



## *Example MMS FCCP Project in Competitive Analysis*

**Client:** Sports Management  
**Project:** Competitive Analysis of Analytics Services

# This project for a nationwide sports management firm focused on mapping and evaluating a range of analytics services offered across the competitive landscape

## Background

- Client: A leading sports management company with a large, multi-brand portfolio
- Competitors are offering services related to real-time and predictive analytics

## Project Objective

- The objective of this project was to **create a competitive landscape to identify expansion opportunities**



*Fuqua MMS Student Team meeting over a meal*

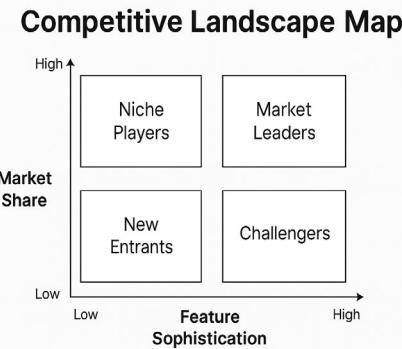
## Key Deliverable

The students produced a final report for the client that included:

- **Competitor profiles & capability matrix** (data sources, predictive features, integrations, pricing posture)
- **Opportunity brief** (winning use cases, proof points, and value proposition)
- **Phased implementation plan** to test first and expand over time

# Students used several frameworks in their analysis, including: competitive landscape mapping, capability scorecard, case study identification, and a phased implementation plan

Examples of frameworks and approaches used



## Competitive Landscape Mapping

- Segmented the market (platforms vs. extensions vs. point tools), mapped target buyers, channels, and partner ecosystems.

## Capability Scorecard

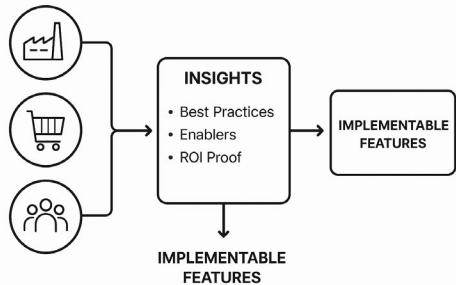
Capability	Vendor A	Vendor B	Vendor C	Vendor D
		✓	✓	✓
	✓			✓
		✓	✓	
			✓	
	✓			✓
			✓	✓

○ Weight

## Capability Scorecard

- Weighted scoring of vendors across data breadth, predictive depth, usability, integrations, and commercial model to surface strengths, gaps, and white space.

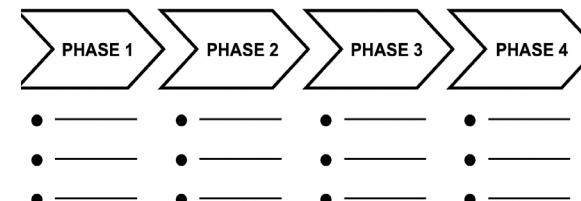
## Case-Study & Best-Practice Scan



## Case-Study & Best-Practice Scan

- Synthesized proof points from comparable sectors (hospitality/recreation) to extract implementable features, adoption enablers, and ROI proof points.

## Phased Implementation Plan



## Phased Implementation Plan

- Staged launch (0–12 mo online/DTC pilot, 12–24 mo regional retail, 24–36 mo national scaling) with milestones, owners, and KPIs

5 weeks is dedicated to project clarification and student manager planning in October-Nov before MMS students complete project analysis over 5 weeks in Jan-Feb

Activity	2025												2026							Responsible	Assisting	
	Oct	Nov				Dec				Jan				Feb								
	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Contract Finalization	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Client	FCCP Office		
Project Refinement	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Project Planning	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	Student Manager (EM)	Client		
Winter Break	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23				
Project Execution	27	03	10	17	24	01	08	15	22	29	05	12	19	26	02	09	16	23	MMS Student Teams	Student Manager (EM)		

Timeline details:

- Contract Finalization:** Oct 27 - Nov 03
- Project Refinement:** Oct 27 - Nov 17. Includes "Client / EM meetings" on Nov 03 and Nov 17.
- Project Planning:** Nov 01 - Nov 15. Includes "Client / EM meetings" on Nov 08 and Nov 15.
- Winter Break:** Nov 22 - Dec 29
- Project Execution:** Jan 05 - Feb 23. Includes "Client / MMS meetings" on Jan 05, Jan 12, Jan 19, and Jan 26, and "Final Presentation (90 min)" on Feb 23.