

LEADING BASKETBALL CLUB

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ABSTRACT

The main business of the leading school basketball sports club is to meet the needs of Chinese teenagers' sports examinations and people's sports hobbies. Not only can we get young children to get more fun in school playing and basketball, but also have the opportunity to get more students' physical skills training. It is a sports training camp that quickly becomes a way to improve the physical quality of young children. Children also hope that they can continue to train their self-care ability in this training camp and make many friends. We estimate annual sales of approximately RMB 2 million and our company may gain 0.3 % market share. The net present value of our company is 4153478.373 yuan, IRR is 86.05 %, payback period is 2.9 years.

Keywords: business plan ,basketball, teenagers

SECTION 1: EXECUTIVE SUMMARY

The main business of the leading basketball sports club is to meet the needs of Chinese teenagers' sports examinations and people's sports hobbies. Not only can we get young children to get more fun in school playing and basketball, but also have the opportunity to get more students' physical skills training. It is a sports training camp that quickly becomes a way to improve the physical quality of young children. Children also hope that they can continue to train their self-care ability in this training camp and make many friends. Teyi Basketball Sports Club not only opens offline basketball club, but also developed online training software, software development is also responsible for the company. The mobile application software is mainly used by the target customers to purchase courses and exercise online. The APP has basketball skills and exercise methods.

Equity capital 1000000 yuan : in the beginning of the career basketball club, we jointly decided to start by five partners each invested 200,000 yuan, respectively, accounted for 20 % of the career basketball club equity share. In addition, we will hire information specialists and information security consultants for our applications.

We mainly implement membership admission, mainly for basketball training one-on-one training services. The main rivals are nearby traditional basketball training bases.

In terms of product promotion, we use multi-channel marketing. Use certain promotions to increase sales of products and services. Mainly has the characteristic holiday discount promotion, the team award policy and so on many kinds of ways unifies, lets the customer feel is the real discount. Our marketing approach is mainly divided into three parts, namely pre-entrepreneurial promotion, mid-entrepreneurial promotion and post-entrepreneurial promotion.

Our company selected an idle warehouse in Wuhou District, Chengdu City, Sichuan Province as the business site. The warehouse covers an area of 2000 square meters, and the site cost is low, which is superior to other training courses. We estimate annual sales of approximately RMB 2 million (details will be shown in Part 9), and our company may gain 0.3 % market share. The net present value of our company is 4153478.373 yuan, the internal rate of return (IRR) is 86.05 %, and the payback period is 2.9 years.

SECTION 2: COMPANY DESCRIPTION

2.1 Company history

At present, the male basketball industry for urban teenagers and urban adults is scarce in various provincial capitals, especially in many second and third-tier provincial capitals. The overall development of the adult basketball industry is not mature enough. In order to actively respond to the strategic call of the " 13th Five-Year Plan " of " Youth Sports, " in line with the business philosophy of strengthening the mental and physical health of urban teenagers, improving the mental and physical health of urban teenagers, releasing the psychological pressure of urban adults, improving the mental and physical health of urban adults, and meeting the different needs of market customers, a targeted adult basketball industry-city leading adult basketball club was opened.

2.3.1 Product content

(1) Basketball

(2) sell jersey shoes

To meet the sports needs of members, we also provide NBA jerseys, T-shirts, shoes and other sports products for sale. NBA is a living signboard of basketball. NBA 's various joint products can also attract some basketball fans ' desire to buy and increase our sales.

(3) Basketball theme restaurant

We also have a basketball-themed restaurant where you can watch the ball with people who have the same hobbies.

(4) Provide venues and services for internal basketball games

Our club 's sports venues are built based on national standards, and all venues meet the competition land. Our club can also lease the venue to various enterprises or schools for competition, and provide pre-match preparation area, spectator viewing area and post-match athletes laundry venue.

