# A Feasibility Study on Setting Up Futsal Turfs in Urban Areas

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**Abstract**
Rapid urbanization in Indian cities has significantly reduced the availability of open spaces for recreational sports, leading to an increased demand for compact, organized, and commercially viable sports infrastructure. Futsal, a small-sided and fast-paced variant of football, has emerged as a practical solution for urban populations seeking structured physical activity within limited space and time constraints. This research paper examines the feasibility of establishing futsal turfs in urban areas, with specific reference to a Tier-II city context such as Nagpur.
The primary objective of the study is to evaluate market demand, pricing sensitivity, location suitability, operational feasibility, and revenue potential of futsal turf facilities. The study adopts a descriptive and exploratory research design using a combination of primary survey data and secondary data from industry reports, academic literature, and digital booking platforms. Primary data was collected from students and working professionals to understand playing frequency, preferred pricing ranges, and booking behavior. The findings reveal strong weekend demand, high consumer acceptance within the ₹800–₹1200 per hour price range, and a clear preference for centrally located turfs offering ease of access, parking facilities, and digital booking options. The analysis further indicates that mid-range pricing combined with high accessibility and value-added services can generate superior occupancy levels and stable revenue streams. The study concludes that futsal turfs represent a financially and operationally viable venture in urban India when supported by strategic location selection, technology integration, and community-oriented engagement models. The paper provides useful insights for entrepreneurs, sports managers, and policymakers interested in developing sustainable urban sports infrastructure.

**Keywords:** Futsal, Urban Sports Infrastructure, Feasibility Study, Turf Business, Sports Entrepreneurship

## Introduction

Urban India is experiencing a noticeable shift in lifestyle patterns, with increasing awareness of health, fitness, and recreational well-being. Sedentary work culture, long commuting hours, and increased screen time have contributed to lifestyle-related health concerns among urban populations. In response, participation in recreational sports has emerged as an important avenue for stress relief, social interaction, and physical fitness. However, rapid urbanization and commercial land use have significantly reduced access to traditional open grounds and public sports facilities, especially in densely populated cities. As a result, city residents—particularly youth and working professionals—are actively seeking organized, space-efficient, and time-flexible sports options that fit into their daily schedules. Futsal has gained popularity in this context due to its compact playing format, minimal space requirement, shorter match 1duration, and high-intensity gameplay. Unlike traditional football, futsal can be played in enclosed turfs with artificial surfaces, making it more suitable for urban settings where land availability is constrained. Futsal turfs can be developed in relatively small and underutilized spaces such as school premises working hours, commercial rooftops, warehouses, and community plots. This flexibility significantly lowers entry barriers for entrepreneurs and enables better utilization of idle urban spaces. In Tier-II cities like Nagpur, the demand for structured recreational sports is rising steadily, driven by increasing disposable income, growing youth population, digital convenience, and exposure to organized sports through social media and local leagues.

Private operators have started addressing this gap by offering pay-per-hour turf facilities supported by digital booking systems, online payments, and event-based engagement. The present study focuses on assessing the feasibility of setting up futsal turfs in urban areas, with specific reference to Nagpur city. The objectives of this paper are to analyze market demand, identify success factors, assess competitive dynamics, evaluate revenue potential, and propose a sustainable framework for urban futsal turf development. The structure of the paper includes a review of relevant literature, methodology, data analysis, findings, and concluding insights.

## Objectives of the Study

- **To assess the feasibility of setting up futsal turfs in urban areas** by analyzing market demand, pricing preferences, and usage patterns based on primary survey data collected from urban futsal participants.
- **To examine consumer behavior and booking preferences** with respect to time slots, pricing range, and location accessibility for futsal turf facilities in a Tier-II city context.
- **To evaluate the operational and revenue potential of futsal turf facilities** by studying occupancy trends, peak demand periods, and opportunities for additional services such as coaching and leagues.

