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SUMMER INTERNSHIP PROJECT REPORT ON

SPORTS INDUSTRY

Submitted to – Professor Chitra Khari

Submitted by: Prachi Jain

Roll Number: 194136

DECLARATION

I, **Prachi Jain**, here by declare that the Summer Internship project report entitled “**SUMMER INTERNSHIP REPORT ON SPORTS INDUSTRY**” has been undertaken by me for the award of my degree of Masters of Business Administration. I have completed this study under the guidance of **Prof. Chitra Khari**. I also declare that this internship project report has not been submitted for the award of any degree, diploma, associate ship or fellowship or any other title in Nirma University.

Place: Ahmedabad

Date:

Prachi Jain

CERTIFICATE

This is to certify that the Summer Internship project report submitted by Prachi Jain on, “**Sports Industry**” is a record of Internship project work done by her during the academic year 2019-2021 under my guidance and supervision in partial fulfilment of Master of Business Administration.

Place: Ahmedabad

Prof. Chitra Khari

ACKNOWLEDGEMENT

I am indebted to many people who helped me accomplish this project successfully. I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I thank Prof. Chitra Khari, and Institute of Management, NIRMA UNIVERSITY for their kind support. I also thank my parents for their blessings and constant support, without which this Internship project would not have seen the light of day.

PRACHI JAIN (194136)

SPORTS INDUSTRY

Introduction

Sports industry is a significant income generator in world economy. Sports merchandise industry involves sports types of gear, embellishments, and attire. Notwithstanding worldwide goliaths, confined businesses likewise contribute towards the development and improvement of sports products ventures. With increment in watcher transport because of TV inclusion of significant games like Olympics, World Cup football, UEFA Cup, Wimbledon, US Open, Australian Open, French Open, Formula 1 dashing, World Athletic meet, and NBA Basketball title, sports as an industry has developed complex. Sports industry, notwithstanding items likewise includes supports, broadcasting rights, and media notices.

Top Sports product makers

Adidas, Nike, Wilson, Puma, Slazenger, Stiga, Dunlop and Yonex are a portion of the globally acclaimed athletic gear and attire producers.

1. Adidas – Adidas situated in Herzogenaurach, Germany is a global monster producing footwear, extras, and clothes. TaylorMade-adidas golf organization, Reebok sportswear, and Rockport are part organizations of Adidas gathering. Adidas fabricated footwear incorporates ball, running, golf, football, tennis, preparing and cycling shoes for men. Ladies footwear incorporates preparing, open air, tennis, and running shoes. Among extras, Adidas produces footballs, shin protectors, tennis wristbands, tennis tops, and exercise and weekender sacks. The array incorporates shorts, shirts, and preparing outfits. The organization recorded income of US \$ 15.6 billion out of 2007.

2. Nike – Nike based close Beaverton in Oregon is a main fashioner, merchant and advertiser of sports types of gear, embellishments, clothing, and footwear. Speak Inc., wholesaler of athletic footwear, extras, attire; Umbro Ltd., a U.K. based soccer brand; Cole Hann, fashioner and merchant of extravagance shoes, totes, and extras; and Hurley International, planner and wholesaler of youth clothing, adornments and footwear are auxiliaries of Nike Inc. This Fortune 500 organization having a representative quality of more than 30,000 earned an income of US \$16 billion out of 2007.

3. Jaguar – Based in Herzogenaurach, Germany, Puma plans, circulates and advertises sports footwear, adornments, types of gear, and attire. Jaguar plans football, golf, running, engine game, cruising, and cricket adornments and footwear. Jaguar in 2006 earned an income of US \$3.512 billion

Significant sports games

Summer Olympics is a significant income generator in the realm of game. 2008 Beijing Olympics including more than 11,000 competitors from 204 countries contending in 302 occasions, created an income of US \$42 billion.

2006 FIFA World Cup played in Germany among 32 national football crews connected with about 27 billion watchers around the world. In 2006 World Cup, FIFA earned US \$2.42 billion from promoting and US \$892.43 million from sponsorship.

