

MARKET STUDY OF SWIMMING POOLS, SYNTHETIC FIELDS, SPORT COMPLEXES AND FITNESS CENTERS IN ALBANIA

This study was served to

Branch One of National Commercial Bank of Albania



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PREFACE

The market of swimming pools, synthetic football fields, sport complexes and fitness centers in Tirana and Albania is one of the most complex and important entertainment markets not only for consumers in general, but also for local producers, importers and traders in particular.

The open economy, entertainment business environment and integration processes Albania is facing make the implementation of this study an emergent application.

This sector possesses a small weight of the individual expenses, but it has a great importance in terms of growth & evolution of consumers' behavior.

As one of the most important delivery products of Tirana RDA, this study has been prepared to serve to the business community and banks, in order to support and actualize opportunities in a market changing not only in terms of style but also in terms of consumer behavior.

The working team of Tirana RDA that has carried out this study is composed of the following members: Ilir Rembeci, Executive Director & Researcher of RDA (Chapters one); Edmond Sheshi - RDA Network coordinator & researcher (chapter two); Dolores Sinanaj –Research specialist of RDA (chapter three,); Jorgo Dhimarko - RDA Consultant (chapter two); Roland Lami Research specialist near RDA (chapter three);

The study is a fruit of carefully researched & processed, theoretical analyses and practical on site investigations carried out in different markets, a range of interviews with entrepreneurs, use of statistics and library information's. Special thanks go to Kevin sport Ltd, Fari & Aquadrom managers etc.

The study leader is Mr. Ilir Rembeci – Executive Director of Regional Development Agency (SME) of Tirana, located in Rruga Ismail Qemali, P 34/1, Ap 2/3, Tirana, Albania.

We believe that this study will be a useful reference tool and will positively affect the decision-making process of banks and business community, in order to satisfy consumer needs.

STUDY STRUCTURE

I. GENERAL OVERVIEW OF SWIMMING POOLS, SYNTETIC FOOTBALL FIELDS, SPORT COMPLEXES AND FITNESS CENTERS IN TIRANA

The aim of the study and the methodology.

II. MARKET ANALYSE OF SYNTETIC FOOTBALL FIELDS AND SPORT COMPLEXES IN TIRANA

Introduction

Main actors of the sector (syntetic fields and sport complexes)

Service offered

Clients

Prices

Trend of synthetic fields and sport complexes

Conclusions

III. MARKET ANALYSE OF OPEN AND WINTER SWIMMING POOLS.

Introduction

Main actors of the sector (summer and winter swimming pools)

Service offered

Clients

Prices

Trend of summer and winter swimming pools

Conclusions

IV. MARKET ANALYSE OF FITNESS CENTERS

Introduction

Main actors of the sector (fitness centers)

Service offered

Clients

Prices

Trend of fitness centers

Conclusions

V. TABLES & ANNEXES

- Table 1: Syntetic fields and sport complexes of Tirana
Annex 2: Different matters treated on the study Figures & statistics for years
2001-2004