€ 50
Radio interviews per Month	4	N\$ 0	€ 0
T.V Commercials Per Day	3	N\$ 400,000	€ 26,666
Social Media Specialists	2	N\$ 30,000	€ 2,000
Total		N\$ 431,650	€ 27,422.36

8 Goal

8.1 Smart Goals

S.M.A.R.T is an acronym which stands for; Specific, Measurable, Achievable, Relevant, Timely. This concept is widely used as a guide for setting goals. Peter Drucker's Management by Objectives is the criteria that is commonly attributed to this concept. November 1981 issue of Management Review by George T. Doran is the first noted use of this concept. (Mind Tools, 2018)

In order to find a strategy to move forward, one must establish a goal. This goal needs to be a SMART goal. One that is Specific, Measurable, Attainable, Realistic, Timely. After doing some verbal reassurance: the author found that quite a lot of people were interested in playing basketball but, most people didn't know that there was a basketball federation tasked to provide basketball opportunities for the Namibian people.



Figure 6 Source: Peter Haufiku

Therefore, it was a simple decision to create a marketing strategy to guide the Namibian Sports Commission, The Ministry of Sport and the Namibian Basketball Federation. This strategy was put in place to allow people in Namibia to know that there are plenty of opportunities to play basketball in Namibia, and one for every age group and skill level. No one should feel left out or unable to play the sport. The main goal of this thesis was to generate awareness of the basketball in Namibia. This would then in turn lead to the next goal which was to grow the sports of basketball in Namibia to compete at the FIBA world cup games and the Olympics.

With only 2.5 Million citizens, Namibia is a very small country in terms of population. (World Population Review, 2018). Meaning that that young athletes are not as easy to obtain. Not to mention that the main sports in Namibia are: 1. Football/ Soccer, 2. Rugby, 3. Boxing 4. Track & Field, 5. Cricket.

The goal was to break that top five levels of sport in order to allow kids the opportunity to try something new. The third goal was to retain former players and retain loyalty. The attendance rate at the beginning of the year is always one that is unmatched. People flood in to play basketball or simply just to see what is going on. However, as the days, weeks, and months go on the numbers decrease. Meaning that the federation is finding it hard to retain players. There are always about 52 players who come consistently to practice and improve to compete.

However, the goal would be to keep all 70+ players who came in the first place. This would also lead into our next goal of these players doing some marketing for the federation. Through word of mouth, recruiting, and referrals to bring in their; friends, peers, & family.