US Tennis Association (USTA) earned US \$220 million from 2007 US Open tennis competition. The global sports market comprising of infrastructure, events, training and manufacturing and retail of sports goods is estimated at INR37.8–44.2 lakh crore (USD600–700 billion), accounting for approximately 1 per cent of the global GDP. Besides exercising a significant impact on the global economy due to its close association with other sectors, including education, real estate and tourism, the sector also contributes to improvements in general health and well-being of a country.

Indian sports infrastructure is a recognized industry in India, having gained that status in February 2016. Currently, the potential value of the sports infrastructure market is estimated at INR80,000 crore (USD11.9 billion). Additionally, the sports sponsorship market in India grew approximately at 12.5 per cent year- on-year (y-o-y) in 2015 to reach INR5,190 crore.

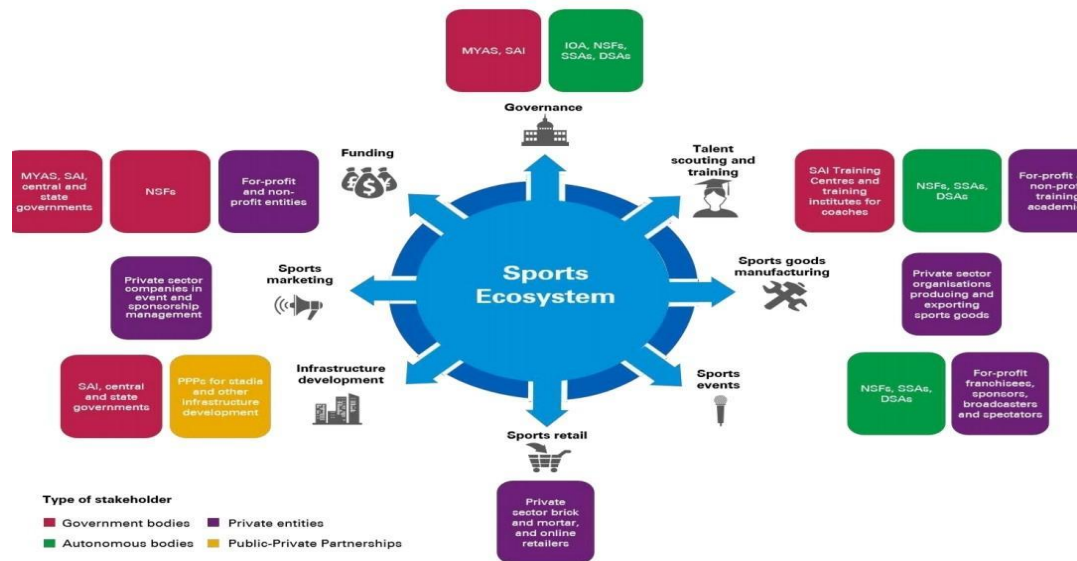
The Indian sports sector is experiencing a sea of changes with all-round developments initiated by the government, the private sector as well as non- profit organizations. The government is introducing game-changing schemes such as 'Khelo India' to address issues regarding infrastructure, talent scouting and training facilitation. Private sector and non-profit entities are also increasingly contributing to the sector by organizing leagues and tournaments, funding talented sportspersons and getting involved in grassroots development. These are encouraging trends for the future of sports in India. However, a special emphasis needs to be laid on keeping the leagues sustainable. It is a business which requires high investments and has long gestation periods. As of now, a large part of the leagues and their franchises are unable to secure the expected financial returns.

Global sports market size by key segments

Segment	Market size (2014)
Sports events	INR5.1 lakh crore (USD80 billion)
Sports apparel, equipment and footwear	INR19.7 lakh crore (USD310 billion)
Sports clubs (fitness, health and sports training)	INR6.7 lakh crore (USD105 billion)
Infrastructure construction, food and beverage and betting	INR6.3–12.7 lakh crore (USD100–200 billion)
Total	INR37.8–44.2 lakh crore (USD600–700 billion)

Sports ecosystem in India

The sports ecosystem in India comprises of four types of stakeholders across eight major segments. These stakeholders form the crux of the system and are involved across multiple areas of governance, infrastructure development, talent scouting and training, funding support and organization of sports events such as leagues and tournaments. Manufacturers and retailers of sports equipment and sports marketing companies complete the ecosystem.



