



LEADING BASKETBALL CLUB

BY

YUEN WU

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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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

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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 could 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

We are a financial-related professional college students spontaneously formed by young people and adult groups, the development of the basketball industry in Chengdu, a startup team. We want to build a basketball club with basketball as the theme and volleyball and football as the auxiliary. At the same time, we also undertake basketball games and professional technical advice from enterprises from all walks of life and open a basketball theme restaurant with ' I love basketball, no reason ', providing basketball cultural services. Everyone in our team has their own duties, with financial, marketing planning, design, operation, logistics, coaching and other professional skills, to lay a good foundation for future operations. Our team can deeply understand the needs of the Chengdu area for youth and adult-themed basketball clubs. Based on the concept of training as the main body and ' student ' as the center, we will bring better training environment and services for youth and adults.

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.

Company name : Collar Sports Club

Registered capital : 1 million yuan

Registration place : Wuhou District, Chengdu City, Sichuan Province

2.2 Task description

Corporate Vision : Collar Sports Club, meaning a leading, advanced, artistic basketball club venue. The enterprise mainly for young people and adult groups, for the majority of young people and adult groups to provide a professional, comfortable, diverse basketball club.

Enterprise goal : to achieve the goal of promoting the national health movement while achieving economic goals.

Enterprise task : Leading Art Sports Club can not only provide high-quality basketball training services for the majority of the group, but also promote the healthy growth of their own body, cultivate their interests and hobbies, and seek the pleasure of life. Cultivate Chinese teenagers ' correct understanding of Chinese basketball and improve their basketball skills. Train and guide the selection of amateur basketball professional amateur athletes and junior high school and ordinary institutions of higher learning amateur sports specialty students. And the excellent basketball player occupation to be strongly recommended, so that our children 's future career development and growth space is broader. Through this project, it can also publicize the benefits of sports training to the public.

Enterprise purpose : the purpose of the enterprise for your satisfaction, my happiness. The enterprise will be opened in the majority of students in the area, not only children can learn, parents can also practice together, so as to increase the communication between parents and children. We have a professional coaching team and quality venues, in training to feel the warmth of the environment. We preferably domestic and foreign reputation better training equipment and provide a very humane service for customers to create a comfortable more professional and comfortable training environment. Our restaurant daily food supplies how much to ensure that food fresh, restaurants need to be booked in advance, a limited number. Clothes, shoes are officially authorized to sell, guaranteed genuine.

2.3 Products and Services

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

The company is still in the registration stage.

(1) The company 's main investment members : the proportion of shares held by the startup team and the proportion of shares held by external funding sources.

(2) Office is tentatively located in Wuhou District, Chengdu City, Sichuan Province

(3) Specific circumstances : We hired an agency to register, and this process is still ongoing, so the capital verification report has not yet been issued.

2.3.4 Legal status and ownership

Our company is a limited liability company, ownership is determined according to the proportion of actual shareholders. We choose legal status because :

A) The establishment of a limited company is relatively simple. There are two ways to set up a company : sponsorship and fundraising. Initiation and establishment are relatively simple, and fundraising institutions need to raise shares from the public. Therefore, for the purpose of protecting the public, their establishment procedures are more complicated. In the establishment of a limited company, only the method of initiating the establishment, there is no way to raise funds.

B) Ltd. has a relatively simple organizational structure. Due to the relatively small number of shareholders of a limited company, sometimes only two or less, it is not required that a limited company must establish a shareholders ' meeting. In foreign countries, a limited company can only have a board of directors, or even an executive director, so the establishment of an organization is very simple.

C) Co., Ltd.has the most shareholders. Due to the small number of shareholders, it is easy to coordinate between shareholders. At the same time, due to its heavy human factors, through consultation to resolve corporate affairs is often less difficult.

D) Limited 's publicity has eased slightly. Publicity is the obligation of the company to disclose the company 's status, especially the company 's financial status, to a certain range of people or the public. For joint-stock companies, joint-stock companies bear a relatively strict publicity obligations. The disclosure obligation of joint-stock company is mainly stipulated by ' company law ' and ' securities law '. However, in a limited company, although the disclosure obligation exists, but relatively light, usually only to the shareholders of the company, not to the public.

2.3.5 Enterprise choose name

Our company name is Collar Sports Club. The leader is the leader in leading the sports industry. The art representative lets participants maximize the spirit of entertainment and exercise.

2.3.6 The primary consideration of naming enterprises

According to the company law of the People 's Republic of China, the company name consists of four parts : the first part is the company type, the second part is the specific name, the third part is the industry company attribute, and the fourth part is the company location name. The matters and legal issues to be considered when determining the part name are : First, the specific name cannot be the same or similar to the registered name. Second, place names cannot contain words such as country, China, China, country, and international. Third, when naming, words that are detrimental to the interests and reputation of the country and society should not be used, and words that are deceptive and easily misunderstood by the public should not be used. Fourth, the name of the company must be more than two words, including foreign names, international organizations, celebrities, political parties, social groups, military units, institutional names, punctuation, numbers, Chinese phonetic alphabet, etc.can not appear in the name. Fifth, in addition to avoiding the above problems, do not add uncommon words when naming a company, try to be concise and easy to remember, can imply that the company's industry attributes or the company runs smoothly better words.

