

# **SWOT Analysis Deeply Promote Aerobics Market-orientation Development Under China Sport Service Certification**

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**Abstract:** Methods of documentation, investigation and SWOT analysis were employed for analyzing the present situation and cause of aerobics market-orientation development under China Sport Service Certification. In the end, this paper puts forward some countermeasures about it.

**Keywords:** Aerobics, Market-Orientation development, SWOT analysis

## **1 Introduction**

In 2007 March, Beijing Hua'an United Certification Center held the first national sports service certification ceremony in the State Sports General Administration, issued the sports service certification and the certification mark for Beijing Bluebird Parkson Fitness and other 11 institutions. The implementation of sports service authentication system plays a great important role in guiding sports consumption, improving sports venue management level and service, regulating market order and promoting the development of sports industry. In view of the reform for sports, the external force for sports administration system and the motivation of the growing aerobics industry, I have analyzed the social background for the development of Chinese aerobics by using SWOT analysis methods to analysis the strength, weakness, opportunity and threat, explored the correct leadership and supervision in the sports service authentication system follow the State Sports General Administration and the Management Committee as well as following the rules of market economy to improve the development of aerobics. This thesis has provided theoretical and practical basis for the marketization of sports in the sports industry.

## **2 The Research Methods**

### **2.1 The literature material methods**

By searching for about fifteen papers on CNKI China journal full-text database for the aerobics offers the supportive materials for the design and structure of my thesis.

### **2.2 Interview method**

I have conduct the extensive exchanges and explorations with corporation aggregate, managers, coaches and students to know more about the situation and their expectations and comments towards aerobics market, in addition, I have participated in the Forum of Referees, Coaches on the Promotion of Aerobics Development Issues held in Wuhan December, 2006.

### **2.3 SWOT analysis**

SWOT analysis method is also called a situation analysis, presented by a Professor of Management Department in the University of San Francisco in 1980s, which is an organizational reality method for a more objective and accurate analysis and research. The representatives for SWOT are strength, weakness, opportunity and threat. By using this method, we can find out the internal and external factors to promote aerobics exercise, to propose solutions to the existing problems and to direct the development in the future.

### 3 The Result and Analysis

#### 3.1 The SWOT analysis: strength, for the development of aerobics marketization

##### 3.1.1 The consummation of aerobics industry system

From the opening of the first aerobics club center of Lisheng Health City in 1987 to the Rules of Aerobics Activity, which has put forward the industrialization direction of aerobics, in 1998 issued by the State Physical Culture and Sports Commission, the aerobics sports had been experienced the development from a single fitness market to diversified industrial.

**Figure 1 Classification of the aerobics schedule system**

Gist	Classification	Main content
Management	Competitive aerobics	International gymnastics competition, national aerobics
	Competition management	Championship, national juvenile aerobics championship, national aerobics ambassador contest, national street dance TV competition, national aerobics referee training, etc.
	Health club management	Fitness equipment, fitness coaches training system, capital operation, etc.
Sociology	Aerobics material products	Aerobics DVD, books, clothing, equipment, facilities, etc.
	Aerobics information products	Bodybuilding competitions in advertising, television, newspapers and information, etc.
Economics	Aerobics main industry	Aerobics competition, aerobics teaching, training and scientific research, aerobics instructor training
	Aerobics sports related industry	Product effects towards the sponsors, aerobics clothes and equipments
	Aerobics auxiliary industry	Sports nutrition supplements, sports nutrition beverage
Culturology	Aerobics material culture (surface)	Clothing and equipment, souvenirs, aerobics, aerobics commercial competition
	Aerobics material culture (middle)	National aerobics gymnastics referee grade training, academic papers report, aerobics athletes, referees assessment grade declaration
	Aerobics material culture (deep)	Aerobics and fitness regimen, aerobics and aesthetics

Note: The above information comes from *Research on Industrialization of Aerobic Exercise in China* written by Ma Fei.

##### 3.1.2 Diversified management forms of aerobics projects

In the socialization, industrialization and market development process of the aerobics, there are many organizations that have involved in and have taken the important roles to contribute to the diversity of it, especially for the four groups as following: the first is The State Sports General Administration of Sports Management Center and the Chinese Aerobics Association, which has the administrative functions; the second is the Corporation Aggregate, which is established in accordance with the law, takes independent operation and does self management, such as Aerobics Sports Associations in Colleges and Universities, and the Sports Association for the Elderly; the third group is the clubs and other business entities established and invested by different forms of ownership. The fourth group is organized or held by natural person, and the group does not have legal qualifications, it is the loose type of basic mass sport organization. These four groups are playing their unique role in the aerobics, offering the solid

dependence for the socialization, industrialization and marketization of the aerobics.