INDUSTRY CLASSIFICATION AND STRUCTURE

The sport industry includes three organizational sectors: public, nonprofit, and commercial. These are important categories for the different types of organizations involved in sport and are central to the creation and production of sport products, services, programs there are countless stakeholders and other peripheral organizations and units that support the sport industry. Stakeholders include members of these sport organizations, sport participants, athletes, coaches, officials, administrators, leaders, volunteers, fans and spectators, corporate sponsors, media, government entities and personnel, and others.

GENERAL NATURE OF COMPETITION

In today's time, World Sports Industry might be a vibrant and thriving scene, but it is also famously fickle and highly competitive. Unless you have something to offer that catches the comfort of the player or consumer, there are high chances are that you will have to provide something extra that the consumer can trust your brand. Even if you kick off to a great start, new competitors might come into the market and blemish the game for you by taking away your clients. So it is necessary to provide satisfactory product and services to consumers. Due to online availability of sports equipment there has been a threat to the retail shop

owners as the consumers find it more convenient to buy them online because the prices are cheaper while shopping online.

To satisfy the customers the company should make use of technology in an efficient manner so that the customers can be satisfied by the benefit of the technology.

AN ANALYSIS ON THE ATTRACTIVENESS OF THE INDUSTRY

For a sports lover, playing a game means everything so one of the reason is passion towards what one would like to do. Now a day due to awareness about health has increased in common people and that has resulted in increase of people playing the sport. Due to such growth of people playing sports increased, sports industry is growing rapidly and if one wishes to enter the industry there are many fields to specialize.



Growth of sports industry

The sports industry is incredibly diverse, encompassing any activity that derives income from sports, including anything from TV distribution, fitness, ticketing, betting and advertising to sponsorship or merchandise.

The Business Research Company has just released an extensive research paper, analyzing sports industry growth from 2014 to now, and predicting trends for the coming two years.

For their research, they broke the industry down into two main sectors, according to type of engagement:

Participatory (fitness and recreation centers, community sports, sporting facilities such as local golf clubs, marinas, gyms, personal training, etc.)

Spectator (clubs and sports teams, event revenue, media rights, sponsorship and merchandising)

Of these, the participatory sector has the biggest share of the sports market at approximately 56%. Of all the different types of businesses within that sector, fitness and recreation centers dominate, owning approximately 40% of the whole participatory sports sector.

The spectator sports sector is expected to be the fastest-growing sector of the two, at a future growth rate of 5.9%. The revenue generated by media rights had the largest share of this sector in 2018 at 23.7%, and the merchandising market is expected to be the fastest growing into the future, at a rate of 7%.

Sports and competition

- **Customer segmentation**

The sports industry deals in variety of products like clothing, shoes, equipments etc.

In this example of market segmentation for sport shoes, five consumer segments have been identified, namely:

Sporty,

Elite sports,

Everyday wearers,

Fashion sports, and

Budget conscious consumers.

These five example market segments are shown in the following diagram:



External Environment Analysis

PESTEL ANALYSIS

PESTEL analysis provides a detailed information about how the sports industry operates its challenges regarding the situations in macro environment-

1. Political analysis: Political factors play a significant role in determining the factors that can impact long term profitability in a certain country or market

- Political stability and importance of Sporting Goods Stores sector in the country's economy.
- Level of corruption - especially levels of regulation in Services sector.
- Bureaucracy and interference in Sporting Goods Stores industry by government.
- Legal framework for contract enforcement
- Trade regulations & tariffs related to Services

2. Economic analysis: micro environment factors such as competition norms impact the competitive advantage of the firm .

- Government intervention in the free market and related Services
- Exchange rates & stability of host country currency.
- Efficiency of financial markets
- Infrastructure quality in Sporting Goods Stores industry
- Comparative advantages of host country and Services sector in the particular country.
- Skill level of workforce in Sporting Goods Stores industry.

3. Social factors: Society's culture and way of doing things impact the culture of an organization in an environment

- Demographics and skill level of the population
- Class structure, hierarchy and power structure in the society.
- Education
- Culture (gender roles, social conventions etc.)
- Entrepreneurial spirit and broader nature of the society.

4. Technological factors : Technology is fast disrupting various industries across the board

- Recent technological developments by Big 5 Sporting Goods Corporation competitors
- Technology's impact on product offering
- Impact on cost structure in Sporting Goods Stores industry
- Impact on value chain structure in Services sector
- Rate of technological diffusion.

