

VALUE ANALYSIS

8 Key Partnerships:

- Team Denmark
- National team and related selections
- Bellahøj swimming pool
- Kommune Copenhagen
- Educational institutions
- Danish Swimming Federation
- External experts
- TYR



6 Key Activities:

- Provide daily training for NTC swimmers, including training camps
- Testing
- Coordination of expert services
- Compete at highest possible level
- Relationship with DSF
- Relationship with national team head coach
- Open house activities



7 Strategic Resources:

- Facility
- Equipment and technology
- Skilled coaches and experts



2 Value Propositions:

- Share knowledge and information
 - Projects Team Denmark
 - Education of coaches (lectures/internships)
- Promote swimming
 - Ambassadors
- Elite training environment: Flagship for international high performance swimming in Denmark
- Role model for elite sports
- Contribution to Danish international swimming results



4 "Customer" Relationships:

- Personalized interaction
- Virtual communication
- Self-service
- Long-term partnership



3 Deployment:

- (Daily) training and competition environment
- Internal and external communication: svoem.org/dk, TV2, newspapers, swimvortex, swimswam etc.



9 Cost structure:

- The set-up in Bellahøj – running costs
- Salaries to employees
- National and international sporting activities
- Fee to external experts
- Meetings and transport swimmers



5 Mission Achievements:

- International High Performance
- Dual career (swimming and education)
- Sport-life balance
- Promotion of swimming

