

Researching the market potential of parkour and deciding how Bosan can respond to the market potential

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The topic of this public summary is analysing the market potential for parkour and developing solutions that can respond to the formulated market potential.

Bosan is a Dutch company located in Haaksbergen. They produce, deliver and repair the inventory of indoor sports accommodations. Their biggest focus is on sports accommodations for educational purposes, but they deliver accommodations for (artistic) gymnastics and more as well. Because Bosan has the whole production process in own hand from design to distribution, it is possible to come up with custom designs. Which means the assortment of Bosan reaches further than what is shown in their web shop.

In the past ten years parkour has been going through a big growth. The first accommodations for parkour in the Netherlands were built and the sport got adopted by the national gymnastics' federation as its new discipline. Due to all the developments more and more associations started to offer lessons for parkour. While parkour is usually done outside, many associations started to offer lessons in indoor accommodations. Bosan noted that parkour was growing and wanted to know if this growth would continue. In the case the market for parkour was interesting, what could they do to enter this market? The main question of this research that was formulated is: "What is the market potential of parkour and how can Bosan respond to that?".

The definition of parkour is: "Being able to move from point A to point B in a creative manner". During competitions it is split into two categories: "Style" and "Speed". During a style competition the participant has no defined route but has to show different skills such as flips and jumps over obstacles. During a speed competition the participant needs to move from a defined point A to point B as fast as possible. Parkour can be seen as an urban sport and has its own community. The basic principle of the sport is not to win, but to enjoy the love of movement. Some people do not even see it as a sport anymore, but as a lifestyle.

To analyse the market potential different analyses were executed. The current situation was analysed to define how many people actually do parkour in the Netherlands. The current products were analysed to define where Bosan can innovate and distinguish them from the competitors. A target group research was performed to define the end-user and the customer. And finally, a method called sportification [1] was used to examine the previous researches and specify how parkour will develop itself in the future.

After finishing the analysis phase which stated that parkour is an interesting sport to invest in, a market potential was formulated. The assortment that needs to be developed should be a combination of new and existing equipment. The unique selling point of this new for parkour to be developed assortment is: "A for indoor sports accommodation proof assortment that can be modulated so it challenges both beginners and experts".

For the new parkour assortment of Bosan four new designs were developed. In combination with a chosen selection of their current products the new designs will form the new parkour assortment. The first design is a cube which consist of three components. The components can be used

separately or altogether and all components can be attached to current products of Bosan. The design is successful because it provides different exercises and it can be modulated into different shapes to stimulate creativity. A picture of this design can be found in figure 1.

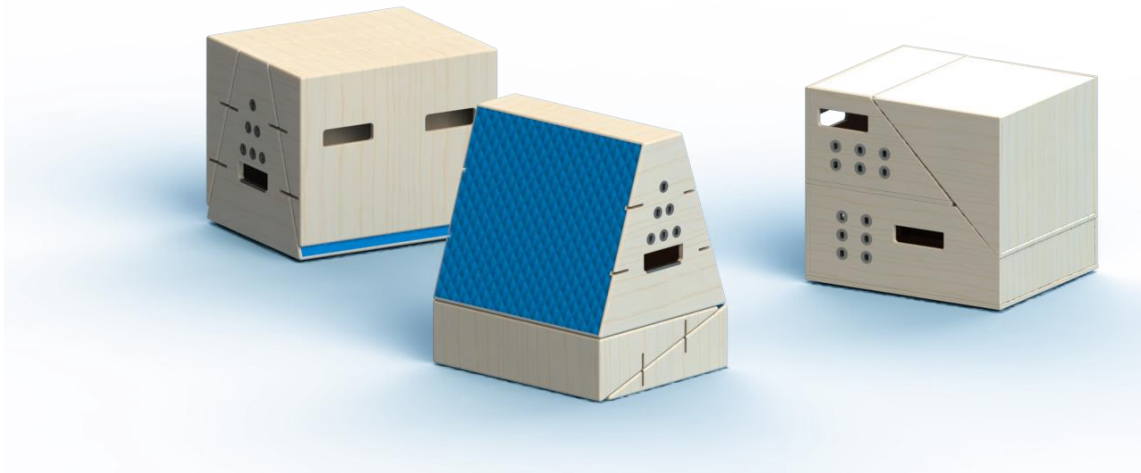


Figure 1: Parkour cubes

The second design is a panel that can be attached to Bosan their current climbing frame. The panels can be easily clicked into the frame so an adjustable wall can be made. The third design is also attached to the climbing frame but at right angles to create a platform. This platform can be attached at different heights which makes it suitable for different levels. Pictures of the panel and the platform can be found in figures 2 and 3.

