

**NEW YORK INSTITUTE
OF TECHNOLOGY**

School of Management

Riyaz Akhtar Experiential
Education Program

High School Students Business Competition 2022

Where Careers Begin

Case on

Strong Island Boxing

William Floyd High School

Mastic Beach, NY

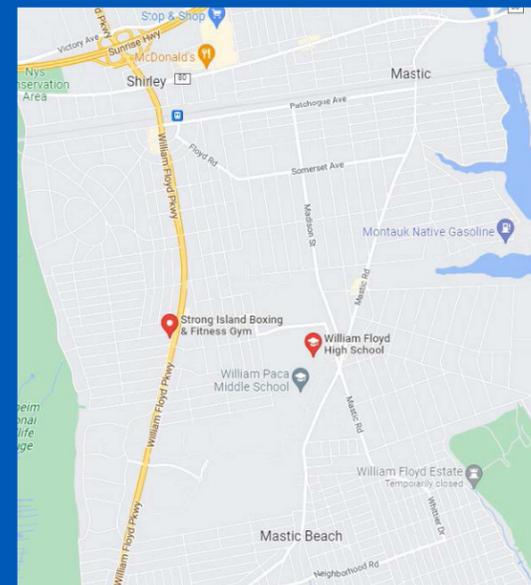


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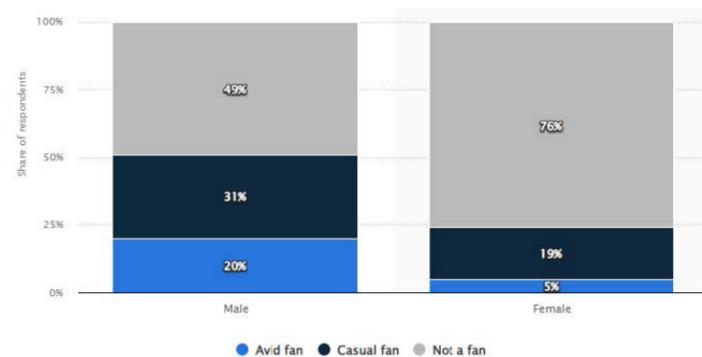
Introduction

Strong Island Boxing is a very popular boxing gym, located in Shirley, NY, was founded in the year 2019. It offers boxing training programs to cater the needs of various segment of community members. It offers real workout experience to members who aspire to become boxers. According to Kristian Vasquez, owner of Strong Island Boxing, all the programs are carefully designed and embedded with real workout experience. They are offered to members by highly experienced trainers. Kristian himself won two-time New York Golden Glove Championship, and includes his experience into the programs. Currently, it has more than 250 members, most of whom are living in Suffolk County. Interestingly, these members are served by three full time employees. 85% of these members are men, and remaining 15% are women. In addition to boxing classes, it also offers youth programs targeting kids, personal training targeting members who need special care, and workshops targeting women. Tiny Champs, a youth program, offered to kids (4-9 age range) is very popular among kids. It also offers Junior Olympic Youth Boxing program to youth members aged between 10 and 16 years.

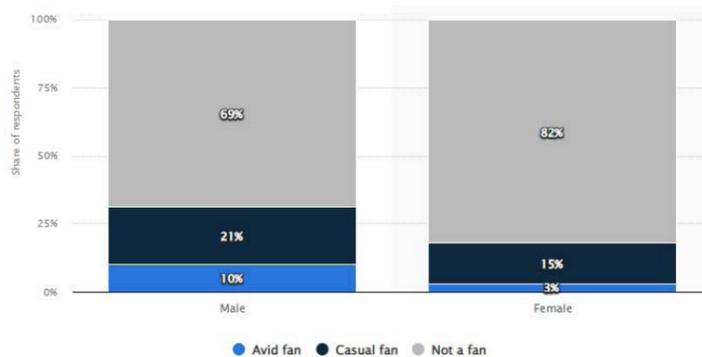


Challenges on attracting women population

The participation of women in boxing especially in the USA is a debatable concept. Morning Consult has conducted a survey among 2200 adults on May 2021 to ask about what kind of fan they are for women's boxing and men's boxing. The below charts show interest level on men's and women's boxing of these respondents categorized based on gender¹. These comparisons show that interest level on women's boxing is practically lower than the interest level on men's boxing. This finding also reflects at Strong Island Boxing as only girls represent only 15% of member base. Tremendous efforts are taken by Strong Island Boxing to attract