8.2 Namibia Basketball Federation Pyramid by Priority

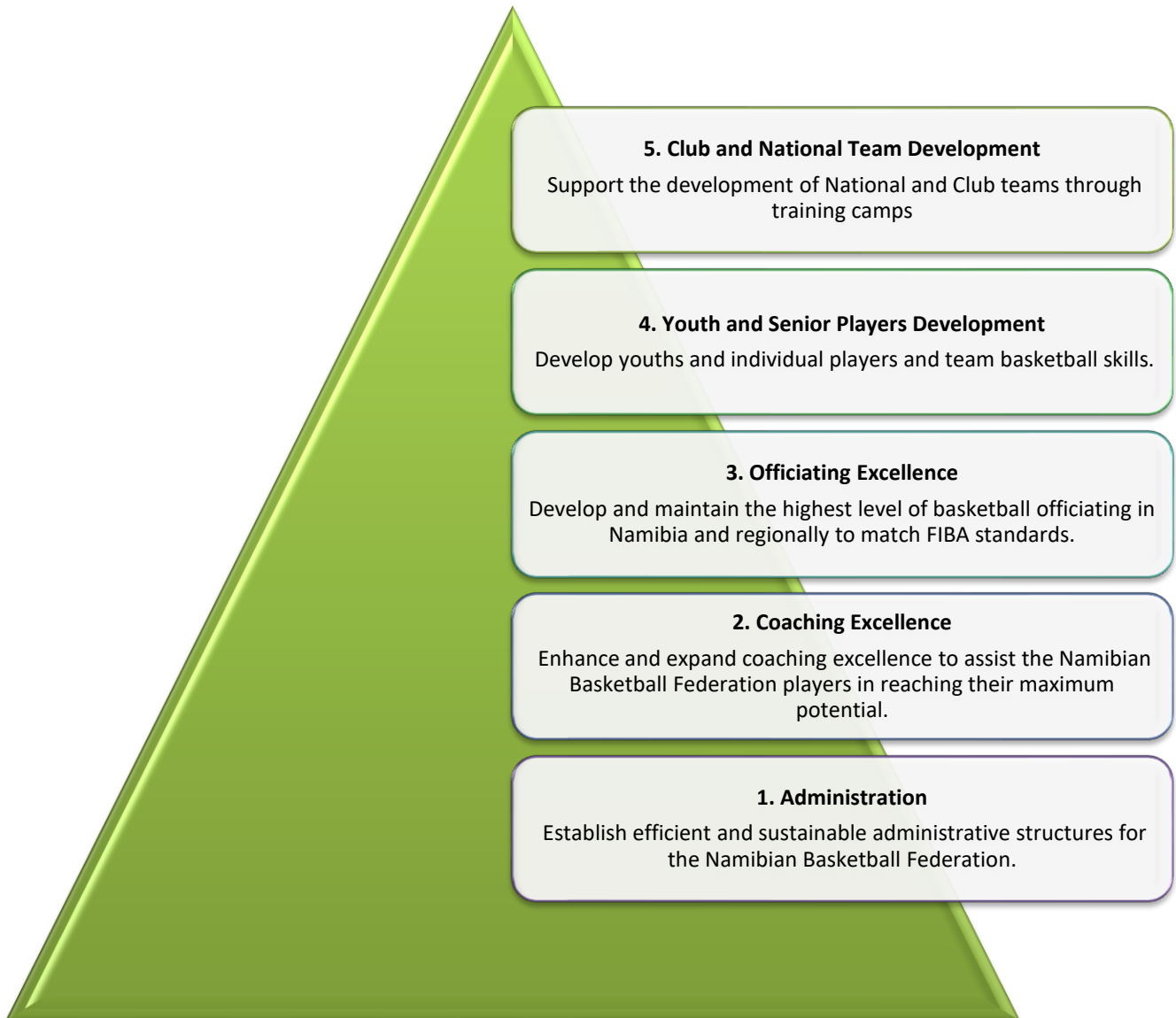


Figure 7 Source: Peter Haufiku

9 SWOT

9.1 SWOT Analysis Theory

An American management consultant and business man by the name of Albert Humphrey. He formed theory named S.O.F.T analysis, which was later developed into what is now known as the S.W.O.T analysis. S.W.O.T in and acronym for Strengths, Weakness, Opportunists, Threats. (Professional Academy, 2018)

The theory is set to evaluate the Strengths, Weaknesses, Opportunities and Threats that is involved in a business or marketing strategy. This theory is divided into two parts; internal and external factors that will either have a positively or negative impact on the goal on hand.

The main purpose of this concept is to guarantee that the set goals are attainable and not improbable given the existing internal and external factors. Every business, organization, or in this case, federation deals with countless internal and external issues. (Professional Academy, 2018)

Using the SWOT analysis can be broken down into two sections (Strengths and Weaknesses) to assist with categorizing all the internal issues. The last two sections (Opportunities and Threats) will be used to identify all the external factors.

It is very important that the right questions are asked when analyzing each of the sections. A SWOT analysis that does not contribute towards producing realistic and achievable goals is useless. The important point to take away is that the right question will help to produce a valuable SWOT analysis. (Professional Academy, 2018)

9.2 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> 1) Motivated Staff 2) Growing international support 3) Improving Facilities 	<ul style="list-style-type: none"> 1) Lack of skilled people 2) Small group of staff members 3) Lack of experience 4) Lack of Funding
Opportunities	Threats
<ul style="list-style-type: none"> 1) Grow the game 2) Land a sponsor 3) Potential increase in awareness of general health and wellbeing. 	<ul style="list-style-type: none"> 1) Lack of financial support from the Government 2) Lack of interest in basketball 3) Lack of coverage of the sport within Namibia 4) Lack of Quality officiating (Referees, Score table officials)

10 Leagues available

Namibian Basketball Federation has several leagues for different age groups. Some leagues have more teams participating than others. (Afrobasket, 2018)

10.1 Junior League

The youngest one being that of four to six years old. This is described as fun basketball. This group is usually mixed girls and boys. It is not competitive basketball, the kids are encouraged to play basketball, pass the ball, and just enjoy the experience. They play on half of the court with the rim down to 8 feet. They are simply thought the basic rules of the game, as well as some fundamentals. There is a total of four teams in this league and all the teams are in Windhoek. (Massongo, 2018)

10.2 Advanced Junior League

The Federation also provides a league for 8-11-year-old group. This groups are also mixed with boys and girls. It is more advanced than the previous group. They also play on half court, but with normal 10-foot rims. Here more rules of the game are implemented, however, it is still noncompetitive. Simply learning the game, how to play as a team, and emphasis on making the game fun. This league has five teams and three of these teams are in Windhoek. The other two teams reside in Rehoboth. (Massongo, 2018)

10.3 Female Leagues

There is a total of two female leagues in Namibia. A senior league and a junior team/High school league.