5. Environmental factors : Different markets have different norms or environmental standards which can impact the profitability of an organization in those markets. Even within a country often states can have different environmental laws and liability laws

- Weather
- Climate change
- Laws regulating environment pollution
- Air and water pollution regulations in Sporting Goods Stores industry
- Recycling
- Waste management in Services sector

6. Legal factors : In number of countries, the legal framework and institutions are not robust enough to protect the intellectual property rights of an organization. A firm should carefully evaluate before entering such markets as it can lead to theft of organization's secret sauce thus the overall competitive edge

- Anti-trust law in Sporting Goods Stores industry and overall in the country.
- Discrimination law
- Copyright, patents / Intellectual property law
- Consumer protection and e-commerce
- Employment law

Financial performance

The first major step in financial management for a sport organization is determining the type of business entity the organization is: a sole trader, a partnership, a corporation, a co-operative or a nonprofit.

Sport financial management begins with determining what funds are available and how to allocate them. Examining previous financial records is essential for established programs, while creating a strategy and budget from scratch for a new program requires working with owners and key stakeholders to best allocate financial resource.

The sports with biggest financial market share:

The total worth of the sports industry is estimated to be around US\$500 billion. Just under half of this turnover is generated by the spectator sports sector. So, competitive sports and all the business around it, creates roughly US\$250 billion in turnover each year.

Every sport discipline has a certain percentage market share of that \$250 billion of professional sports turnover. No surprise, association football (soccer) comes in at number one, with a big majority. Anyone who follows giant 'super clubs' like Real Madrid will know that football attracts a lot of investment, and huge global audiences.

Association Football/Soccer (43%)

American Football (13%)

Baseball (12%)

Formula 1 (7%)

Basketball (6%)

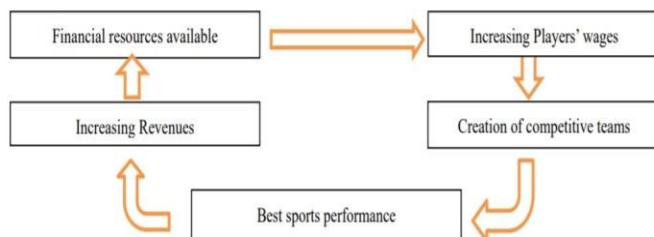
Hockey (4%)

Tennis (4%)

Golf (3%)

The biggest companies driving growth across the whole industry:

Unlike some other industries (such as fossil fuels) that are dominated by only a few mega corporations, the sports industry is made up of a large number of diverse, smaller players across vastly different markets. Some sell sporting goods and apparel, while others are club



Nike



Background

Nike is eminent worldwide as the brand for competitors. It is likewise the greatest and best games shoe and attire brand of the world. Nike's item contributions are engaged at nine key classifications that incorporate Running, NIKE Basketball, the Jordan Brand, Football (Soccer), Men's Training, Women's Training, Action Sports, Sportswear (sports-motivated way of life items) and Golf. While Nike structures items for the most part for athletic use, their notoriety as recreation wear has kept on becoming around the world. The organization has held its concentration upon two significant things – item advancement and item quality. Fused in 1967, Nike obtained elevated level prevalence all around because of its astounding item quality and promoting system. Its 'Swoosh' logo and 'Take care of business' motto keep it separated from the enormous horde of brands. Nike's Jordan image centers solely around ball and plans, disseminates and licenses athletic and easygoing footwear, attire and frill. Hurley is another completely possessed auxiliary of Nike that structures and circulates a line of activity sports and youth way of life attire and adornments. Banter is additionally a completely claimed auxiliary brand of Nike that plans, circulates and licenses easygoing tennis shoes, clothing and embellishments under the Converse, Chuck Taylor, All Star, One Star, Star Chevron and Jack Purcell trademarks.

