

Study on the Operation of Taian Qingqing Sports Basketball Club

Zhaofeng Ma^{1,a,*} and Li Qin^{2,b}

¹Taishan University, Tai'an 271021, Shandong, China

²Feicheng Baizhuang Mine School, Tai'an 271600, Shandong, China

^amazhaofeng777@163.com, ^bqinli7777@163.com

*corresponding author

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Abstract: The introduction of the national "double reduction" policy makes children's basketball training institutions more welcomed by parents. Its main mission is to arouse the interest of children in basketball, to contribute to the development of national basketball reserve talent, and to actively respond to the "Little Basketball Project" proposed by Yao Ming, chairman of the basketball Association. [1] In this paper, green sports basketball club as the main research object, using the expert interview, literature, methods such as market comparison and analysis of data, from the headquarters of the scale of operation, location distribution, operation management pattern, the level of profitability, publicity channels, coaches and sports consumer situation of Taian Green Sports Basketball Club management and operation. In order to effectively promote the healthy and vigorous development of youth sports basketball club, this paper investigates, analyzes and studies the current situation and outstanding problems.

1. Introduction

Tai'an city, as a world-famous tourist city, attaches great importance to the development of children's basketball. In recent years, there have emerged a number of children's basketball training institutions: Youth sports basketball club, Fiberfire basketball club, Children's basketball club and so on. These training institutions mainly focus on basketball training for children and have participated in national, provincial and Tai'an competitions for many times. Among them, Qingqing Sports Basketball Club has developed rapidly, and now it has become a leading youth basketball teaching and training institution in Tai'an, leading in the province and well-known in China. However, there are still some outstanding problems in the overall operation and development process, which hinder the rapid development of the club. This paper takes Tai'an Youth Basketball Club as an example to analyze and study it in order to make greater progress.

2. Research Object and Method

2.1. Subjects

This research takes shandong Qingqing Sports Basketball club headquarters and five stores under its jurisdiction and their consumers as the research object.

2.2. Research Methods

2.2.1. Interviews

Sports basketball club in taian green one general manager, five store managers and coaches, 21 employees interviews, listen to them about the company's operating, teacher training, training, organization competition introduction and analysis of various aspects, such as a basic understanding of the company's marketing mode, talent cultivation mode, method, etc. [2]

2.2.2. Literature Method

In view of the running status of qingqing sports basketball club and other topics, we use taishan University library and other big data resources to consult a large number of academic research literatures and reference books related to basketball, and collect and analyze a large number of relevant data and contents.

2.2.3. Comparative Analysis Method

Sports basketball club in qingqing on-site observation of the actual business operation management situation, including the internal layout of the site management, staff's daily life, the students' basketball training management situation, at the same time also observed the happy children's basketball training, have a passion for basketball training club and so on several Tai'an City compare bigger basketball club.

3. Qingqing Sports Basketball Club Operating Status and investigation Analysis

3.1. Main Project, Content and Scale

Around the core content of children's basketball, qingqing Sports Basketball Club has developed five major items, and the content is constantly enriched, and the scale is constantly expanding.

3.1.1. Youth Sports Basketball Training for Children

The youth sports basketball club is divided into basic class and advanced class, and adopts the assessment and promotion system to stimulate the morale of the young players and encourage them to make progress. Strict grading standards of comprehensive ability and quality assessment for different ages and stages are adopted to carry out small class teaching. More creatively, different ability testing items are added on the basis of teaching for different ages. [3] Currently, there are more than 650 students in the Youth Sports Children's Basketball Club, including more than 500 students in the basic class and more than 150 students in the advanced class.

3.1.2. Infant Basketball Teacher Training

Since June 2015, Qingqing Sports Basketball Club has carried out more than 30 training sessions for basketball teachers for children every year, with about 100 teachers participating in each session. The scope of development involves Tai 'an, Qingdao, Weifang, Linyi, Heze, Jining, Yantai, Dongping, Ningyang, Xintai, Feicheng and Henan, Hebei, Hubei, Liaoning and other provinces and cities.

3.1.3. Kindergarten Basketball Teaching

Since June 2015, Qingqing Sports Basketball Club has sent teachers to 186 kindergartens in Shandong province to carry out kindergarten basketball teaching, including 70 in Tai 'an city, 42 in Linyi City, 33 in Qingdao city and 41 in Weifang City.

3.1.4. Children's Basketball Carnival

The Children's Basketball carnival is a comprehensive activity platform specially created by the Youth Sports Basketball Club for the children who love basketball and sports. It is also a self-test for the training of youth sports teachers and kindergarten teaching. Since 2015, 5 sessions have been held to attract more than 5,000 children from more than 200 kindergartens in the province.

3.1.5. Undertake Small Basketball Games

Qingqing Sports Basketball Club not only undertakes a series of children's basketball games in Tai 'an city, but also undertakes the organizing task of national and provincial small basketball games every year.