2.3.2 Product Services

One-on-one teaching and coaching for students who need to improve their basketball skills or compete. Personal trainers also pay fees according to the number of periods, 4 months per period.

2.3.3 Current status

Table 2.1 Product Service Time

Opening hours	7 : 00am-9 : 00pm	
Course Classification	Basketball	Private lessons
Basic Course	Basketball Enlightenment Course	Ordinary private education
	Physical Training Courses	
	Basketball Training Course	
Upgrade Course	Competition Training Course	Competition private education
Course Schedule	2 hours per class	2 hours per lesson

SECTION 3: Industry Analysis

3.1 Industry Size, Growth Rate and Sales Forecast

With the rapid development of China 's market economy and the change of national education policy, people 's living standards are also rising and have a deeper understanding of sports training. In today 's society, most of the children 's parents will hope that many children can start learning to cultivate their own life interests and hobbies from an early age, such as playing basketball, volleyball, football, dance, piano, chess, calligraphy and painting, etc. These can not only help many children find their own life interests and hobbies from an early age, but also allow them to start exercising from an early age and enrich their real life growth experience. According to relevant reports, more and more parents are willing to give their children to professional sports training camps, so that they can choose their own future high school exams to train. In addition, many teenagers and adults are very keen on playing basketball. They hope that they can get professional training to improve their skills in playing basketball. They can not only make like-minded friends, but also release their pressure in their spare time of study and work. According to some scientific reports, most people will choose their hobbies to release the pressure of life. Enrich your life experience. According to relevant reports, more and more parents are willing to give their children to professional sports training camps, so that they can choose their own future high school exams to train. In addition, many teenagers and adults are very keen on playing basketball. They hope that they can get professional training to improve their skills in playing basketball. They can not only make like-minded friends, but also release their pressure in their spare time of study and work. According to some scientific reports, most people will choose their hobbies to release the pressure of life.

SECTION4: Market Analysis

We conducted a market survey in the form of a questionnaire, 200 questionnaires were distributed, and 185 valid questionnaires were recovered. The subjects of the questionnaire included people aged 14-45 years. Through questionnaire analysis, the following conclusions are drawn.

4.1 Market segmentation and target market selection

Tieyi Basketball Club project site for Chengdu City, Sichuan Province, Wuhou District side of an idle warehouse, warehouse covers an area of 2000 square meters, as the basketball club address is suitable.

SECTION 5: Marketing Plan

The marketing strategy of leading basketball club is more humanized than that of traditional basketball club. Our leading basketball club marketing objectives focus on youth exams, people 's hobbies and other needs. At the same time we also carried out football and other sports.

The club 's positioning is : good reputation, high quality, good brand, quality service, that is : to provide professional services, so that the public think our club is a trustworthy, worthy of coming again good company good brand, quality service.

In the end, profit is the club 's lifelong goal, trying to keep the financial data on a good upward trend.

SECTION 6: Operation plan

6.1 Operation model and process

Basketball club operating mode is good, on the basis of cost savings, can effectively improve work efficiency, ensure the normal operation of the club. Clubs operate around consumers, and all activities are carried out around consumers. Whether a basketball club is excellent or not depends on the number of consumers, the evaluation of consumers after training and the proportion of re-training. After the trainees finish a cycle of training, they collect the opinions of the trainees on the training methods of the training class in various ways. While improving, they explore a deeper market, and then rely on the newly discovered opportunities to improve and strengthen the strategy. By the good reputation of old students to attract new students continue to join, such a cycle.