The Nike brand has extended quick universally which is clear from its developing income in the course of the most recent five years. Its portion of non US income has shot past half in 2017. Notwithstanding, U.S. still remains the biggest market for Nike representing around 46% of its absolute income (Nike and Converse deals) in 2017. Its fundamental vital providers for footwear are 127 footwear production lines situated in 15 nations. The biggest number of Nike providers are situated in Asia. They represented over 90% of its footwear creation during 2017. Nike has a few claimed and rented appropriation offices all over U.S. to serve the U.S. showcase. It has six significant conveyance offices in Memphis Tennessee, two of which are claimed by Nike and rest are rented properties. Aside from that, Nike has a few rented offices everywhere throughout the U.S. to serve the U.S. showcase. The quantity of Nike's retail locations in United States was 384 for 2017 though those situated outside U.S. were 758 in number. In 2017, Nike burned through 3,341 million dollars on advertising and advancements. Rivalry in the athletic footwear, attire and hardware industry has become extreme and it is the reason all brands are putting resources into digitization, item advancement and things like AI for a superior client experience and higher fulfillment for purchasers. Nike spends a great deal on publicizing just as innovative work. The brand is seeing quicker development in web based business. Its online business sites are dynamic in excess of 45 nations.

Foundation

Nike creates a wide scope of athletic gear. Their first items were track running shoes. They presently likewise make shoes, shirts, shorts, spikes, base layers, and so forth for a wide scope of sports, including Olympic style events, baseball, ice hockey, tennis, affiliation football (soccer), lacrosse, b-ball, and cricket. Nike Air Max is a line of shoes initially discharged by Nike, Inc. in 1987. Extra product offerings were presented later, for example, Air Huarache, which appeared in 1992. The latest increments to their line are the Nike 6.0, Nike NYX, and Nike SB shoes, intended for skateboarding. Nike has as of late presented cricket shoes called Air Zoom Yorker, intended to be 30% lighter than their competitors' In 2008, Nike presented the Air Jordan XX3, an elite b-ball shoe planned in view of the earth.

Headquarters

Nike's world headquarters are surrounded by the city of Beaverton but are within unincorporated Washington County. The city attempted to forcibly annex Nike's headquarters, which led to a lawsuit by Nike, and lobbying by the company that ultimately ended in Oregon Senate Bill 887 of 2005. Under that bill's terms, Beaverton is specifically barred from forcibly annexing the land that Nike and Columbia Sportswear occupy in Washington County for 35 years, while Electro Scientific Industries and Tektronix receive the same protection for 30 years.[89] Nike is planning to build a 3.2 million square foot expansion to its World Headquarters in Beaverton.[90] The design will target LEED Platinum certification and will be highlighted by natural daylight, and a gray water treatment center.

Products

Nike sells a collection of items, including shoes and attire for sports exercises like affiliation football, b-ball, running, battle sports, tennis, American football, games, golf, and broadly educating for men, ladies, and kids. Nike additionally sells shoes for open air exercises, for example, tennis, golf, skateboarding, affiliation football, baseball, American football, cycling, volleyball, wrestling, cheerleading, oceanic exercises, auto dashing, and other athletic and recreational employments. Nike as of late collaborated with Apple Inc. to create the Nike+ item that screens a sprinter's exhibition by means of a radio gadget in the shoe that connects to the iPod Nano. While the item produces valuable measurements, it has been censured by analysts who had the option to recognize clients' RFID gadgets from 60 feet (18 m) away utilizing little, concealable knowledge bits in a remote sensor network.

In 2004, Nike propelled the SPARQ Training Program/Division. Some of Nike's freshest shoes contain Fly wire and Lunar lite Foam to lessen weight. The Air Zoom Vomero running shoe, presented in 2006 and right now in its eleventh era, highlighted a blend of earth shattering developments including a full-length air padded sole, an outer heel counter, a crashpad in the heel for stun ingestion, and Fit Frame innovation for a stable fit.

Core Values

- Community
- Sustainability
- Diversity
- Social responsibly

These values are the core of Nike and continue to move the company forward, even in an unknown global future. These core values shine in the company's dedication to success in business and society.

Competitors and Industry Peers

The athletic footwear, apparel, and equipment industry is highly competitive on a worldwide basis. They compete internationally with a significant number of athletic and leisure footwear companies, athletic and leisure apparel companies, sports equipment companies, and large companies having diversified lines of athletic and leisure footwear, apparel, and equipment, including adidas, V.F. Corp., Puma, Li Ning, and Under Armour, among others. We also compete with a number of vertical retailers such as lululemon athletica and Uniqlo. The intense competition and the rapid changes in technology and consumer preferences in the markets for athletic and leisure footwear and apparel, and athletic equipment, constitute significant risk factors in our operations.