The company name is completely named in accordance with the above laws and regulations and is being reviewed by the Sichuan Provincial Enterprise Business Registration System.

2.3.7 Legal issues

The materials to be submitted by our store include a copy of the legal representative 's identity card, a store lease agreement, and then go to the local industrial and commercial office for name approval and registration to obtain a business license. According to the following regulations, in addition to having a store license, our company also needs to apply for an ICP license for the charged APP : if

the APP has a charging function, whether it is publishing information or APP shopping, it needs to apply for an ICP license. ICF licenses are handled by the local provincial Communications Authority. APPs that accept SMS require an SP license. If the APP has a SMS acceptance verification code, or needs to change the password through SMS, login through SMS and other services involving SMS, you need to apply for SP license.

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.

Taking scientific basketball as the carrier of education, what it creates is to create a healthy and scientific basketball growth environment, so that children can fully enjoy the fun of basketball and integrate into it in the process of basketball, and

can gradually master more basketball skills. The most important thing is to enable a child to gradually develop a good habit of loving sports that is beneficial to his life, which is very beneficial and helpful to their growth life. In addition, for the needs of teenagers and adults, we provide professional teachers and venues so that they can sweat and release pressure in training and competition ! At present for these professional basketball training camp is not very much, so the industry has a lot of room for development. This is very helpful for their life.

Basketball training for us is not only to help you meet your own needs, but also to exercise your body and improve your body immunity. For teenagers, it can help them find their own interests and hobbies, and cultivate the correct health concept of loving sports from childhood. Overall, basketball training camp is a sunny, healthy, positive energy, and very passionate industry.

Many people ' s understanding of the basketball club is too single, that the basketball club is only a place to train basketball, this concept is too single and simple. As far as the development of the current basketball club industry is concerned, the basketball club is not only a place to play basketball, but also a multi-functional comprehensive service place that integrates the four major sections of playing basketball, holding basketball games, basketball referee training and leisure and entertainment. When you are in a basketball club, you can use standardized venues and competition equipment, and we will have professional basketball coaches to effectively guide your skills and teamwork. Youth men ' s basketball professional club sports is a direction we are now vigorously developing, it will not only be able to effectively meet the needs of many parents to improve our children ' s annual physical examination results, but also will be able to effectively promote China ' s education and training industry system of major reforms, this is undoubtedly a way from a traditional professional sports to a comprehensive way to improve the physical quantity of children and the overall quality of the general direction of change.

In recent years, the proportion and scale of China ' s sports industry have been greatly improved, and youth basketball has become an indispensable part of everyone, and youth basketball has been widely spread in China. Many students and

parents have begun to pay attention to it. In addition, the competitive level of youth basketball has also been improved. The notice of the " 13th Five-Year Plan for Youth Sports " is a plan issued by the General Administration of Sports of the People 's Republic of China in September 2018 to strengthen youth sports. The notice puts forward that " young people are the embodiment of the strong vitality of a nation. Strengthening youth sports is of great significance for implementing the national fitness strategy, implementing the Olympic strategy, building a sports power, and cultivating builders and successors of the cause of socialism with Chinese characteristics. Therefore, the basketball industry is the concrete manifestation of the completion of the implementation of this plan. The basketball industry is the concrete embodiment of the implementation of this plan. The development of China 's professional basketball industry in recent years in some countries to help support vigorously, in just a few years, the basketball industry has been in the front line of key cities developed rapidly, which we can fully see, China 's professional basketball industry in the future market development of the overall form will be a broad light. At present, China 's professional basketball sports industry is growing, although the basketball sports industry in many front-line cities to grow and develop slowly, but relative to the second and third tier cities, the basketball sports industry development and growth is relatively slow. China 's basketball industry is in the developing stage, like China 's position in the world, the basketball industry market is very worthy of development.

At the 2022 National Sports Industry Work Conference, Liu Peng, Director-General of the General Administration of Sport of China, disclosed that of the 30 provincial government implementation opinions that have been issued, the total size of the sports industry in 2025 has reached nearly 7 trillion yuan.