Interest Level in Men's Boxing (Source: Statista, 2022²)

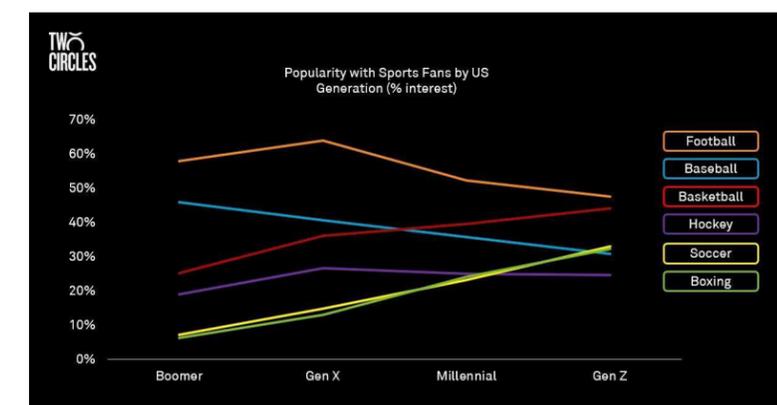


Interest Level in Women's Boxing (Source: Statista, 2022³)

women members for their programs. Still it is a challenging task in Long Island. It offers Women's Beginner Boxing Workshop specially designed workshop for women and advertises through its website. It also promotes women's participation through its website. Kristian feels that Strong Island Boxing still needs to do something more to attract more women members. This challenge could be linked with scientific studies that showed results on concussion rate occurring at women. For example, various studies in the USA show that female athletes are more likely to catch up with sports-related concussion than their male counterparts⁴.

Challenges to attract members through social media

Strong Island Boxing also promotes its products and services through social media, an internet-based communication between Strong Island Boxing and their members. In specific, Strong Island Boxing connects with their members through Facebook, Instagram, Twitter, and TikTok. It also owns a YouTube Channel⁵. However, most of its services are promoted through both Facebook and Instagram. Another challenge Strong Island Boxing facing is how to increase its presence in the social media in a such a way to attract a greater number of community members. Two Circles conducted a survey among 6000 people in the USA on March 2021. It found that Boxing becomes one of the top four famous sports among Generation Z (who are born between 1997 and 2010), who have different tastes than others (see the below chart)⁶. Generation Z are also dominating the online world for searching more information than others⁷. Boomers give 11th rank to boxing⁸.



Popularity of Sports by US Generation (Source: Two Circles⁶)

¹ assets.morningconsult.com/wp-uploads/2021/06/11112241/210560_crosstabs_MC_SPORTS_WOMENS_SPORTS_Adults_v1_NP-1.pdf

² statista.com/statistics/1247532/interest-level-mens-boxing-gender/

³ statista.com/statistics/1247524/interest-level-womens-boxing-gender/

⁴ nature.com/articles/d41586-021-01184-8

⁵ youtube.com/channel/UCr9fIB619rdTcemvlg_SvCg

⁶ twocircles.com/us-en/articles/boxing-genz-star-stories/

⁷ pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/

⁸ twocircles.com/us-en/articles/boxing-genz-star-stories/

What students should do?

1. Strong Island Boxing likes to increase its women membership base. Student teams are required to come up with a promotion technique to attract new women members. Team should provide cost benefit analysis for this technique and make sure that this technique is practically executed by Strong Island Boxing.
2. Strong Island Boxing likes to increase its presence in the social media platform. Student teams are required to come up with an innovative and creative idea that would help Strong Island Boxing to strengthen its presence in the social media.



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