SECTION 9: Financial forecast

9.1 Sources of funds and instructions for use

Generally speaking, the liquidity and operating capacity of enterprises are completely composed of individuals or groups. Therefore, the liquidity and operating capacity of enterprises must be jointly responsible by various organizations or departments. Common financing channels mainly include banks and non-commercial financial organizations, finance, enterprises themselves and others. According to the needs, leading basketball club to take initial internal financing. That is mainly personally funded, leading basketball club registered capital of 1 million, all investment funds are funded by the team. Song Ting invested 200,000 yuan, accounting for 20 % of all equity, Zhang Xiyuan invested 200,000 yuan, accounting for 20 % of all equity. Zheng Haoyu invested 200,000 yuan, accounting for 20 % of the total equity. Zhou Mingyu invested 200,000 yuan, 20 % of the total equity. Zou Yangrui invested 200,000 yuan, accounting for 20 % of the total equity. That is, each of the five shareholders invested 200,000 yuan, each person has an average of 20 % of the shares.

All the funds invested by the shareholders are used for the upfront rental of the venue of the ' Artistic Basketball Club ', the renovation of the club venue, the purchase of the club 's infrastructure, the advertising costs for the opening of the club 's publicity, and the salaries of the coaching staff, in addition to the utilities generated by the usual institutions and the circulation of funds during normal business hours.

Estimated cash flow

Net cash flow (NCF), which is the difference between the amount of cash inflows and the amount of cash outflows each year from year 1 to year 5.

Annual operating net cash flow = annual operating income-annual cash cost-annual income tax
= annual net profit + annual depreciation

Table 9.8 Net cash flow statement unit : yuan

Project	Initial year	2023	2024	2025	2026	2027
Operating income		1667560	1805320	2289630	2671580	2940520
Cash cost		951000	970400	989800	1009200	1033600
Depreciation		9595	9595	9595	9595	9595
Pre-tax profit 4 = -		706965	825325	1290235	1652785	1897325
Income tax 5 = 4 * 5 %		35721.6	41639.6	64885.1	83012.5	95239.6
Net profit 6 = 4 - 5		671243.4	783685.4	1225349.9	1569772.4	1802085.4
Net cash flow 7 = 3 + 6	-1000000	680838.4	793280.4	1234944.9	1579367.4	1811680.4

9.7 Ratio analysis

9.7.1 Current assets turnover rate

By analyzing the current assets of the leading basketball club to reflect the liquidity and ability of the enterprise, the leading basketball club has no long-term borrowing and other liabilities, but more liquid funds. It is not difficult to find that the current capital accounts for a large proportion of the balance sheet in the leading basketball club, so it can better reflect the operating capacity of the leading basketball club.

Feasibility summary

The project and operation mode of the leading basketball club is the same as that of most basketball clubs, but our characteristic is to create a basketball culture, which allows parents and children to learn basketball skills together. At the same time, we watch NBA games together in our theme restaurant, increase the communication between parents and children, and realize the integration of learning technology, watching games and buying equipment. In addition to this, we will also have irregular free experience classes every week, and will invite students and coaches to compete together. Unlike other basketball clubs, our club also has nutritionists and a daily use recommendation list to meet the needs of our students. In addition to ordinary basketball teaching, we also have fancy basketball, festival basketball, gymnastics basketball, game basketball, and event basketball for students to choose from. Each to a certain period of time, we will use the form of competition to assess students, so that students have a clear goal.

Our basketball-themed restaurants are also a handful in the industry. Compared with other restaurants independent of the club, we have many advantages. We do not need to worry about no customers, because the students will definitely prefer the club 's restaurants, because the ingredients are fresh and the principle of proximity. In general, from the perspective of the macro environment, basketball Xiangmi has received government support policies because it can increase employment opportunities in the local economy and small businesses. Our company will be able to access various resources and benefit from policies to expand its business. From a micro perspective, the financial statements provided in Section 9 show that companies can achieve business expansion by using mobile applications. As shown in the profit and loss statement, net profit covers the initial investment within 3 years. The questionnaire also showed that most founders could recover start-up funds within three years of the stay-at-home business operating. Our company's business model requires all members of the entrepreneurial team to join the business as shareholders, which increases the feasibility of future expansion. In addition, our company will adopt the department cooperation structure to further expand the business, so that the enterprise project has a high expansion potential.

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