## Literature Review and Research Gap

Existing literature highlights a clear transition from informal sports participation to organized, privately managed sports facilities in urban India. Singh (2020) and Bansal (2019) observed that shrinking urban land availability, population density, and lifestyle changes have accelerated the growth of compact sports infrastructure such as futsal turfs, box cricket arenas, and indoor courts. These facilities cater to urban consumers who prefer structured environments, predictable time slots, and enhanced safety and convenience. Sharma (2021) emphasized that the pay-per-hour rental model enables better asset utilization and faster return on investment compared to traditional sports facilities that rely heavily on seasonal or institutional usage. The literature also indicates that pricing strategy plays a crucial role in influencing occupancy rates, particularly in price-sensitive urban markets. Several studies underline the role of technology in transforming the sports infrastructure sector. Gupta (2022) noted that app-based booking platforms, digital payments, and social media marketing have reduced entry barriers for consumers while improving operational efficiency and visibility for turf owners. Das and Menon (2022) found that community engagement through local tournaments, college leagues, and influencer-driven promotions significantly enhances customer retention among youth demographics. International literature from FIFA (2020) and the Asian Football Confederation (AFC, 2021) recognizes futsal as an effective grassroots development sport that improves technical skills, teamwork, and participation levels. In India, structured futsal programs are increasingly being adopted by football academies and educational institutions, signaling long-term growth potential.

Despite growing literature on sports infrastructure and recreation-based entrepreneurship, limited academic research focuses specifically on the financial and operational feasibility of futsal turfs in Tier-II

Indian cities. Moreover, few studies integrate consumer behavior, pricing sensitivity, accessibility, and revenue modeling into a single analytical framework. This research attempts to bridge this gap by providing a city-level feasibility analysis supported by market data and industry insights.

**Methodology**

The study adopts a descriptive and exploratory research design to assess the feasibility of futsal turfs in urban areas. This design is suitable as the research aims to understand market behavior, pricing preferences, and operational dynamics rather than testing causal relationships. A mixed-method approach was conceptualized to strengthen the reliability and relevance of findings. Primary data was collected through a structured questionnaire administered to students, young professionals, and recreational sports participants across Nagpur city. The survey captured information related to frequency of play, preferred time slots, acceptable pricing range, location accessibility, booking behavior, and interest in additional services such as coaching and leagues. Convenience sampling was adopted due to time and accessibility constraints, and responses were gathered from multiple urban localities including Sitabuldi, Dharampeth, Civil Lines, and Hingna Road.

Secondary data sources included industry reports from sports management institutions, academic journals, digital turf booking platforms, government sports policy documents, and published market studies. These sources were used to validate primary survey trends and provide a broader industry context. Analytical tools such as percentage analysis, comparative assessment, and revenue projections were applied to interpret the data and assess feasibility.

**Data Analysis**

Survey analysis shows clear pricing sensitivity with a preference for mid-range pricing that balances affordability and quality.