### 3.1.3 The linkage of industrial development and the extensive consumer groups

From the viewpoint of industrial economics, aerobics industry belongs to the entities gathering the project of sports competition performance with the food service training industry, which has formed a Aerobics industrial chain one layer upon another, and plays an important role in promoting the development of related industries in the industry chain. In recent years, the pursuit of the entertainment and health, along with all kinds of aerobics and exercise books, audio equipment, clothing and so on, have poured into the market, and achieved good economic benefits. Public participation is the foundation of Aerobics implementation of industrialization, and the expanding of the market development, meanwhile, along with the in-depth understanding of aerobics, developing a high level of aerobics competitions has become into the focus.

## 3.2 The SWOT analysis: weakness, for the development of aerobics marketization

### 3.2.1 Backward of management and operation mode of market business entity

Management and operation level of aerobics market process depends on the operation of the market business entity. Currently, we have a considerable number of fitness clubs who have the hardware facilities no worse than the foreign counterparts, however, there is a significant difference in the software, that include professional talents, the degree of specialization, professional management and operation gap. In the process of planning, management, and expanding the market, the enterprises lack of a number of talent elites who are qualified with strategic thinking and vision, who are familiar with the operation of the law and who have the management ability. At the same time, sports fitness and leisure industry is a big input industry, and the financial support is also significant. Therefore, how to update the managers' concept, how to finance and do merger and expansion with the modern capital operation, how to enhance their competitive ability to achieve the survival of the fittest are the most significant issues in promoting aerobics marketization.

### 3.2.2 The market service quality just barely satisfactory

Commercial aerobics sports, in terms of its nature, belongs to sports service industry, provides sports service products to meet consumer's demand for fitness and entertainment. The criteria for service product quality are the quality of service. According to the survey in the capital cities of central towards China mass aerobics development market, 93.7% of the people think that the overall level of service quality of aerobics fitness consumption are relatively low.

### 3.2.3 The low quality of the conductor and the practitioner

The qualities of the aerobics coaches and the instructors remain to be improved as a disseminator of aerobics. That the skills, conducted by the aerobics coaches or teachers, are correct or not determines it to be the aerobics or not, and also directly affect the effect of the fitness as well as its re-spread. Nowadays, the level of the aerobics coaches uneven and even some do not have the teaching certificate. Therefore, according to the Aerobics Technical Instructors Implementation Measures, to train a lot of aerobics coaches, is necessary. Only by improving the teaching quality can we ensure the fitness effect and promote the development of aerobics.

## 3.3 The SWOT analysis: opportunity, for the development of aerobics marketization

### 3.3.1 The implementation of sports service authentication system

The implementation of sports service certification system plays an important role in the development of health and sports industry in China. Therefore, we have to establish a fair market environment, standardize sports market order, guide sports consumers to choose sports venues, advocate operators to be honest and trustworthy, safeguard the legal rights and interests, promote operators to establish scientific and strict management mode, improve the service security, improve the service quality continuously, and enhance the core competitiveness of the enterprises and brand image. The development of the health and fitness market is the responsibility of every fitness enterprise, that how to cultivate and maintain the existing fitness market, how to improve the management of the enterprises,

and how to improve the professional qualities of the relative employees is related to the benefits and future of the fitness business and enterprises. The implementation of sports service certification system becomes into the decontaminant for the aerobics market.

#### 3.3.2 The expanding of the national fitness and the Olympic Games

The State Sports General Administration carried out “National Fitness and the Olympic Games” series of activities, from 2007 to the Olympic Games, and organized 65 nationwide influential large mass sports activities. These activities greatly stimulated people’s participation in national fitness, and their enthusiasm towards the Olympics, promoted “Life Sports” progression, made fitness become into the fifth element for people’s daily life, in addition to clothing, food, shelter, and transportation. The activities offered policy supports and more opportunities for promoting China’s aerobics markets, and took the continuous national service system as the goal to promote mass sports to be socialization, to make the mass sports association to be substantialization, and contribute the fitness service to be industrialization.

#### 3.3.3 Serial effects generated by the excellent achievements of Chinese aerobic steams

The excellent achievements made by Chinese aerobics team in the Ninth World Championship in 2006 shocked the world, which brought an excellent future and great encouragement to Chinese aerobics. At his championship, Chinese athletes won two gold medals, two silver medals and one bronze medal in the five events, created the best results at the world championships. The media propaganda has raised public awareness, interests and participation towards aerobics, has satisfied the needs of the public towards aerobics, and finally has provided a lot of consumer groups for expanding the aerobics markets.