Competitive performance

The athletic shoes, clothing, and system industry is particularly aggressive on a international foundation. We compete across the world with a extensive variety of athletic and enjoyment footwear corporations, athletic and entertainment clothing organizations, sports device agencies, and huge businesses having diverse lines of athletic and amusement shoes, garb, and device, consisting of adidas, V.F. Corp., Puma, Li Ning, and Under Armour, among others. We also compete with some of vertical outlets which include lulu lemon athletic and Union. The extreme opposition and the fast adjustments in generation and patron possibilities inside the markets for

athletic and entertainment shoes and clothing, and athletic system, constitute huge danger elements in our operations.

NIKE is the most important vendor of athletic footwear, apparel, and system inside the world.

Important components of opposition on this enterprise are:

product pleasant; overall performance and reliability; new product innovation and improvement; and consumer charge/cost; purchaser connection and affinity for brands and merchandise, evolved via marketing and merchandising; customer support and service; identification with distinguished and influential athletes, coaches, teams, colleges, and sports leagues who endorse our manufacturers and use our merchandise; and active engagement through subsidized wearing activities and clinics; and powerful distribution of merchandise, with attractive merchandising and presentation at retail, each in store and on line.

Current competitors

Nike is the main games footwear brands on the planet and is known as one of the best 3 among the trio driving the games footwear showcase over the world – Adidas, Reebok and Nike. Every one of them three are known and cherished for their advertising systems and the manner in which they associate with their clients.

Adidas and Reebok are the main two Nike contenders however there are numerous others in the games footwear advertise too. Nike's top rivals incorporate New Balance, Skechers, ASICS, Reebok, Adidas, Puma, FILA, Under Armor, VF Corporation, lululemon athletica and Anta. Many of the top games footwear organizations have focused on different items other than shoes, for example, clothes, deodorants and fragrances, sports frill and so forth. Nike has an overall income of 33 billion dollars. It is driving the footwear advertise and has a brand valuation at 27 billion dollars. In the all out offer of Nike, the footwear deal is greatest. It has an enormous appropriation arrange over the globe from which it sells a blend of items. It has

7 -S Frame Work

Strategy

Nike's fundamental system is to advertise itself as the maker of dynamic way of life items. It promoting technique pivots around demonstrating this way of life through star competitors. Its business system includes fabricating its items in ease areas of the world and utilizing the cost advantage as an upper hand.

Structure

The organization works from an incorporated area. This models functions admirably for the organization due to the need to screen its flexibly chain and its dispersion arrange. This structure likewise permits it to control its image components

System

Nike has all around created business frameworks

Shared Values

The qualities embraced by Nike incorporate a guarantee to quality, and an emphasis on client needs. Nike comprehends its clients and looks to make them a focal piece of its tasks, similarly, Nike is cautious on issues of value.

Skills

Nike has numerous talented individuals in its positions. This is one its most prominent qualities