10.3.1 Female Junior League

The junior's leagues include females between the ages of 14-19. They play full court basketball, with normal 10-foot rims. Here the full set of rules of the game are implemented, however, it is competitive. Friendly games are played in the beginning of the season. Then there are regular season games and then Playoffs at the end of the season. This league is preparation for them to reach the senior team. Learning how to play the game, how to play as a team, and emphasis on making enjoyable in order to keep them coming back is some of the key elements to this league. There are 10 teams in this league and they are all based in Windhoek. There are eight school league teams and two club teams. (Melusi, 2018)



Figure 8 DHPS Women's Namibian School League Champions 2018

Source: Andrew Massango

10.3.2 Female senior Leagues

Namibian Basketball Federation has a senior Ladies squad. Ages range from 18-40. This is the first female Namibia history. They also play full court basketball, with normal 10-foot high rims. Here all the rules of the game are implemented.

It is a competitive league with friendly games played before the season starts. Then regular season games and an end of year tournament. The level is quite high. (Massongo, 2018)

10.4 Men's Leagues

10.4.1 Namibian School League

The boys/ men have four leagues. The first and youngest team being the 12-16-year-old boys basketball. These boys play full court basketball with normal 10-foot rims. Here the full set of rules of the game are implemented, however, it is still noncompetitive.

Games played are just friendlies in order to prepare them for the senior team. Simply learning the game, how to play as a team, and emphasis having fun in order to encourage them keep practicing getting better. (Melusi, 2018)

10.4.2 Men's Junior League

The second league is the Junior men's league. The ages range from 16-19-year-old. Some members of the junior league get called up to play for the senior league. Depending on their skill level and dedication to the game of basketball. They play full court basketball with normal 10-foot tall rims. Here the full set of rules of the game are implemented as well, however, is competitive. There are games organized in Windhoek and other towns around Namibia. Games played are mostly friendlies in order to prepare them for the senior league. However, they have one end of year tournament. Simply learning the game, how to play as a team, and emphasis on making enjoyable in order to keep them coming back. (Melusi, 2018)

10.5 Men's Senior Leagues

The Namibian Basketball Federation has two senior leagues. There is division one and division 2. Division 1 is the highest league in the country.

10.5.1 Division 1

They have the most games and play at the highest level. They play full court basketball, with normal 10-foot rims. Here the full set of rules of the game are implemented and it is super competitive. Friendlies as well as league games and playoffs are played. (Massongo, 2018)



Figure 9 University of Namibia Rebels Winning the Division 1 Championship 2018

Source: NBF Archives

10.6 Division 2

Division 2 is also play full court basketball, with normal 10-foot high rims. Here all the rules of the game are implemented. It competitive with league games played as well as tournaments. However, there are some friendlies also played in the beginning of the season. The level is quite high. (Massongo, 2018)

