# Worldwide Sporting Goods - Proposal and Marketing Plan

## Worldwide Sporting Goods’ best opportunity for Eastern Region expansion

### New Store Openings

### Regional economy improving

### Competition weakening

# New Store Openings

### Increased mall construction

### Expansion and updating of older malls

### A return to stand-alone stores

# Regional Economy Improving

### Unemployment down

### Housing costs remain fixed

# Competition Weakening

### Major competitor in area filed for bankruptcy

### Fewer large chain stores in region

### Greater percentage of non-franchised operations