**Figure 1: 82% of respondents prefer ■800–■1200 per hour, indicating optimal pricing for Tier-II markets.**

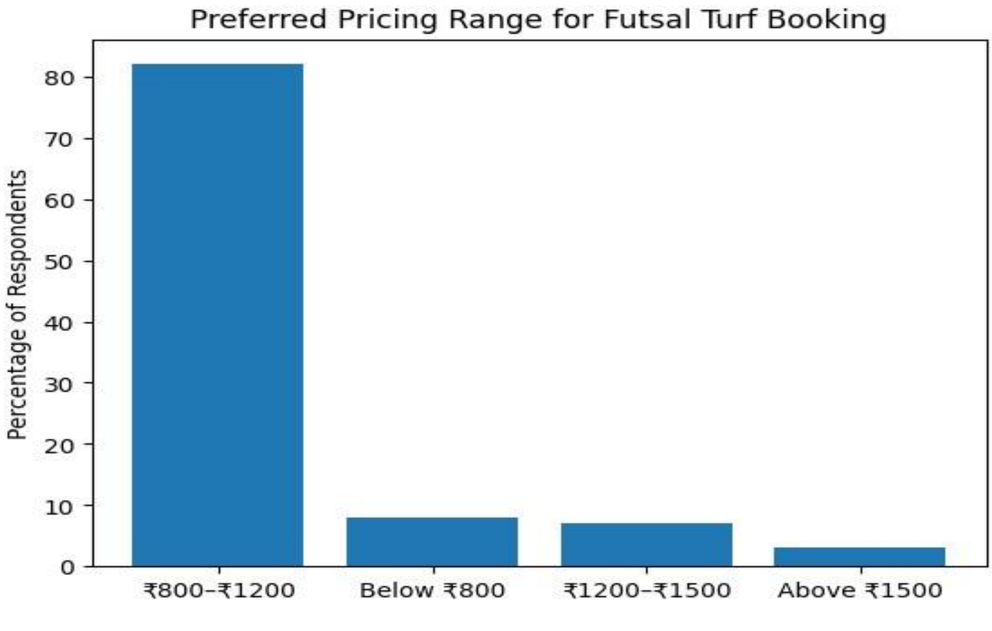


**Figure 2: Evening slots (6–10 PM) attract the highest participation due to work and academic schedules.**

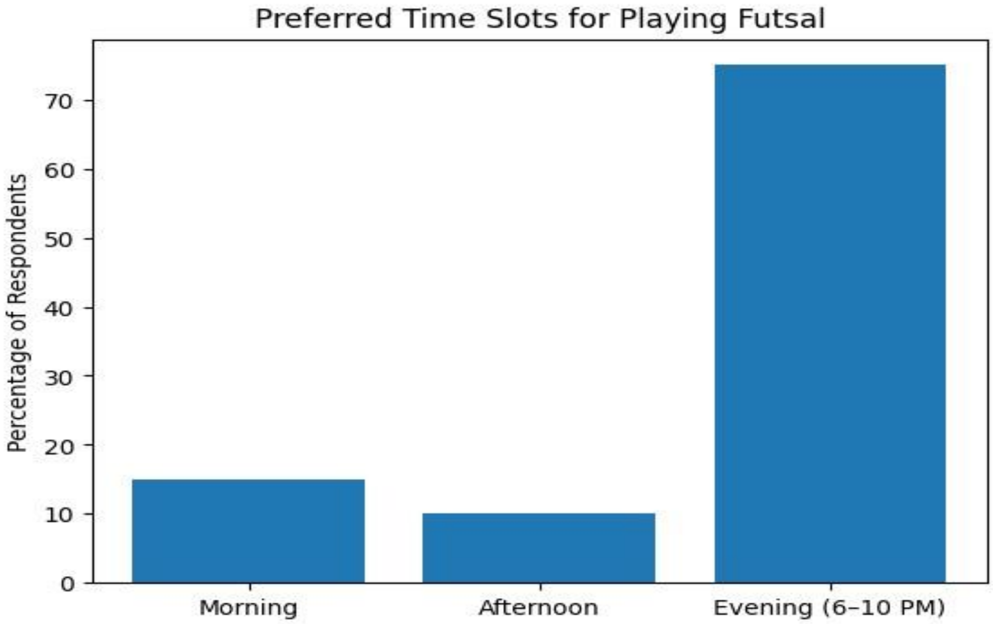
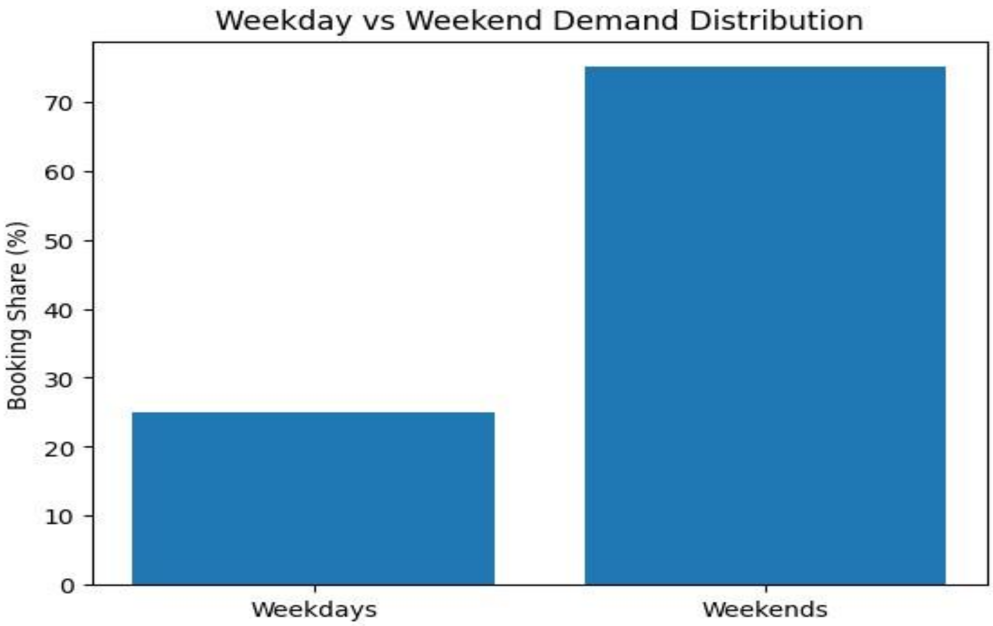