Three big ball is the world ' s most popular sports project, in our country is also the most popular and attention to the collective transport project. By the end of 2022, among the three major football venues built nationwide, there were 7,100 football venues with an area of 21.3699 million square meters ; basketball venues 476,900, the venue area of 281.7967 million square meters ; volleyball 30,700 venues, venue area 9,606,200 square meters. Basketball venues both in quantity and area

accounted for a particularly clear advantage in the next few years, China 's basketball industry has a good prospect. With the continuous implementation of China 's basketball industry standards in the future and the improvement of consumers ' requirements for the quality and brand of basketball products, small and medium-sized enterprises with relatively low quality and weak brand influence will gradually be eliminated by the market, and China 's basketball industry will show a trend of industry concentration. It is predicted that from 2023 to 2027, China 's basketball market will maintain a compound growth rate of 18.62 %, 20.36 % and 23.71 % respectively.

3.2 Industry characteristics

According to the club 's fee-based admission method, the club opened a membership admission. Respectively for the monthly card, season card, annual card three kinds of membership card, to meet the different levels of consumption of the crowd admission fee to play consumer demand, compared to the average user single admission price, membership price is more affordable, and more easily accepted by consumers ; the design of the price and duration of the membership cardThe club has adopted a more humanized design, extending the use period while ensuring the number of uses to meet the needs of customers.

As an emerging club, unlike the old basketball training classes, a basketball hall is built with newer and better materials. The floor material used by the leading basketball club belongs to the professional solid wood basketball floor, and the purchase of the basketball rack is in accordance with the international basketball federation standard. At the same time, the location advantage is obvious. Compared with other basketball training classes, the club has a fixed venue and convenient transportation, which can ensure that the time from the city to the club is about 15 minutes.

Excellent coaches ensure the training effect of students. Each class only recruits 8-10 students and can be responsible for each student. The training method of teaching students in accordance with their aptitude enables each student to have the most suitable training method. At the same time, graffiti, murals and posters

inside the venue are filled with a strong basketball atmosphere, which makes every basketball enthusiast who enters the stadium feel physically and mentally pleased. At the same time, compared with the same configuration of the basketball club, our price is more affordable. Based on the price of the people, we provide high-level basketball training, and truly bring high enjoyment to consumers with low consumption.

3.2.1 Advantages

Product Advantages: The project and operation mode of the leading basketball club is the same as that of most basketball clubs, but our characteristic is to build a basketball culture, so that parents and children can learn basketball skills together, and 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, 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 prefer the club's restaurants, because the ingredients are fresh and the principle of proximity.

Internal advantages: (1) excellent quality of coaches : our basketball coaches are all from all walks of life of college basketball-related professionals, has a very rich basketball game management experience and practical teaching. In addition to this, we have also hired special foreign teachers. Youken has integrated the world's most advanced and China's high-level foreign teacher resources, bilingual courses, so that our students can experience the international teaching mode in the classroom, and

comprehensively improve their physical and mental science skills ; (2) The geographical choice of the club : Our club is located in primary schools, middle schools, densely populated areas and other places, so that we can make choices for more people. (2) geographical location : our club in primary school, middle school, community crowded places can be more people choose. (3) Extracurricular Events : We provide full-year activities for young children, UCBA spring, summer, autumn and winter four-season cup competitions, campus series alliances, international interactive competitions and various festivals. So that students can feel an international vision and culture. (4) personality quality training : through a series of collective education activities, cultivate the children 's sense of competition, resistance, group cooperation spirit, team spirit, as well as the respect and awe for the world 's big law personality, let our children in life more sunshine, more confident, independent to face the development of the world !

3.2.2 Disadvantages

Now is the data age, the era of resource sharing, we are not perfect in the construction of the site, there is no dedicated team of online consultants, more is now micro-blog, TikTok, small procedures and other publicity methods are very developed, our team of these video shooting publicity has not been satisfied with the point.

Internal disadvantages: large capital demand at the beginning of the period, large investment in renting venues, purchasing equipment and equipment, hiring professional coaches, and decoration, and the rented house decoration will take a period, and there is no considerable profit at the beginning. It is very important to maintain intellectual input. For the first time, how to manage, operate, publicize and so on is not familiar, no experience, no predecessors to lead many detours.

3.2.3 Opportunities

Is about to take a holiday, the children have free time to learn their own interests, enrich the daily life. The change of the national senior high school entrance examination policy has created new opportunities and starting points for our basketball industry. More and more parents will pay attention to this. We only need

to work hard on publicity and will certainly achieve good enrollment results.

External opportunities: young people are the main customers of basketball clubs. With the development of economy and the progress of education policy, young people have become the key training objects of the state and society, vigorously develop the sports industry, cultivate new youth in the new era, and promote the comprehensive development of young people 's intelligence, physique, art and labor.

3.2.4 Threat

Three to five similar clubs were established before our fortune-telling club, so there is a lot of competition for our clients. Teaching, decoration, professional coach technology, publicity and other aspects will face challenges. Compared to other clubs, our operating procedures, decoration, fame requires time precipitation. In addition, insufficient funds may be encountered during development.