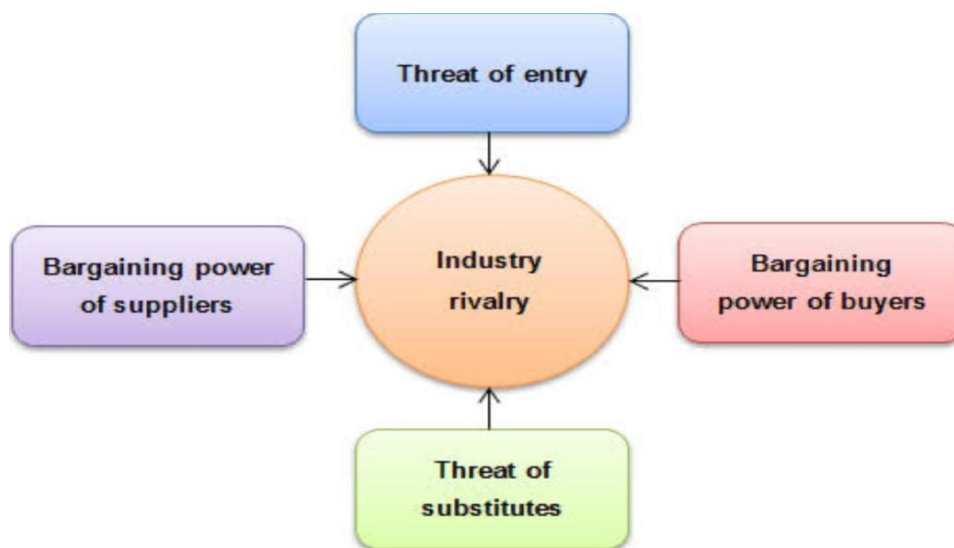
Style

Nike styles itself as a functioning way of life organization. Its items discuss taste, class, and fun. Likewise, it sells its items as practical things. Clients get them to improve their presentation.

Staff

The organization's staff portfolio remembers the two specialists for the base camp and those utilized by its temporary workers.

Porter's 5 forces



Bargaining power of Suppliers

The haggling intensity of Nike's providers is low. It is on the grounds that while they are exceptionally little in size when contrasted with Nike, they are likewise dissipated everywhere throughout the world and don't hold noteworthy money related quality. An extremely enormous piece of Nike's flexibly chain is situated in Asia and this is on the grounds that separated foam accessibility of crude materials, work is modest there. In addition, Nike just accomplices the individuals who can coordinate its quality measures. It has made principles and guidelines with respect to work, item quality and different things including ecological effect which the providers must follow. Every one of these elements mean lower haggling intensity of the providers against the brand.

Bargaining power of customers

The bartering intensity of clients in the 21st century has continued rising quick and the case is same with Nike. Its clients also hold noteworthy dealing power. The control has moved under the control of the clients in the 21st century. Brands like Nike are concentrating not simply on item advancement and quality to oblige the necessities of the new age better. They are additionally structuring better client encounters to hold these clients. Another significant factor that has prompted increment in the bartering intensity of the clients in the ascent in serious competition in the games shoe industry. The general dealing intensity of clients is high which gets directed to a little degree by the brand's solid picture, promoting abilities, and the degree of trust and client devotion.

Threat from Substitute product

The danger of substitute items emerges mostly from the brands selling comparable items. There are countless brands working locally and universally in the worldwide market that are selling sports shoes and attire. The general danger from substitute items is moderate which is a direct result of Nike's image picture just as trust and client dependability.

Threat from new entrants.

The danger of new contestants is tolerably low which is on the grounds that while brands enter at a littler and neighborhood level, it is commonly hard to manufacture a significant market driving brand from a little speculation. There is an extremely huge interest in building a major brand like Nike which requires interest in framework, innovation just as HR and showcasing. There are lawful hindrances too which debilitate new brands from applying the market. In light of these variables danger of new participants stays low.

Competitive Rivalry

The competitive rivalry is intense because of the presence of multiple international level companies that are in direct competition with Nike. Adidas, Reebok, Puma, Fila, and New Balance are some of the major competitors of Nike which are making the competition intense. Nike is the leading company in sports apparel in the US with an 18.3 percent market share while Adidas holds 6 percent of the market share (Statista, 2019). In the case of Sports footwear, Nike is again leading with 21.1 percent market share in the US while Adidas is behind by holding 5 percent of the total market (Statista, 2018). The competitors are investing heavily to make a brand name and gain more of the market share to take the leading position which makes the competition high.

PART- B

Hardest hit to sports industry due to COVID

The COVID-19 pandemic has overturned all everyday issues - and sports is no exception. Social removing measures, got to confine the spread of coronavirus, have significantly affected donning installations. Each part of game has been influenced, from the competitors themselves to media inclusion.

The coronavirus pandemic has sent shockwaves around the globe, prompting a general wellbeing crisis that has murdered thousands and dove the worldwide economy into what the International Monetary Fund cautions could be the most honed downturn since the Great Depression.

Of course, COVID-19 has likewise overturned the donning schedule, with proficient groups wherever suspending their exercises to restrict the spread of the infection. Indeed, even the Summer Olympics, normally one world's most-watched wearing communicates, has been pushed back a year.

The worldwide estimation of the games business was assessed to be \$471bn in 2018 – an expansion of 45% since 2011 – and before coronavirus halted play, the main direction appeared to be upwards. Presently, all aspects of the wearing worth chain has been influenced, from competitors, groups and associations, to the media that communicate and spread games.

