

Tony Penna

EXTREME  
KARATE

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SAM GRAUMAN

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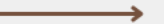
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TIMELINE

# Company overview

## A KARATE DOJO

Extreme Karate is a dojo that embodies what it means to be a martial artist. This includes discipline and respect for yourself and others, being attentive and pushing yourself to become a better version of yourself, and learning about the world in a different way.





# Selling Points

## Self Defense

Self Defense is the biggest selling point a Karate School has, as it is an important part of staying and feeling safe in today's world

## Staying Active

You will be staying active in a fun and productive way, as opposed to making your muscles big, your learning how to use them effectively

## Discipline & Respect

Through learning Karate you will learn a lot of discipline and respect, for yourself and others.



# Marketing

## SOCIAL MEDIA

Extreme Karate is lacking in the online space, and would benefit greatly from a social media presence.

## WEBSITE UPDATE

The website for Extreme Karate could be updated with more engaging headlines, pictures, and texts. The website does not look very extreme.

## RADIO ADS

Radio advertisement is a good way to get your business advertised locally, which is what Extreme Karate would be looking for



# Unique Selling Points



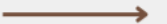
The first class is FREE!  
this will give people who  
have an interest in karate a  
risk-free trial



Private Lessons for people  
who want to advance faster,  
falling behind, or just need  
one on one attention to excel



Traditional Okinawan Karate  
is great for individuals who  
want to get in touch with  
Japanese culture



# Proposed Marketing Channels



## SOCIAL MEDIA

A great way to share pictures of students, fun facts, or anything else that would bring in attention



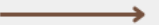
## TARGETED ADVERTISING

This is a great way for people who have an interest in karate to discover Extreme Karate



## RADIO ADVERTISING

Another great way to advertise locally and spread the word, especially mentioning that the first class is free!

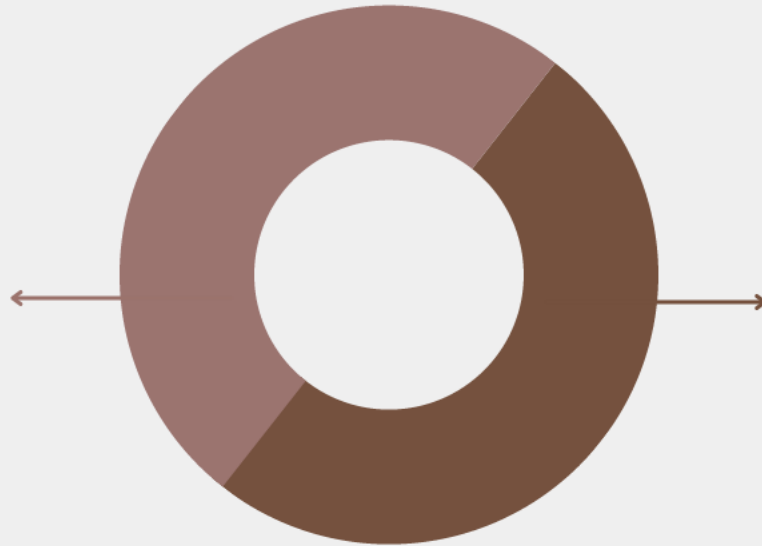


# Target Market



**Female**

Females are typically more inclined to join a Karate school for self-defense reasons.



**Male**

Males are usually more interested in just staying active and healthy at a karate school.

Extreme Karate is for anyone interested, it is not exclusive, and will encourage all ages, sizes, and ethnicities to participate.





# Web Content Focus



## ARTICLES

Articles about Karate, or Okinawan Karate would be a great educational tool



## INFORMATION ABOUT OUR CLASSES

Info on prices, regularity, and private lessons would be readily available so anyone interested can find out if it works for them



## PICTURES OF CLASS IN SESSION

A display of class in session is a great way for newcomers to understand the environment and become more comfortable with the space without even being there



# Timeline

August

September

October

November

December

**SOCIAL MEDIA**

A social media presence would be priority for getting word out.

**SITE REDESIGN**

Once traffic increases from social media, the website will become more popular.

**SALE**

A sale will incentivize people on the fence about joining to bite the bullet and try

**LOCAL AD CAMPAIGN**

An ad campaign referencing their sale, and online presence

**REVIEW**

Review what was the most and least beneficial, so the future can be focused on what works.