10.7 Men's Basketball Structure

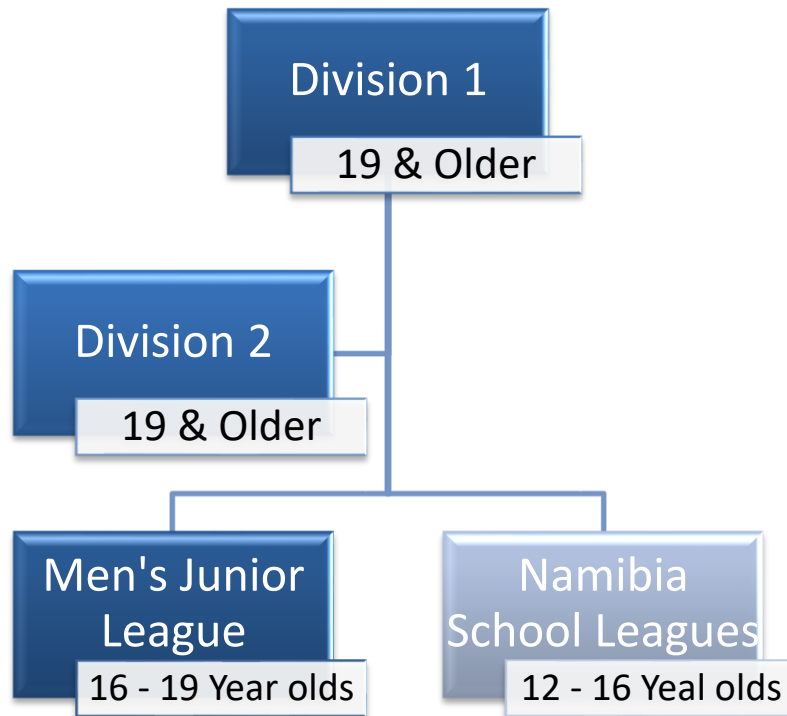


Figure 10 Namibian Men's Basketball Structure

Source: Peter Haufiku

10.8 Women's Basketball Structure

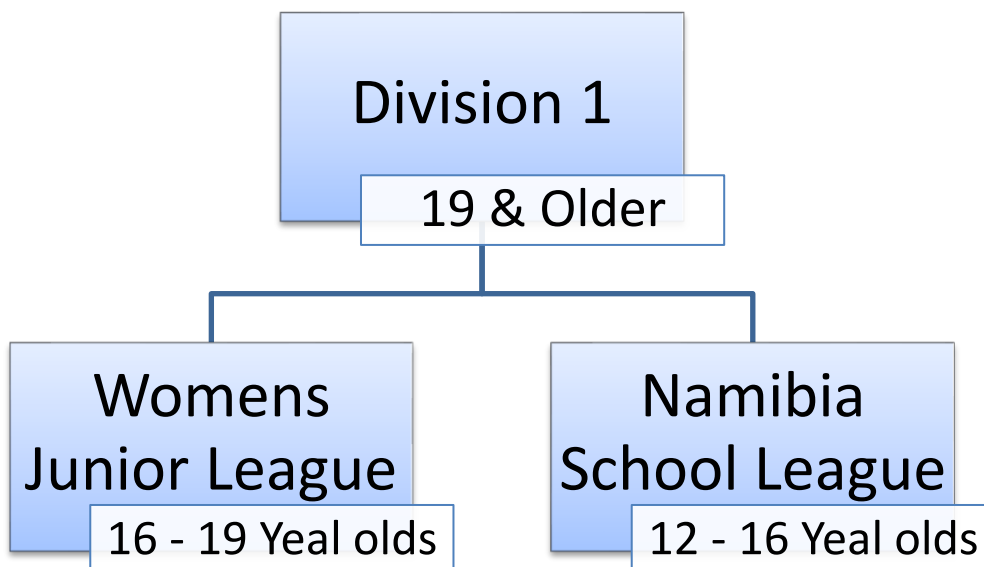


Figure 11 Namibian Women's Basketball Structure

Source: Peter Haufiku

11 Attracting Customers

Customers can be found everywhere. People generally like to be a part of something big, something trending and something new. Therefore, the plan was just to look at places that would have most of our target audience going to. Places like gyms; Virgin Active, Nucleus Health & Fitness Club. Other places could include the University of Namibia, and other neighboring universities, vocational schools and any other institution. Local kindergartens, schools, and high schools would be great to market to as well. Because to start at the grassroots level, it is important to start young.

Another way to attract players and spectators would be via transportation centers. People travel into Namibia every day and a potential player or spectator could possibly be on any one of those flights, trains, or buses. Those are the main ways people travel into Namibia. Having flyers, posters and possibly commercials on every bulletin board, and tv in the train station, airport and bus station would increase the possibility of finding our target audience. A simple pamphlet with details of training sessions, contact details and a picture of the top team would go a huge way in recruiting potential players and spectators.

Bulletin boards in shopping centers like Shoprite, Spar, Bains Shopping Center, Metro, and Game. Would go a huge way in allowing the customers to know what is going on in the city, what games are on to go watch and where to find these games.

A major emerging technological trend involves social Media and the Federation want to maximize and tap into this new emerging technology and increasing digital footprint as federation and grow the sports. Today, the mobile industry via the Social Media has taken over and is on the finger tip and we want to bring the game close to the people. Social media is a great way of interacting with fans and promoting events. It is free and can reach a whole lot of people with very minimal effort. Although the Namibian Basketball Federation have a Facebook page, it is not updated often enough and there are very few followers. This could hinder its chance of really reaching the maximum amount of people. So, getting a social media expert, while also paying Facebook and Instagram to promote its product would be suggested. Creating an Instagram and twitter page would increase its fan base and relatability. People like to see the behind the scenes of sports teams. So, to have someone film certain practices, certain social gatherings with the team would be suggested. Team barbeques, team dinners, and team meetings. This would give the fans an inside glimpse of how the team gets along with one another which would make the team more relatable.

