

# Tenniskurse Für Senioren: Zielgruppenorientierte Angebote - Bernhard ?!

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In dem Kurs Zielgruppenorientierte Angebote wurden wir vor die Aufgabe gestellt ein spezielles Angebot für einen bestimmten Kundenkreis zu erarbeiten. Zur Aufgabenstellung gehört eine genaue Analyse der angesprochenen Zielgruppe sowie die Planung einer Kick-Off Veranstaltung. Wir haben uns im Rahmen dieser Studienarbeit dazu entschieden, ein Angebot 'Tennisstunden für Senioren' zu erarbeiten. Hierfür führen wir zuerst eine möglichst genaue Analyse der Zielgruppe, in diesem Fall der Senioren durch. In dieser Analyse gehen wir auf die sozialen Aspekte der Zielgruppe, auf die zeitlichen und freizeithen Gegebenheiten, auf die finanzielle Lage, mögliche Interessen des Kundenkreises, auf die psychischen sowie die physischen Gegebenheiten und Grenzen der Zielgruppe ein. Anschließend werden wir den Tennismarkt analysieren und eine Umfeldanalyse im Zielgebiet durchführen. Danach beschreiben wir wie man bei der Planung eines Kick-Off Events vorgehen kann und wenden dies anschließend auf das ausgewählte Praxisbeispiel an. Dort erläutern wir dann die verschiedenen Phasen der Eventplanung von der Vorplanung über die Durchführung bis zur Post-Event-Phase bzw. der Nachbereitung der Veranstaltung.

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