External threats: During the founding of our Artistic Basketball Club, there are many nearby basketball clubs that have been established for a period and have a certain operating base, so the competition in customer resources will be very intense. In contrast, our basketball club 's reputation and visibility is not only louder than them, and in the early days of establishment, nearby customers will choose other long-established basketball clubs because they do not understand the characteristics and advantages of our basketball club.

In summary, the above SWOT analysis of the club, there are bad places and good places in the development path. Bad in the early days of entrepreneurship, we should use optimistic and positive strategies to promote the development of the club, with the right strategy, a positive attitude to treat.

3.3 Industry trends

With the rapid development of various basketball clubs (professional or non-professional) in China, many new training methods have been reflected in front of modern people, such as balance skills training, primary school students ' equipment skills training, group intelligence confrontation skills training, psychological physiological quality recovery training, physical state correction skills training, etc.

There are many theme restaurants in the basketball industry, which can have dinner or watch the ball with your relatives and friends, and you can also buy the Chinese basketball brand star series products that you like very much. This new development trend not only brings us a new fashion direction, but also meets the needs of everyone. There are also basketball themed restaurants that can eat with relatives and friends to watch the ball and can buy their favorite basketball star products. This new development trend not only brings us a new fashion direction, but also meets the needs of everyone. At present, China 's basketball industry has a large scale of development in various provincial capitals. However, compared with the working population and per capita consumption level of each provincial capital, the current market volume of China 's basketball industry is far from fully meeting the needs of China 's basketball hobby at all ages. And the market development status and potential of each country and region are uneven, so if our company can accurately grasp the good basketball market management strategy and have excellent market operators and correct management methods, we believe that in the future our Chinese basketball training industry has great opportunities and potential.

The youth basketball period is also a golden opportunity to constantly improve their physical fitness and develop their potential. Basketball can promote adult children to continuously enhance their physical fitness, accelerate the healthy growth of children 's height, and effectively release the stress of adult children 's intense and heavy internship academic work, activate their brains, and improve their learning efficiency; more importantly, it can help to increase the unity and cooperation of school solidarity groups and children, the spirit of tenacious struggle and good physical and psychological quality. For adults, playing basketball is the best choice to release pressure and keep fit. Playing basketball can not only improve the ability of perception, adaptability, insight and mechanism, but also cultivate the spirit of persistence and confrontation.

3.3.1 Environmental trends

(1) GDP

Gross domestic product (GDP) refers to an important indicator to measure the final results of production activities in a certain period of time. GDP awareness and understanding is essential for our start-ups. China 's annual GDP in 2019 was 82712.2 billion yuan, with an annual average exchange rate of \$ 1 = 6.7547 yuan ; in 2020, China 's GDP is 900309 billion yuan, and the annual average exchange rate has been continuously reduced to USD 1 = 6.6174 yuan. In 2021, China 's current annual GDP has reached 99.09 trillion yuan, and the annual average exchange rate is also 6.8985 yuan. However, China 's population is also growing rapidly, and with the increase of entertainment time, entertainment and ball sports training and learning have become an indispensable and important part in this rapid and stable development.

(2) Income and expenditure levels

Income is one of the important indicators that determine the quality of life. The increase of economic income can strengthen our quality of life and make our life better and better. The increase of income determines whether the state-owned economy grows. The higher the national income, the faster the economic growth, and the social welfare will continue to increase in the future. Now the consumption level of young people is indeed increasing, and even once exceeded the wage level.

Table 3.1 The median per capita disposable income of urban residents in China and the proportion of average years from 2018 to 2021

	Median absolute level (yuan)	Median growth rate (%)	Average absolute level (yuan)	Average growth rate (%)
2018 年	20883	8.30	22408	8.40
2019 年	23821	7.30	25974	9.00
2020 年	24336	8.6	28228	8.7
2021 年	28567	9	30763	8.8

Figure 3.3 Average per capita disposable income and proportion of urban residents, 2018-2021

