

# SONO GRUPA d.o.o.

*(Croatia)*



## ENDURANCE Case study

### Company details

Sono grupa d.o.o. from Poreč, Croatia, was founded in 2009. It is a highly internationally active company that has a lot of clients from all over Europe. The founder is a former amateur footballer who is single and 40 years old. As an amateur he played football in the regional league where he gained a large circle of friends of athletes from whom he got the idea for the job.

### The company basics and highlight

The main task of the company is to represent players, organize preparations and tournaments. The idea was to develop sports tourism in the region, to help players in transfers to foreign clubs.

The main clients are from the field of football and handball. Mostly it's Various clubs. Travel companies, transportation companies, various doctors and players recovery specialists. The specificity of the company is that it offers a specific service to everyone and helps in the realization of all types of intellectual services and promotions.

Providing legal advice, and medical supervision of players, which is very important because quite often players are left to fend for themselves or insufficiently informed. Complete service in the organization of preparations and tournaments for clubs from around the world. Most of the partners are from Croatia, but also from nearby countries in the region. Everything is related to various sports, but for now mostly football, handball and some basketball.

The big advantage is that in the environment in which they work they have a very good sports infrastructure, excellent accommodation facilities (hotels, apartments, camps). Excellent geographical position of Istria, close to buses and several airports located from 50 to 250 km.

The company was founded after talking to many friends of athletes who had bad experiences and a lot of problems in organizing trips, preparations and training of their clubs. In addition, the need for young players to be represented and assisted in transfers to clubs

A great advantage and support for him was only the experience gained in sports and the way and customs of thinking of players and coaches that he met through sports. Tips and experiences from many friends who are top and amateur athletes themselves.

Note: This case study was accomplished using the available primary materials. It reflects the views of the authors, and it serves educational and research purpose. The authors do not endorse or recommend any particular companies, products, services or persons mentioned therein.