

Sport Alley

A Roadmap for Brand Development

To help our client Sport Alley achieve new standards of growth and reverse a decline in the company's revenue, we designed new strategies. We helped them articulate a new vision and created a roadmap of 1 year that ensured them to achieve overall growth and reverse the decline in the company's net worth.

Overview

15% Increase in Revenue

2X increase in net worth

Project Details

Problem

Sport Alley required a cohesive strategy that would ensure increase in sales and improve brand recognition. Their major concern was developing a strategy that would ensure their investments would provide profits.

Research

In order to address the core issue, the client was required to work around a one-year strategy which would include platforms that promises increased benefit such as creating a contemporary e-commerce Website and an App to sell their products.

Consultation

Based on the search results, Uptown INC recommended them to follow through with creating an e-commerce website, perform credible social media marketing and advertisement while also creating a mobile app. This all will ensure the brand name is recognized among the potential clients and sales are increased.

Outcome

Sport Alley was able to reach a market worldwide and sell their products 3x more than usual. This enhanced their share price to better heights.