#### 3.3.4 The changes towards the consumption structure of sports and health concept

The needs of mass sports in China will be transfer from sports goods and other material products consumption to sports fitness and entertainment services, which will lead the increase of sports fitness equipments and the demand towards sports products, and will have a higher new requirement towards the technology and site of physical fitness. Finally, it will promote the development of other service department in the sports industry. At last, both ends of the sports consumption level ratio will decrease, however, the moderate level of sports consumption of the population will increase rapidly. With the residents’ increasing demands towards sports, and the rationalization of the structure of sports consumption, sports service consumption will become an important part of sports consumption in China. Moreover, the medical reform makes people realize the importance of being healthy, so people gradually establish a concept for “buying health”, and families and individuals have increased the investment in sports, thus have increased the demands for sports and developed the sports market.

### **3.4 The SWOT analysis: threat, for the development of Aerobics marketization**

#### 3.4.1 The unbalanced development of the management level and market demand

At present, the aerobics industry is mainly in the eastern and southern areas, and the development in these areas is obviously better than that in the central and western regions, but the public demands towards the fitness projects are the same. The insufficiency of effective demand is one of the main factors restricting the further development of the aerobics market. The income levels and the sports consumption levels in urban areas and western regions are generally low, so it is difficult to form a continuous habitual consumption. Therefore, in order to make the aerobics market bigger and stronger, we must make progress in solving the problems of the insufficient effective demand in less developed areas, guide and encourage the residents in less developed areas, especially the urban residents, to improve the consumption level of physical fitness gradually.

#### 3.4.2 The immature of domestic aerobics competition

Although aerobics has high ornamental value, entertainment and participation, it lacks of antagonism which is the biggest obstacle for the similar competition projects to involve in marketization and commercialization. So, if we want to break through the difficulties, we must for big changes in the competition forms and contents. The Art Aerobics Department of the National Administration of Sports Management Center, the Chinese Association and the Aerobics Gymnastics Association have made a

long-term plan for the development of Chinese aerobics, established a powerful incentive competition system, to promote the expanding and popularization of aerobics competition. "Hua Kang Cup National Aerobics Championship", the National Aerobics Youth Finals held in Shenzhen December, 2006. Because of the sponsors of the tournament suddenly broken divestment, the organizing committee overcame the shortage of funds and other difficulties, made the work of the organization in order, ensured the competition to be the international standards, promoted the competition to be a complete success. From this event we can see that the event of our form has been in line with international competition, but competition in the commercial operation still needs to actively explore.

#### 3.4.3 The strong impact by international health industry

The aerobics industry in China is still in the initial stage, and as the fitness industry enterprises, the gap of the marketing and management, service and brand, the quality of personnel, the experience and level with the fitness, are obvious between China and the developed countries, in addition, the external environment, the financing channels, and the financial policy issues also restrict the growth of this industry. As the fitness industry object of the fitness consumer market, despite the tremendous business profits are existed, the pre-cultivation of the market and the indoctrination of the concept contain a huge cost, which is a terrible process that could not be avoided for each domestic sports enterprise. At the same time, along with the arrival of WTO, fitness groups abroad with their capital and industry experience has also joined in the domestic market, so the domestic fitness market enclosure movement has started. The fierce competition in the industry, on the one hand has played a very active role in the resources optimization and the cultivation of the market, and on the other hand, the brutal competition also makes the limited strength of the local fitness enterprise move difficultly. Thus, the strong competitiveness from external fitness industry makes our aerobics industry study continuously in the competition and plays their own local advantage.

#### 3.4.4 The mass media propaganda radiating small area

At present, the media publicity of the aerobics and the related aspects are mainly concentrated in the aerobics competitions. The publicity means are single, and time is short, which result in a small propaganda radiation. If using the modern means of communication to increase the aerobics propaganda with various means and a variety of channels, such as television, internet, magazines, newspapers to expand the propaganda and influence of aerobics, will make more and more people know aerobics and arise people's awareness and interests towards aerobics. In addition, in the internet stage, we should make full use of the network to publish all kinds of aerobics professional information, to advocate service, to nurture the fitness market, and to guide sports consumption actively, so as to continuously extend the range of aerobics sports market.

## **4 Conclusion and Suggestion**

The development of the aerobics market is full of opportunities and challenges, difficulties and hopes, however, these advantages and disadvantages, opportunities and challenges can be transformed into each other. So we must seize the implementation of the sports service authentication system and the opportunities of the national fitness and the Olympics activities to give full play to the advantages of aerobics industry system, diverse forms of management, the linkage and consumptive groups, the universality of consumer groups, the compatibility of sports contents, in order to change the backward of management and operation mode of market business entity, to change the disadvantage of the market service quality just barely satisfactory, to avoid uneven development and the immature of running of the domestic and international aerobics competition, to promote the marketization of aerobics, and to create economic benefits at the same time to entertain people.

We have to develop and improve the Aerobics market system, actively guide the development of fitness and entertainment market, promote the fitness industry to be the internationalization, actively explore ways to create competition, increase media publicity, attract business participation, actively develop various forms of management style, accurately position the main consumption group.

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