



## ***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**

## 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

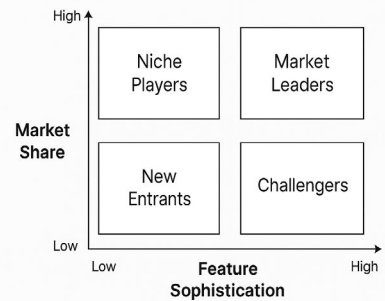


*Fuqua MMS Student Team meeting over a meal*

# 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 Map



## Competitive Landscape Mapping

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

## Capability Scorecard

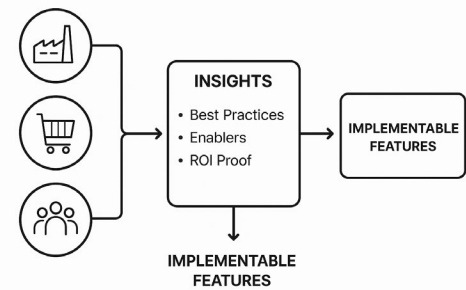
Capability	Vendor A	Vendor B	Vendor C	Vendor D
_____		✓	✓	✓
_____	✓			✓
_____		✓	✓	
_____			✓	
_____	✓			✓
_____			✓	✓

○ Weight

## Capability Scorecard

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

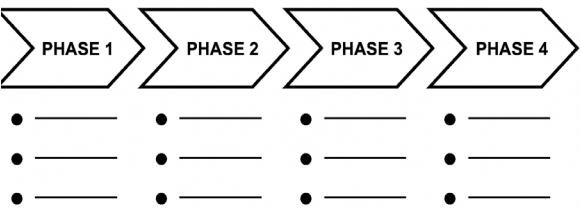
## Case-Study & Best-Practice Scan



## 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		← = = =																		Client	FCCP Office	
Project Refinement		← = = =	<div><div></div><div>Client / EM meetings</div></div>																	Student Manager (EM)	Client	
Project Planning				<div><div></div><div>Client / EM meetings</div></div>																Student Manager (EM)	Client	
Winter Break								<div><div></div></div>														
Project Execution												<div><div></div><div>Client / MMS meetings</div></div>					<div><div></div><div>Final Presentation (90 min)</div></div>				MMS Student Teams	Student Manager (EM)