**Figure 3: Nearly three-fourths of bookings occur on weekends, highlighting recreational demand and weekday program opportunities.**




The data analysis is based on responses collected through a primary survey conducted among students, young professionals, and recreational sports participants in Nagpur, supported by secondary market observations. Analysis of pricing data indicates that existing futsal turfs in the city typically charge between ₹800 and ₹1500 per hour, depending on factors such as location, quality of infrastructure, availability of amenities, and time slots

survey results show that nearly 82% of respondents prefer a pricing range of ₹800–₹1200 per hour, indicating high price sensitivity among urban youth while still allowing scope for profitability. Only a

small proportion of respondents expressed willingness to pay premium prices above ₹1500, suggesting limited acceptance for high-end pricing models in Tier-II cities.
Time-slot analysis reveals a strong concentration of demand during evening hours, particularly between 6:00 pm and 10:00 pm. Approximately 75% of total bookings are concentrated on weekends, highlighting the recreational nature of futsal participation. However, respondents also indicated willingness to participate in weekday activities if structured programs such as coaching sessions, corporate matches, or college leagues are offered.
Location-based analysis demonstrates that centrally located turfs with good road connectivity and parking facilities experience significantly higher occupancy levels than those situated on city outskirts. Accessibility emerged as a critical determinant of repeat usage. Revenue projections based on average utilization levels suggest that a single futsal turf operating for 10–12 hours per day at an average rate of ₹1000 per hour can generate monthly revenues in the range of ₹5–6 lakh. Additional revenue streams such as coaching fees, tournament registrations, sponsorships, and refreshments further enhance financial sustainability.

**Findings and Discussion**

The findings of the study highlight several important factors influencing the feasibility of futsal turfs in urban areas. One of the most significant observations is that location accessibility has a stronger impact on demand than lower pricing. Respondents consistently preferred turfs located near residential clusters, educational institutions, and commercial areas, even if prices were marginally higher. This indicates that convenience and reduced travel time are critical decision-making factors for urban consumers. The study also finds that digital visibility and ease of booking play a vital role in attracting customers. A majority of respondents rely on social media platforms, peer recommendations, and online booking systems when selecting a turf. Facilities that offer seamless digital booking, flexible slot availability, and online payment options are more likely to achieve higher utilization rates. Another key finding relates to demand diversification. Turfs that rely solely on casual weekend bookings face underutilization during weekdays. However, the introduction of value-added services such as coaching academies, weekend leagues, inter-college tournaments, and corporate sports events significantly improves weekday occupancy and customer retention. These activities also help in building a communityoriented sports ecosystem rather than operating purely as rental facilities. Overall, the discussion suggests that a hypothetical futsal turf model focusing on mid-range pricing, central location, strong digital presence, and community engagement can achieve sustainable competitive advantage. The findings reinforce the importance of strategic planning and experience-based differentiation over price competition in the urban sports infrastructure market.

**Conclusion**

The study concludes that establishing futsal turfs in urban areas, particularly in Tier-II cities like Nagpur, is both economically and operationally feasible. Rising fitness awareness, youth-driven recreational demand, and increasing acceptance of pay-per-use sports facilities have created a supportive ecosystem for compact sports infrastructure. Strategic location selection, balanced pricing, and effective utilization of digital platforms emerge as critical success factors.
The findings suggest that futsal turfs can achieve sustainable profitability when supported by diversified revenue streams such as coaching programs, tournaments, and corporate events. Beyond financial

viability, such facilities contribute to social well-being by promoting physical activity, community interaction, and grassroots sports participation.

From a policy and entrepreneurial perspective, futsal turfs represent an opportunity to optimize underutilized urban spaces while addressing the growing demand for organized recreation. Future research may focus on longitudinal performance analysis, consumer satisfaction metrics, and comparative studies across multiple cities to further strengthen understanding of this emerging sector.

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