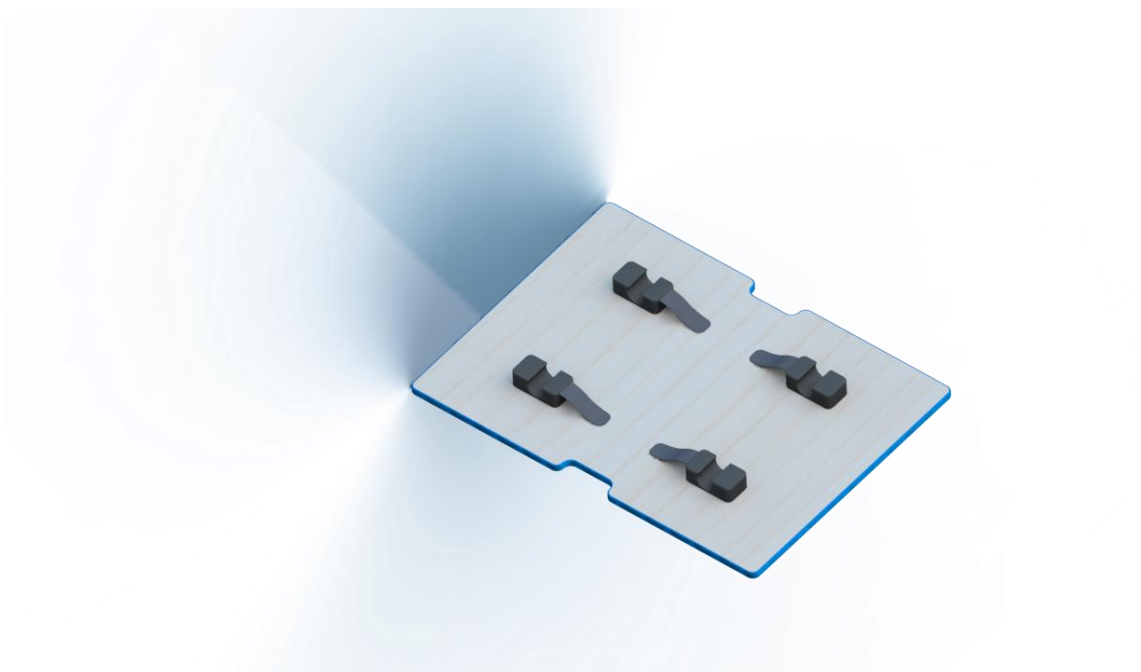


Figure 2: Climbing frame panel

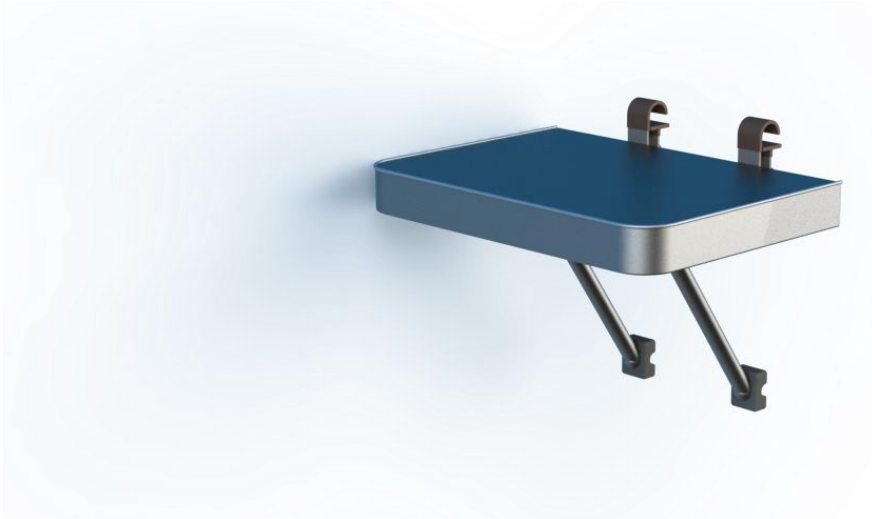


Figure 3: Climbing frame platform

The last design is a new attachment to Bosan their vault box. The design has a round shape which provides a rolling exercise which was previously done with an unsafe situation. Of this design a prototype was created which can be tested. Although the design successfully solves the usability performance the production method needs to be optimized to reduce costs. A picture of this design can be found in figure 4.



Figure 4: Vault box attachment

Finally, can be concluded that parkour has a great market for Bosan to invest in. The market will grow according to the research done and new designs that were developed will help Bosan entering this market. It was recommended to continue developing the new designs and to test the already produced prototype. When they finally have entered the market, it is recommended to further expand the parkour assortment so even more parkour techniques can be performed in indoor sports accommodations.

Reference

1. Mulier Instituut (2018). Sport is booming. Retrieved from : <https://www.allesoversport.nl/artikel/nieuwe-sporten-wanneer-investeer-je-in-nieuwe-type-accommodaties/>