Team outreach programs would be a great way to interact with the locals, things like meeting patients at the hospital, going to kindergartens and playing basketball with the kids at break time. Visiting local middle and high schools to talking about the importance of physical activity, health and wellbeing. The importance of staying in school and getting a degree. This are all things that make the team relatable to the community and would make it more recognizable when kids see the players on posters. Going to different offices and visiting the working-class people to promote the sport. These are all things that would touch the community that they represent every time they lace up and take the court.

Selling Namibia basketball merchandise in local Sport & Goods shops such as OTB sport, Mr. Price Sport or Sport Scene. At the moment the Federation only sells their apparel online. This is due to the low demand for these items. However, if the federation gets the opportunity to sell its own basketball t-shirts, shorts, game jerseys, hoodies, club socks.

Creating a new Federation website. The Namibian Basketball Federation's website has been up for several years. But it has recently been taken down for maintenance. However, it hasn't come back up in six months. Therefore, it does not reach the modern fan, spectator or potential player. Newspapers would be an ideal way to get the news out about the basketball leagues. They do that already, but only with local newspapers and once a week. Perhaps a more frequent update and team news, player profiles, as well as training schedule and location of the training could encourage players to join and spectators to come watch.

12 Advertising

Now that the locations of the advertisements have been established. It is time to determine what should be advertised. Some companies appeal to the individual's needs, other appeal to their wants. The Namibian Basketball Federation would like to appeal to both their needs and wants. They want to make it "cool" to play sports. They would like to put some emphasis on the diversity in the basketball league. There is a total of nine nationalities represented in both the division 1 and division 2. There are three aims to advertising the basketball club; Acquiring new players, coaches and spectators, retention: Keeping the players, coaches and spectators we have, and winning old players and spectators back.

12.1 Poster

The poster would be one of the most important items. There would be two posters. One aimed at recruiting players and coaches, and the other will be aimed at promoting the upcoming games to spectators. Both these posters need to be appealing to its target audience by standing out and being informational at the same time. The first poster would need to have a picture of the top team in division 1, the federation logo, times and dates for the upcoming games, the price of tickets, address of the venue and a caption.

The second poster would need to also have a top team picture and federation logo along with that of the Sports Commission and the Ministry of Sport. It would also need dates, times and venue of future training. This poster would need to state the federations vision, goal for the future and 5-year plan. Another thing that would be a part of this poster would be the leagues and age groups available. These posters would be pasted everywhere as mentioned in the previous chapter.

12.2 Pamphlets

Pamphlets are important because that is what the customer takes home. They have time to look at it properly and analyses the information on it. Also, there is more of a possibility to write more information in them. These tools can be used in the Hosea Kutako International Airport, Eros Airport, train stations and bus stations. They are easy to make and cheap.

Just like the poster it would need to have a top team picture, the logo of the federation, sports commission and the ministry of sport, youth and national services, times and dates for the upcoming games, the price of tickets, address of the venue and a caption. Then on the second page of the pamphlet would need to display dates, times and venue of future training. This page would need to state the federation vision, goal for the future and 5-year plan.

Another thing that would be a part of this page would be the teams and age groups available. The final page would include an in-depth description of the league, its top three teams, its top three players and top three coaches and their on-court accomplishments, how the customer could potentially add to that, and the leagues values.

12.3 Radio interviews

Almost everyone encounters radio at some point during the day. Whether it is in the car on their way to shop or on the computer at the office while they get work done, or even as they walk up and down through the aisles at the supermarket. Radio is everywhere, and people don't even notice it. Therefore, talking about the basketball club, the benefits of taking part in a sports team, and appealing to the target market; would plant a subconscious seed into their mind. So that when they do see the posters or the pamphlets, it would spark a bigger interest because they have heard about it before. The radio can either be an interview or simply a voice telling the important information such as game times and dates as well as practice times and date. Referral to the website can be the last thing to be introduced.

