

Little Boomers Basketball – Case Study

Multi-Tenant Franchise Platform for Kids' Basketball Programs in Australia

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1. Project Overview

Little Boomers Basketball is a national kids' basketball program in Australia, delivering structured classes for children aged 3–12 across many suburbs and venues. The website is the central hub where parents discover age-based programs, find local classes, register and pay online, and explore franchise opportunities.

The platform operates as a multi-tenant franchise system:

- Each franchisee has their own login and manages their own locations and classes.
- Registrations and payments are processed via Stripe, and every transaction is automatically split between the franchisor (site owner) and the relevant franchisee according to the agreed commission model.
- Parents can select add-ons during enrolment, such as Basketball Kits, and these are included in the same booking and payout logic.
- Classes are capacity-limited, with availability tracked per class and per location to prevent overbooking.

Alongside the core booking platform, Little Boomers runs a dedicated Pro Shop where parents can purchase uniforms, accessories, training kits, basketballs, and bundle packs. The Pro Shop is implemented as a separate Shopify storefront and linked from the main site navigation, with category sections such as Basketballs, Accessories, Training Kits, and Bundle Packs.

2. Goals & Objectives

2.1 Customer-Facing Goals

Key customer-facing objectives include:

- Program discovery and clarity: help parents quickly see which program stream fits their child, such as Preschoolers (3–4), Mini Boomers (4–5), Little Boomers (6–8), Mighty Boomers (9–12), competitions, and holiday programs.
- Location-first booking experience: make it easy to search by suburb or postcode, view nearby venues, see schedules and pricing, and register for a chosen term class.
- Smooth, trustworthy online payments: use Stripe for secure card payments, capture add-ons (for example, Basketball Kits) in the same transaction, and give parents instant confirmation with all details.
- Merchandise and brand extension: provide a dedicated Pro Shop where families can order balls, training kits, and gear that support program participation.

2.2 Franchise & Business Goals

Franchise and business objectives include:

- Multi-tenant franchise portal: allow franchisees to log in to manage their own locations, class schedules, capacities, and local pricing details, without accessing other franchisees' data.
- Automated revenue sharing: ensure every online enrolment is automatically split between franchisor and franchisee via Stripe, eliminating manual commission calculations.
- Scalability across regions: make it possible to onboard new franchisees and launch new locations and classes using configuration and admin tooling rather than new code.

3. User Personas & Journeys

3.1 Parents / Guardians

Goals for parents and guardians include:

- Understand the program pathway and which class fits their child's age and level.
- Find nearby locations and available time slots.
- Secure one of the limited spots in a class.
- Purchase optional extras, such as a Basketball Kit, and be fully set up for the term.
- Receive clear confirmations and reminders.

A typical parent journey is:

- Land on the homepage and read age-based program sections and benefits.
- Use a class or location search to choose a suburb or venue.
- Browse available classes at that location, including program, day/time, and remaining spots.
- Select a class, choose add-ons such as a Basketball Kit, and proceed to Stripe checkout.
- Complete payment and receive email confirmation with class details and add-on information.

3.2 Franchisees

Goals for franchisees include:

- Run classes at their own centres and keep schedules up to date.

- Set class capacity and monitor how quickly classes fill.
- View enrolments, including which children have purchased add-ons.
- Rely on automatic, transparent payouts via Stripe without manual invoicing.

A typical franchisee journey is:

- Log into the franchise portal.
- Add or update locations, including venue names and addresses.
- Create classes for each venue, specifying program type, term or dates, time slots, and capacity.
- Monitor enrolments and class fill rates in real time.
- Review Stripe-connected reports or in-platform dashboards to reconcile payouts and commissions.

3.3 Franchisor / Head Office

Goals for franchisor and head office include:

- Ensure brand, program design, and quality are consistent across all locations.
- Configure global program structures, membership offers, and commission rules.
- Monitor performance across the network, including enrolments, revenue, and utilisation.
- Support franchise recruitment and expansion.

A typical franchisor journey is:

- Log into the central admin area.
- Manage global content such as program descriptions, age ranges, FAQs, and marketing sections on the main site.
- Create new franchisee accounts and assign territories.
- Maintain commission percentages and Stripe settings used for split payments.
- Review cross-network reports, including enrolments by term, revenue by location, and uptake of add-ons and Pro Shop activity.

4. Core Features

4.1 Age-Based Program Structure

The site is organised around clearly defined program streams, such as Preschoolers, Mini Boomers, Little Boomers, Mighty Boomers, competitions, and holiday programs. Each stream has dedicated content outlining objectives, benefits, and FAQs, which is reused across homepage sections, program pages, and enquiry flows.

4.2 Location-Based Class Finder with Capacity Control

Classes are always created under a location, aligning with real venues and suburbs. Each class includes program type, day and time, term details, and a defined capacity. When a parent completes an enrolment, the platform decrements the remaining spots. Once capacity is reached, the class is marked as full and blocked from further bookings unless manually overridden. This provides accurate, real-time availability and protects against overbooking across numerous franchise locations.

4.3 Multi-Tenant Franchise Management

Every franchisee has their own account and only sees their own locations, classes, enrolments, and associated revenues. The franchisor account has global access for support, quality assurance, and reporting. Permissions are enforced at both the user interface layer and the data layer to keep franchise operations separated while centralised in a single system.

