

# Challenge - A Case Study about a Kickboxing Organization

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## Introduction

In Portugal, the implementation and development of kickboxing has created an evolution of international private events under the supervision of the Portuguese Kickboxing and Muay Thai Federation.

## Objective

It's important to access one evaluation of successful strategies which must consider an approach to the marketing development, the service and product development, the performance and business development, the brand and promotion establishment, competitiveness, prices and customer relationship (Dale, 2003; Kilburn, 2009).

## Methodology

With a semi-directive interview to the Lisbon Kickboxing Association Chairman, Mr. Luis Gomes, and to the Director of Challenge, Mr. Pedro Faustino, it was possible to achieve the results represented.

## Results

The Challenge Productions sports organization is the subject of this paper, being one of the organizations engaged in the development of these events in Portugal. Their core businesses are concentrated in three main areas: organization of kickboxing events, product sales and management of kickboxing professional athletes.

In 2009 Challenge Productions, with 4 events, was one of the prime organizations in the Lisbon area. It's considered a supplier partnership but the commercialization is mainly directed to his own employees. The athlete agency is seen as a value creation process. The evaluation process of the results of the company is only translated as a form of financial results.

## Discussion

The establishment and enhancement of the brand is recognized and treated, and quality of matchmaking is assumed by the organization as a form of recognition of the organization's services (Kapferer, 2008). This is the main process from supply to customer retention.

There is a direct relationship with suppliers in order to maximize service, but its inclusion in product development is not considered (Kaser & Oelkers, 2008). The organization does not apply procedures for staff training, evaluation of the service and transitioning from research to innovation.

However, their kickboxing events allowed a wider dissemination of the sport and are considered fundamental for growth of the sport, where the development agencies of federative and associative cannot intervene.

## References

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