This end-of-degree work is based on the description and elaboration of a business plan of a new company called GDN SPORT S.L. It is a sports management company, that is, the company will be in charge of managing sports facilities and programs. It is not an innovative business model, but intuiting the possibilities of the sector I decided to make this plan to see if a new company could make a dent.

In order to develop this business plan, I have resorted to the business plan format suggested by CEIN for new companies.

This business plan is divided into nine parts where we can highlight the business idea, the marketing plan and its analysis of the sector, the human resources plan, social security and financial analysis. Finally, some conclusions about the viability of the company are presented.
Business plan, sports center, management, Marketing Mix, modelo canvas