4.4 Online Registration with Add-Ons

The enrolment flow allows parents to choose a class at a specific location and time, then optionally add extras such as Basketball Kits, uniforms, or other gear. These add-ons are included as separate line items in the booking and are surfaced in internal dashboards so coaches know what each child should receive at class.

4.5 Stripe-Powered Split Payments

Payments are handled via Stripe. Each booking, including class fees and add-ons, is charged as a single Stripe transaction. The system calculates the franchisor commission and franchisee share based on configurable rules and uses a multi-party payout model so that the franchisor receives their commission portion and the franchisee receives the net class revenue. This removes the need for manual end-of-term reconciliation and makes financial flows transparent to both parties.

4.6 Pro Shop & Shopify Integration

Little Boomers operates a dedicated Pro Shop hosted on a separate domain and powered by Shopify. The Pro Shop offers basketballs, accessories, training kits, bundle packs, water bottles, backpacks, and more, all themed and age-banded. Navigation includes links back to the main class finder so users can move easily between signing up for classes and purchasing gear. The Shopify store benefits from native cart and checkout functionality while maintaining alignment with the main brand experience.

5. Architecture & Tech Stack

5.1 Frontend & CMS

The main site is built on WordPress for marketing pages, program information, SEO-friendly blog content, and location and program listings. A custom responsive theme is used, with reusable blocks for age-based programs, testimonials, and promotional sections such as membership offers and referral programs.

5.2 Franchise & Booking Layer

A custom multi-tenant backend layer is implemented on top of WordPress to model franchisee accounts, locations, classes, capacities, and ownership and permissions. Role-based access control ensures that franchisors, franchisees, and parents have appropriate and clearly separated access to data and functionality.

5.3 Payments & Revenue Sharing

Stripe is integrated for card payments and secure checkout. Each class booking and add-on is mapped to Stripe line items, and automated commission and franchisee shares are calculated using Stripe's multi-party payout model. Webhooks update booking status, class capacity, and internal reports, ensuring that financial and operational data remain in sync.

5.4 E-commerce

The e-commerce component is delivered via a Shopify storefront at the Pro Shop domain. Product collections include basketballs, training kits, accessories, and bundle packs. Shopify provides the cart, checkout, and payment methods, while the Pro Shop navigation maintains strong links back to the main class booking experience.

5.5 Integrations & Analytics

The platform sends email notifications for enrolments, Pro Shop orders, and franchisee alerts. Analytics tracking is configured across WordPress and Shopify to measure conversions, add-on uptake, and merchandise performance. Gravity Forms–style form handling on the main site is used for complex franchise and program enquiries, with honeypot fields to help reduce spam.

6. Challenges & Solutions

6.1 Coordinating Capacity Across Many Franchisees

Challenge:

Dozens of franchisees manage their own schedules and classes, but class capacity must remain accurate and not oversold.

Solution:

- Implement a centralised booking engine that performs atomic capacity checks and updates during payment.
- Allow franchisees to adjust capacities only through this engine, ensuring all enrolments go through the same rule set.
- Provide clear user interface indicators for available spots and full classes, visible to both parents and franchisees.

6.2 Accurate, Automated Revenue Sharing

Challenge:

Manually calculating commissions and franchise payouts per term would be time-consuming and error-prone, especially when add-ons and varying prices are involved.

Solution:

- Use Stripe-based split payments so franchisor and franchisee portions are computed at transaction time.
- Expose payout information through Stripe and mirror it in internal dashboards, giving both parties confidence in the numbers.
- Apply the same split rules to refunds and adjustments, ensuring consistent financial treatment.

6.3 Franchise Autonomy vs Brand Consistency

Challenge:

Franchisees need enough control to operate locally, but the brand must remain unified across all regions and channels.

Solution:

- Maintain global control over program structures, messaging, and key offers from the franchisor admin.
- Give franchisees local control over schedules, capacities, and location-specific details within defined boundaries.
- Use a shared design system and reusable components to keep the website and Pro Shop visually cohesive.

7. Outcome

The Little Boomers Basketball platform now supports a parent-friendly booking system where families can quickly find a suitable program, choose a nearby location, secure one of the limited spots, and optionally add gear in a Stripe-secured checkout. A multi-tenant franchise operations layer gives each franchisee the tools to manage their business while preserving brand integrity and central oversight. Automated commission handling greatly reduces administrative overhead and friction between franchisor and franchisees. A dedicated Shopify-powered Pro Shop extends the brand into merchandise while remaining tightly linked to the main class ecosystem.

8. Conclusion

Little Boomers Basketball has evolved from a simple program website into a full operational backbone for a national kids' sports franchise network. The platform now supports parents end-to-end: from discovering the right program for their child and finding a nearby class, to reserving limited spots and adding extras like Basketball Kits in a single, secure Stripe-powered transaction. At the same time, it preserves the warmth and community feel of a local club, presenting clear, age-specific pathways and strong messaging around life skills, confidence, and fun.

For the business, the system delivers a scalable, franchise-ready foundation. Franchisees manage their own locations and classes, while the franchisor retains control over brand, programs, commission rules, and the Pro Shop ecosystem—all backed by automated revenue sharing and central reporting. The result is a platform that not only handles today's complexity—multi-location, multi-franchise, split payments, add-ons, capacity management, and merchandise—but is flexible enough to support future expansion, new products, and additional franchise models without a complete rebuild.