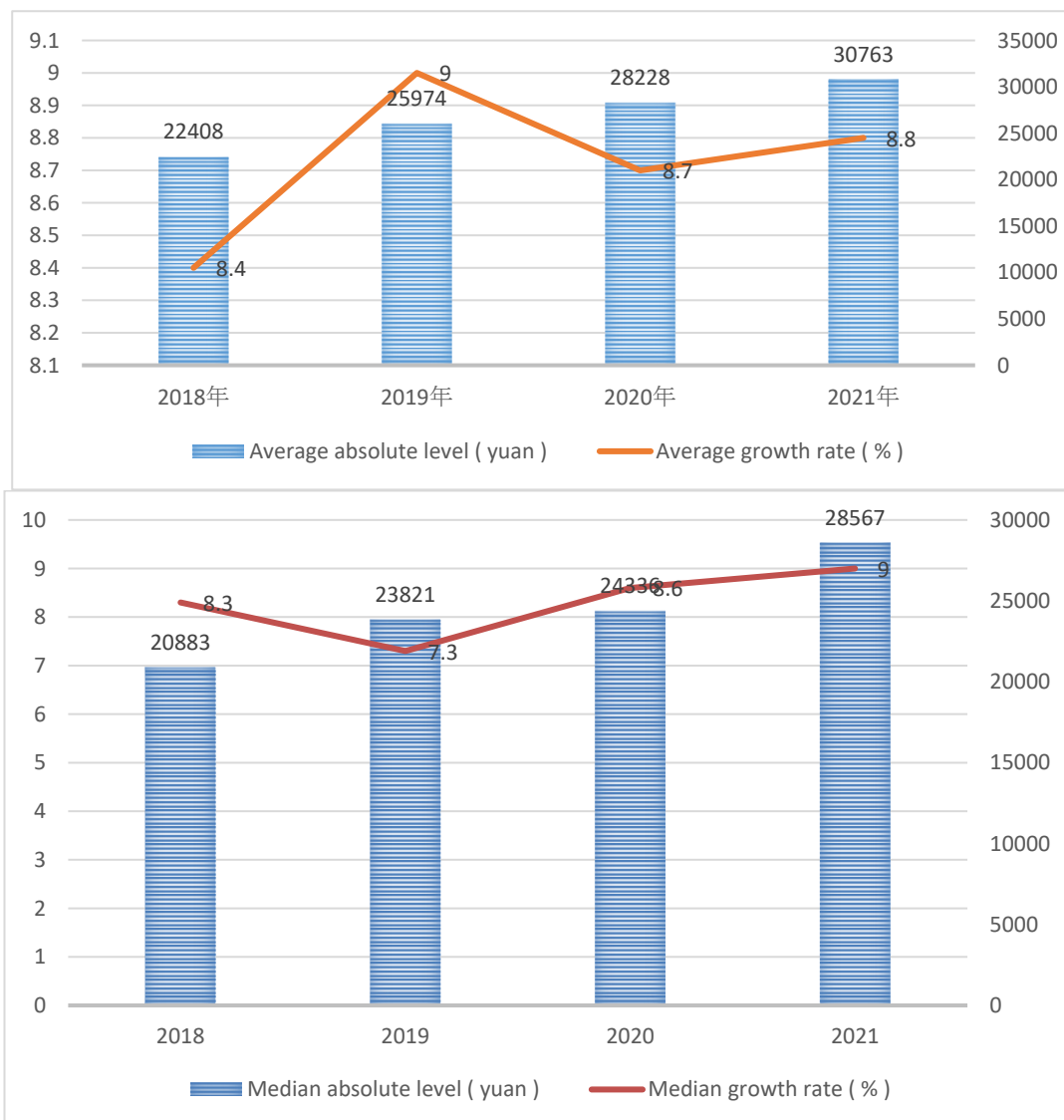


Figure 3.4 Median and proportion of per capita minimum disposable economic aggregate of urban residents in China from 2018 to 2021

3.3.2 Business Trends

With the development of the entertainment industry, the demand for basketball clubs has increased. Our machines need a good economic investment, increase our capital flow, expand the size of the club, increase the number of coaches and enrollment, accelerate promotion, and achieve the first step of primary strategic success.

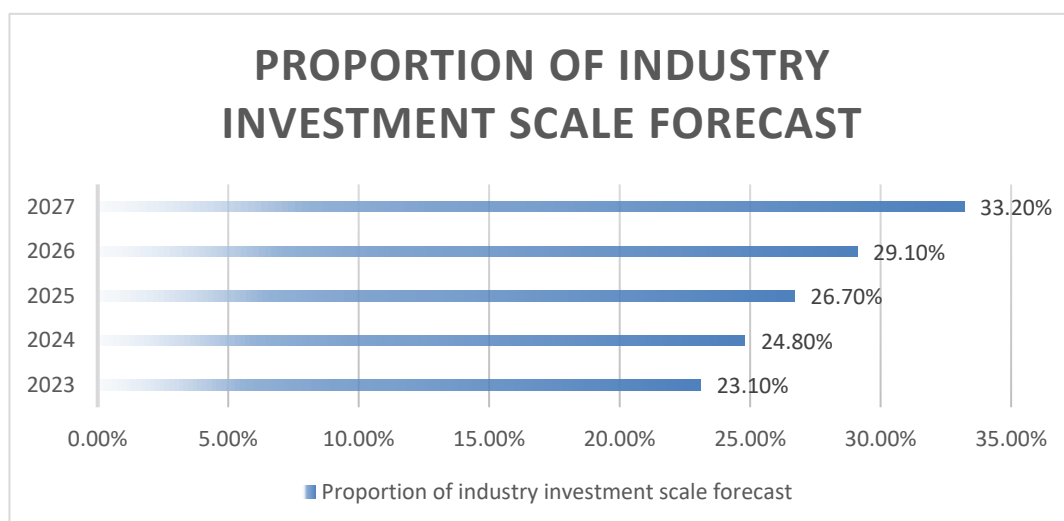
Nowadays, only a few nationals have the awareness of ball training. For example,

students who are about to participate in the senior high school entrance examination will carry out corresponding basketball, football, or volleyball training to cope with the examination. Secondly, there are residents who love ball games, and there are ordinary people who use ball games as a way of fitness, which will eventually account for only a small number of residents in the country, not enough to support the economic category.