Current impact on sports industry

To protect the soundness of competitors and others included, most major games at global, provincial and national levels have been dropped or delayed – from long distance races to football competitions, sports titles to b-ball games, handball to ice hockey, rugby, cricket, cruising, skiing, weightlifting to wrestling and that's just the beginning. The Olympics and Paralympics, without precedent for the historical backdrop of the cutting edge games, have been deferred, and will be held in 2021.

The worldwide estimation of the games business is estima- ted at US\$756 billion yearly. Notwithstanding COVID-19, a large number of occupations are thusly in danger all around, for sports experts as well as for those in related retail and donning administrations enterprises associated with alliances and occasions, which incorporate travel, the travel industry, foundation,

transportation, providing food and media broadcasting, among others. Proficient competitors are additionally constrained to reschedule their preparation, while attempting to remain fit at home, and they chance losing proficient backers who may not bolster them as at first concurred.

Notwithstanding monetary repercussions, the abrogation of games additionally impacts numerous social advantages of worldwide and territorial game occasions, which can solidify social union, add to the social and enthusiastic fervor of fans, just as their relationship with competitors prompting more prominent physical action of people.

Game has for some time been viewed as a significant device for cultivating correspondence and building spans among networks and ages. Through game, different social gatherings can assume an increasingly focal job towards social change and advancement, especially in separated social orders. Inside this specific circumstance, sport is utilized as an apparatus for making learning openings and getting to regularly negligible or in danger populaces.

Major brandishing associations have demonstrated their solidarity with endeavors to diminish the spread of the infection.

Measures and strategies adopted to overcome this disruption scenario

- The industry is trying to capitalize on the spike in media consumption via finding new ways to engage purchasers. In the absence of live games, this means deepening the pool of content to be had to fanatics. For example, sports activities broadcasters including ESPN and Fox Sports are showing classic games, archived content, documentaries, e-sports and area of interest competitions in a bid to preserve clients looking.
- Another method is to boom flexibility of charge options for clients seeking sports activities content. The NBA and Turner Sports have eliminated the paywall for their joint streaming subscription service, League Pass.
- Looking to the lengthy-time period, the basic operating version of sports activities leagues must remain unchanged. The leagues will nonetheless organize the identical manner – thru a aggressive season of pre-defined length, with each team and gamers.
- E-sports have grown vastly in latest years and present a brand new manner to interact lovers and convey in sales. Furthermore, immersive technologies should allow fanatics to revel in video games stay, while not having to be bodily present.
- The sports be held in empty stadiums for the foreseeable future, with a focal point on enhancing the viewing enjoy for the fan. Due to covid, the sports activities industry will do more evaluation which appears on the display screen, using Artificial Intelligence to personalize fans' experience are a number of the changes we may want to see in broadcasting in destiny.

Learning

This internship report gave me a platform to explore the areas of our global sports industry. Apart from this, it was a perfect opportunity for additional learning and knowledge. It did help me to clarify my vision why I choose sports industry for internship and how am I supposed to make my career in the sports industry, while I heard about the beginning of many sports brand from scratch to now when they made an international achievement. I also got an idea of intensity of competition prevailing in this industry, their customer segment and the top players. No doubt, this project enhanced my researching skills which is important for upcoming projects.

We also know that the sports industry is very much affected due to Covid, all the global and local level sports matches been cancelled, incurring huge financial losses. Government and organizations are making enough plans and strategies to overcome this situation, and engage viewers back to sports by different means.

Also, my research helped me to learn the following points about sports industry-

- Sports industry is the second quickest developing division for brands, outpacing the Gross domestic product development of most nations.
- Organizations are blasting in the games business and they are required to develop exponentially in the following hardly any years. Different significant associations and sports group make up fruitful organizations around the globe.
- As sports organizations keep on developing, adventure contributing is getting progressively mainstream with institutional and retail speculators.
- The open door for development is enormous and innovation is controlling it.
- In the games business, it has been accomplished through presentation of new stages and organizations to connect with fans, which make sports increasingly open for new crowds and continue existing fans faithful.
- Tech mammoths will keep on testing customary games media, in this manner expanding rivalry for premium substance worldwide.