12.4 TV commercials

The competition in the specialty advertising industry is very strong on a local and regional basis but somewhat weak nationally. TV commercials are some of the most popular ways to promote a product. Major companies use this strategy as it is an extremely effective way to promote anything. The Namibian Basketball federation would benefit massively from this stream of advertisement because most people watch TV. Therefore, it would reach an extremely large population group to maximize the reach of audience.

13 Conclusion

In conclusion, Namibian Basketball Federation aims to become the number two sports code in Namibia and to increase their footprint as sports code at all levels. They would like to expose the game and the vision for the federation to the people by bring the game to the people on their Mobile devices, computers and TV's.

They would also like to increase the interest of basketball in schools by introducing the game to more learners while at school so the grow into the game with passion love and skill. Taking the game to the people. Basketball has been hidden for a long time and has not enjoyed the lime light and it's about time the NBF expose this explosive dynamic sports code to more Namibia via constructive marketing: Sharing the Game on all platforms, teaching basketball in the community, teaching basketball at PE lessons, and teaching basketball at orphanages. Everyone in Namibia should be a part of the federation vision of unity and have an idea of what basketball is about.

To accomplish its marketing objectives, Namibia Basketball Federation should develop benchmarks to measure progress. Regular reviews of these objectives will provide feedback and possible corrective actions on a timely basis.

To capitalize on its success with current clients, benchmarks should be established to learn how NBF can improve the products it now offers through knowledge of its clients' needs and specific opportunities for new product offerings. These benchmarks should be determined through market research and NBF's marketing information system.

14 References

- (12. May 2017). The Namibian: <https://www.namibian.com.na/164503/archive-read/Nafpu-on-warpath-against-NFA-NPL-NSC-and-sports-ministry>
- Afrobasket*. (2018). Noudettu osoitteesta <https://www.afrobasket.com/Namibia/basketball-League-D1.asp>
- BBC News*. (1. December 2014). Noudettu osoitteesta <https://www.bbc.com/news/world-africa-30285987>
- Gominah, T. (April 2014). GUIDE FOR BUILDING A SUCCESSFUL SPORT MARKETING STRATEGY . Kokkola, Finland.
- Green, R. H. (2018). *Encyclopaedia Britannica*. Noudettu osoitteesta <https://www.britannica.com/place/Namibia>
- Investopedia*. (2018). Noudettu osoitteesta <https://www.investopedia.com/terms/m/marketing-strategy.asp#ixzz5XNbk0Eyv>
- Jones, M. (2018). *Business Plan*. Hlesinki.
- Kanyolo, H. (Ohjaaja). (2017). *Today on One* [Elokuva].
- Katamba, M. E. (25. June 2018). Director of Sport in Namibia. (P. Haufiku, Haastattelija)
- Lake, L. (17. July 2018). *Marketing: Strategies vs Plans* . Noudettu osoitteesta <https://www.thebalancesmb.com/marketing-strategy-vs-marketing-plan-2295740>
- Lavinsky, D. (30. September 2013). *Marketing Plan Template: Exactly What To Include*. Noudettu osoitteesta Forbes: <https://www.forbes.com/sites/davelavinsky/2013/09/30/marketing-plan-template-exactly-what-to-include/#61cb08983503>
- Manuel, J. N. (20. 8 2018). Deputy Director of Sport at the Ministry of Sport, Youth & National Services. (P. Haufiku, Haastattelija)
- Massongo, A. (12. July 2018). President of Namibia Basketball Federation. (P. Haufiku, Haastattelija)
- Melusi, L. (18. June 2018). Head Coach of DHPS Basketball team. (P. Haufiku, Haastattelija)
- Mind Tools*. (2018). Noudettu osoitteesta <https://www.mindtools.com/pages/article/smart-goals.htm>
- Namibia Tourism Board: Travel Namibia*. (2018). Noudettu osoitteesta <http://www.namibiatourism.com.na/page/about-namibia>
- Professional Academy*. (2018). Noudettu osoitteesta <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---swot-analysis>
- World Population Review*. (13. November 2018). Noudettu osoitteesta <http://worldpopulationreview.com/countries/namibia-population/>
- XE Currency Converter*. (24. November 2018). Noudettu osoitteesta <https://www.xe.com/currencyconverter/convert/?Amount=105000&From=NAD&To=EUR>

15 Appendix



Figure 12 Namibian Basketball Federation Needs for Live streaming of basketball games.

Source: Peter Haufiku



Figure 13 Namibia Men's School League Champions 2018

Source: Hilton Swartbooi



Figure 14 NBF Division 2 regular season game

Source: Peter Haufiku