

Expand into Foreign Markets

The Strategic Use of Sports to Find New Customers



Prepared by

Elite Consultants

For organizations that want to expand into overseas and cross border markets

Elite Consultants email address. +1 987-6543 Expand into Foreign Markets

The strategic use of sports to find new customers.

The United States is the largest economy on the globe. So, when President Trump announced massive new tariffs on Chinese products, businesses around the world shuddered at the consequences. To many, it signaled a retreat from 'globalization', a period of massive expansion of international trade and business. For companies that were already timid about engaging the challenges of entering foreign markets, it justified their fears.



The truth is that between **2017** and the end of **2023**, international trade expanded from **\$17.7 trillion U.S dollars** to **\$24.9 trillion**. This is an increase of **40.6 percent**. Smart businesses have ventured into new overseas territories, acquired new customers, and increased their brand awareness to challenge or deter potential competitors. These businesses shared the benefits. The timid have fallen behind competitively.

Market Opportunities

If you buy the hype that 'globalization' has ended, you may conclude that international business opportunities have diminished.

Think again!



- In **2017**, the revenue from the global sporting equipment market surpassed **\$160 billion U.S. dollars.**



- As of **2022**, the global sports and active nutrition market was valued at nearly **\$28 billion U.S. dollars.**



- Global sports betting had a market size of a whopping **\$242 billion U.S dollars in 2023.**

Ignorance can be fatal in this era of the viral movement of information.

Capitalizing on the Magic of Sports

Adrenaline and Passion!

What businesses don't know about the sports industry can contribute towards their decline.

- Sports enthusiasts worldwide continue to invest in their gear, from running shoes to tennis rackets, football cleats and everything in between.
- Imagine all those protein shakes, energy bars, and electrolyte-infused goodies fueling athletes and fitness buffs alike.
- Imagine the adrenaline and excitement generated by sports betting!

Adrenaline and Passion. These are the unique ingredients that the sports industry offers to exponentially leverage your energies and funds devoted to business expansion.

Elite Consultants will help you discover global markets using sports as your entry strategy, customer acquisition, brand loyalty and advocacy promotion to increase the Lifetime Value (LTV) of your customers.

There are great business opportunities out there!

You are encouraged to take the first step to explore them.

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