In China, due to the development of economic conditions between regions and the uneven distribution of population caused by the location of the population, the different levels of teaching have caused the shortage of talent market in various places. Therefore, in the training industry of basketball clubs, there is a shortage of excellent educational talents with corresponding professional ability.

China basketball industry forward-looking and investment strategic planning analysis report (2023-2027)

The hard cost of the club 's storefront operation on the market is slightly higher than that of the rest of the ordinary storefront, especially the later storefront decoration needs, and training equipment purchase needs, staff salaries and enrollment publicity costs, these are hard expenses. However, with the increasing unemployment rate in the market, high-end functional technical talents have always been the demand of many industries. Only good welfare and sufficient wages corresponding to the labor force are the key to retaining talents. Under the



solid foundation of the early stage of the establishment of the enterprise, we must

constantly make adequate preparations for the later stage of management. In today's society, due to the uneven management level of most enterprises and the professional and technical ability and inspection level of some enterprise employees and front-line technicians, the quality inspection is not qualified, or described as a small group of self-employed enterprises, leading to the departure of truly capable talents from the company, which leads to the existence of vicious price competition talents on the market, making the basketball club industry in China. The number of heavy progresses is difficult to move forward. If we need to be in an emerging industry, we need to keep learning if we want to make it bigger, stronger, and more brilliant. Constantly motivate employees, let employees maintain their passion and vitality, be an excellent leader and manager with a healthy management model, lead the company to move forward, walk in the forefront of the times and maintain self-crisis awareness, and lead the basketball club industry.

According to the industry's domestic survey results on health indicators show that this year, with the continuous improvement of China's per capita living standards, our people began to pay more attention to the quality of life, physical health and quality of life are closely linked, some people continue to join the ranks of sports. Since 2018, health consumption has accounted for 0.35 % of total household consumption, and the growth of consumer spending has become a necessary condition for the development of the sports market.

3.4 Long-term prospects

(1) The 13th Five-Year Plan for Youth Sports published on the official website of the General Administration of Sport of China reflects that under the background of national policy implementation, the development of basketball will become an indispensable part of China's health progress. The rapid progress of the times has greatly promoted the healthy development of Chinese sports. For college students, they have also once again put forward the major goals and requirements for their lifelong acceptance of sports quality education. Adolescence strong body, strong will, lively and cheerful, is an important manifestation of the overall vitality of the

Chinese nation.

(2) Chinese University Basketball League, referred to as 'CUBA ' provides a competitive way for Chinese college students.

(3) In 2020 Sichuan middle school student sports examination project has the basketball skill inspection.

(4) the college entrance examination in the physical examination includes basketball skills assessment.

The development of China 's basketball club industry is entering the stage of structural adjustment. From the perspective of the overall development of the industry, most basketball training courses are not worthy of the name, and many training courses only receive money but do not seriously teach. Most of the basketball training coaches are over 35 years old, and most of them are retired from sports schools. The teaching mode is boring, and they do not pay attention to explanation and communication. The coaches and students basically do not communicate after class, and only pay attention to the training of basketball skills. Despite the great potential of basketball clubs, but for various reasons, the overall development of the industry is still too conservative, club development there are still great challenges.

Basketball training has always been the first choice for parents to improve their children 's extracurricular activities. Basketball can not only enhance children 's sense of teamwork and change their way of thinking while exercising, but also exercise their hardworking spirit. In addition to the official youth sports schools in the urban area of Mangshi, there are no other professional basketball training courses, and youth sports schools cannot meet most youth basketball training. In addition to the small body outside the school, only sporadic 2 or 3 training courses are opened, and there is no professional venue, mostly open-air cement ground, medical facilities are not complete, the safety of students is not guaranteed. Integrated market prospects, consumer groups, similar entrepreneurial projects, the opening of professional basketball club, market competition is small, huge consumer groups, broad prospects for development.

Section 4

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.