3.2. Operation Mode of Tai 'an Youth Basketball Club

Through the green basketball club officials in-depth interviews, to understand the taian qingqing basketball club is a children's basketball training, children's basketball coach training, children's basketball teaching in the park, children's basketball carnival, undertake small basketball tournament five one of the large-scale comprehensive professional teaching culture organization, after 8 years of rapid development of the company has gradually developed, Mature.

The subordinate stores of Qingqing Sports Basketball Club adopt direct chain, joint-stock system and regional responsibility system. The management level of operation and service management, sales and service management and coach management are clearly classified, and each management level plays its own role, which greatly improves the daily economic operation rate and management efficiency of the whole company [4]. However, there are still various problems such as inadequate interpersonal communication between the upper management level and the lower management level, and insufficient executive power of the lower management level, which affect the further improvement of the company's operating efficiency.

Qingqing sports professional basketball club coaches is given priority to with college sports professional graduates, social part-time workers is complementary, is one of the coaches relatively professional technology level, and professional knowledge is relatively abundant, but there are still some without related professional training, teaching and their own professional and technical level is limited, need continuous learning to improve [5]. In terms of income, the higher the technical quality and level of the coach, the higher the actual salary level. Meanwhile, the coach gets

commissions according to the number of trainees trained, and there are five insurances and one housing fund as additional benefits. The salary standard of trainees in various professional coaching places and shops is relatively unified, which is convenient to manage and reasonably arranged. However, the real salary level of the coaches at the bottom is low, and they lack more welfare policies to motivate them to work hard.

The main publicity means of youth sports basketball club is the promotion mode combining online promotion and offline comprehensive promotion [6]. The online promotion is mainly based on the company's official website, wechat public account publicity and forwarding, public account weibo publicity and promotion; Offline comprehensive publicity was carried out through various publicity methods, such as local departments' promotion, the overall marketing strategy cooperation of stores, the joint holding of various public welfare activities and training with schools and kindergartens [7].

3.3. Profit level of Tai 'an Youth Basketball Club

General training companies operating training service institutions spring and summer each year, the most profitable two seasons of the industry is the training industry sales season; Autumn and winter are less profitable and the training industry is off season. [8] As the main business products and training services of Qingqing Sports Basketball Club are relatively balanced, the profits of the whole club are not affected by this law under the chain operation mode of training with characteristics, and the profits have been rising steadily. However, individual remote training stores, due to the low density of the surrounding population, compared with other chain stores profit difference is larger.

3.4. Consumers of Tai 'an Youth Basketball Club

Tai'an Youth Basketball Club mainly focuses on children's training, and its consumer group is children. Consumers who can choose to train basketball are their own interest in basketball or their parents like basketball.

3.5. The Driving Effect on local Tourism Economy

As Tai'an City basketball training leading enterprises, with the development of green basketball club, project promotion and popularization of Tai'an City expanded rapidly in the basketball training market, first of all, with the increase of training and competition, need more and more venues, venue is make full use of existing at the same time, also increased the number of extension and reconstruction of indoor arena, It not only drives the consumption of entertainment, shopping and catering industry, but also drives the consumption of basketball equipment, clothing and other peripheral products[9].

In addition, Tai 'an is a tourist city, with the increase of the game will inevitably attract a large number of non-local team members and parents, not only promote the development of local tourism, but also expand the publicity of Tai 'an tourism, the development of local tourism has played a leading role.

4. Conclusions and Recommendations

4.1. Conclusion

The main products and services of Youth Basketball Club are rich and substantial. Even in off-season, the income of the club will not be greatly affected. It can be seen that the management of the company has made great efforts to the development of the company.

The company has a relatively professional operation management training team, sales management team and professional coach training team. The company adopts a hierarchical management business model with distinct responsibilities.

With the development of Youth Basketball Club, the utilization rate of each basketball hall in Tai Cheng has been improved, the operation of the stadium has been further improved, a large number of expanded and rebuilt indoor stadiums have been increased, and the consumption of surrounding entertainment, shopping and catering industry has been driven, as well as the consumption of basketball equipment, clothing and other peripheral products. And has played a role in promoting the development of local tourism [10].

4.2. Suggest

Although the company adopts hierarchical management mode with clear responsibilities, there are still some prominent contradictions between business departments and management departments of the company, such as insufficient business communication, poor execution ability and insufficient awareness level of lower-level management teams, which affect the further improvement of economic benefits of branches at all levels. The company should timely strengthen the actual business exchanges and communication, coordination and interaction between various management departments, timely find the problems of the company and solve the potential problems, reward and punishment clearly, and improve the comprehensive management ability and execution ability of management teams at all levels [11].

Improve the efficiency of the company's publicity work, innovate on the basis of combining the effective means of existing corporate publicity, open up a new situation of corporate publicity, and require every publicity employee of the company to maintain a good relationship with old students.

Continuously strengthen senior coaches training, coach at a high level for the fulcrum, drive the enterprise training team of professional training, promote the teaching management level to further improve, at the same time explore employee competition mechanism, establish and improve the company rewards and punishment in parallel, and linked to employee wages and benefits, in order to improve their sense of belonging to the company.

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