

Criterion A: Initial investigation

Summary of problem:

El Salvador Cricket is a small cricket club that was formed a few years ago; it doesn't have a great amount of members or a field of its own.

El Salvador Cricket doesn't have the required resources to be affiliated with the International Cricket Committee. El Salvador Cricket has only been able to play cricket in Central America. Our goal is to affiliate with the International Cricket Committee (ICC).

The problems that El Salvador Cricket faces are publicity and funds. The only way El Salvador Cricket gets publicity is through a Facebook page and 'word of mouth' advertising among friends. The main goal it has is to affiliate with the ICC, the only way this will happen is if we have eight Cricket Clubs and we currently have five, we also need a field of our own, which is costing around \$50,000.

An Interview was carried out with Andrew Murgatroyd (El Salvador Cricket President) on the 4th of February 2011.

Explanation of inadequacies of current situation:

El Salvador cricket needs funds. Murgatroyd states "If we can get our own field, then we can have our own league".

Along with expansion comes affiliation with the ICC. Murgatroyd states "Once we've expanded the league we can affiliate with the ICC, which is the international cricket body".

Besides funds, we need recognition. Murgatroyd states "We have a problem with recognition of the sport in the country. A lot of Salvadorians don't know what Cricket is". It is hoped that by the creation of the El Salvador Cricket website we can address these inadequacies by not only attracting donors but also new members.

262 Words