(1) Training Course Market

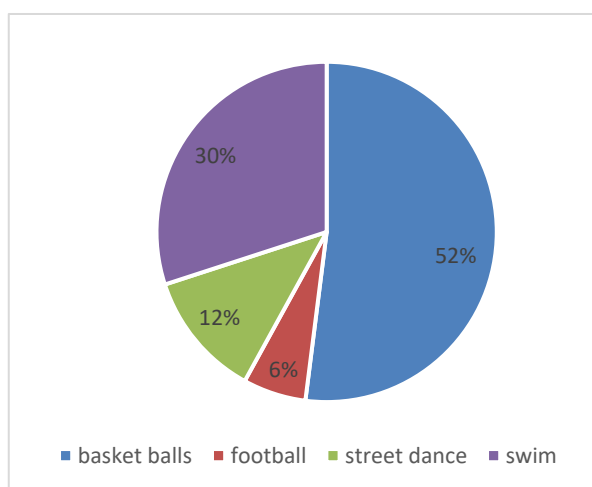


Figure 4.1 After-school interest class selection

Note : Data source questionnaire survey

In addition, Wuhou District of Chengdu has convenient transportation. At the same time, with the increase of national per capita GDP, per capita consumption has gradually increased. Children 's after-school interest classes have become the top priority in the eyes of parents. According to the questionnaire, 52 % of parents are willing to let their children receive after-school basketball training classes.

(2) Club members

According to the questionnaire survey, when they opened an indoor basketball hall in the city, 84 % of people are willing to spend money to enter the stadium to play. In recent years, Wuhou District of Chengdu City began to implement basketball culture, organized by the government of all kinds of basketball game is nearly 3 years began to participate in. For teenagers, the attraction of basketball is higher in these competition atmospheres. More and more people are involved. Basketball enthusiasts are getting younger and younger, and more and more young faces appear on the court. This is a good signal for the development of basketball clubs. The club is committed to providing quality services that are tailored to the public and in line with reality. Basketball training courses and high-quality basketball venue construction, combined with market research, to different levels of people to collect suggestions and opinions, to develop appropriate club products. According to the situation of students, coaches individualized ability to develop excellent basketball training program.

4.2 Buyer analysis

(1) By age

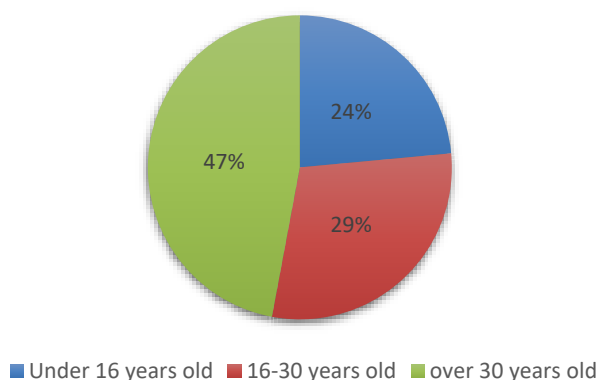


Figure 4.3 Target customer analysis (age)

Note : Data source questionnaire survey

We have developed different product sales plans for target customers of different ages. For young people under 18 years old, we recommend participating in the club's basketball training class. For people aged 18-30, we recommend members to join our club. For people over the age of 30, we recommend ourselves to join the membership. If you have children, you can also let your children participate in basketball training classes.

(2) By consumption capacity

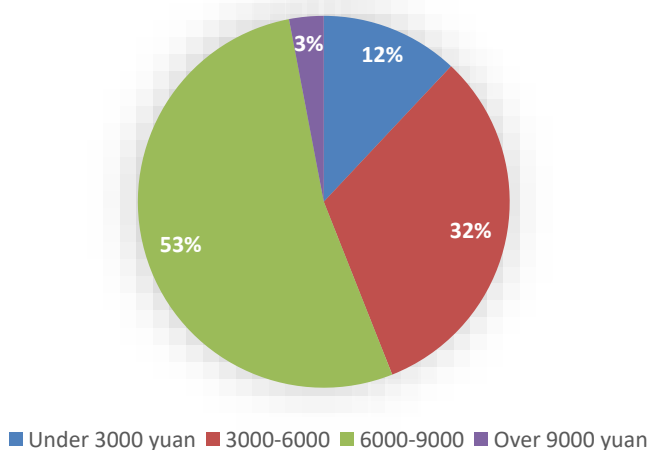


Figure 4.4 Target customer analysis (consumption capacity)

Note : Data source questionnaire survey

By establishing the consumption ability of different groups of people, we have formulated multi-level product pricing. The questionnaire survey shows that the salary of most people is 6000-9000 yuan. The club formulates appropriate prices

according to the questionnaire survey and provides high-quality services at appropriate prices.

4.3 Competitor analysis

The main competitors in Wuhou District of Chengdu are traditional basketball training courses. The basketball club and the traditional basketball training project competitive advantage, as shown in Table 4.1.

Table 4.1 Project competitive advantage table

Traditional	Basketball Training Class	Ben Basketball Club
Site	no fixed training place, randomly rented public basketball court.	Tieyi Basketball Club project is located in Chengdu, Sichuan Province, Wuhou District side of an idle warehouse, warehouse covers an area of 2000 square meters, low site costs. Superior to other training courses
Decoration	Outdoor basketball court with cement and rubber ground	Club floor materials belong to professional solid wood basketball floor, while the venue interior graffiti, murals, posters are filled with a strong atmosphere of basketball.
Service	Lack of service attitude, high price.	The price is more affordable, providing high-level basketball training, and truly bringing consumers high enjoyment with low consumption.
Guarantee	The number of groups is too large to provide detailed services.	Small groups of dedicated security, timely service.
Publicity	Less well-known, no favorable promotion for potential market customers.	Using existing contacts, to promote basketball fans ; use the Internet + model to expand the scope of promotion and stimulate potential customers.

Note : Data source questionnaire survey

Artistic Basketball Club from decoration, price, service, or other aspects, are significantly better than the traditional basketball training, competitive advantage.

4.4 Yearly Sales and Market Share Estimates

As a result, we estimate annual sales to be around RMB 10 million (see Part 9 for details) and we may gain 0.3 % of the market share.

Section 5

Marketing Plan

The marketing strategy of leading basketball club is more humanized than that of traditional basketball club.

5.1 Overall Marketing Strategy

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.

(1) Equipment, Venues

As a basketball club, we must provide customers with adequate venues, in addition, advanced equipment is also our essential main products. In the early stage of entrepreneurship, our funds are relatively small, so the equipment may not be relatively comprehensive, so we should try to choose more cost-effective equipment. For a basketball club, equipment is an indispensable part of our normal operation. We should properly extend the service life of the instrument as far as possible. The specific extension requires us to do proper maintenance and maintenance of our instruments in daily business activities.

(2) Commodities

The main purpose of the commodity area is to provide nba jerseys, t-shirts, sneakers and other sports products for sale. At the same time, a basketball-themed restaurant has been opened, and people want to go to the ball with young people who are interested or have the same hobbies. 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. We will provide genuine protection services for the goods we provide. Our food will also be green and healthy, without addition, and customers can buy with confidence. You can also watch the ball with people who have the same interests and hobbies when eating. 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. We will provide genuine protection services for the goods we provide. Our food will also be green and healthy, without addition, and customers can buy with confidence.

(3) Services

Our club 's services mainly include personal coaching services and general services. For personal coaching services, we focus on selecting candidates with stronger coaching business capabilities and will provide coaches with the opportunity to communicate and learn with professional basketball, football, and other coaches at home and abroad. We are also committed to providing customers with the best quality and most suitable for the customer ' s own services, so that customers are satisfied with our services. Then for the general service, is the main competition for young customers to provide services to the test coach. No matter what kind of coach, to provide customers with professional guidance, teaching, efficient method these are we should provide unconditional.

In the initial stage of entrepreneurship, the most important thing for our leading basketball club is to have a good reputation and many customers. We should use the traditional concept of training teenagers to attract new customers through examinations, so that they know and understand the importance of blue ball to today 's social life, and retain most of the new customers, so that more new customers can choose our basketball club. Our leading basketball club will not only provide customers with experience opportunities, but also provide customers with professional guidance, so that customers can leave a deep impression on our gym, so that customers are satisfied, create a good reputation, improve the popularity so as to gradually increase the number of customers, and increase the purchase of services provided by our basketball club.

In the middle of the venture, after we have a certain reputation and traffic in

our basketball club, we should actively innovate, introduce more advanced equipment and technology, and recruit more excellent professional basketball coaches. At the same time, to be able to maintain the majority of customers on our basketball club interest and freshness, to attract our original old customers to their original old customers to stay, to meet the needs of more old customers, new and old customers to provide appropriate price concessions.

Club start-up later, we should open more related business (such as joint shoes, coffee, beverages, etc.) to further expand the size of the club, so that our basketball club services more comprehensive, so that more customers understand we choose us. In the daily life of old customers can talk to his colleagues, relatives, classmates, friends can mention and recommend our basketball club, so that more people can fall in love with the sport of basketball. This is actually a way to help us invisibly propaganda, we should seize this free large-scale publicity opportunities. Focus on the professionalism of teaching, improve the coaches ' sense of responsibility and professional skills, and constantly improve the coaches ' curriculum plan; focus on site maintenance and care, so that students and members play in a comfortable stadium; pay attention to the students ' after-school achievement test, regularly hold friendship competitions among students and set up prizes, cultivate students ' spirit of hard work and form a benign competition among students.

5.2 Pricing Strategy

The pricing of products is based on service first, followed by factors such as venue, market, and competition. According to these conditions, products and services are comprehensively priced. The club product pricing, as shown in Table 5.

Table 5 Lead Art Basketball Club product pricing table

Project	Pricing method	Drafting
Primary Training Courses	Moderate pricing strategy	800 yuan / person
Intermediate Training Courses	Moderate pricing strategy	1000 yuan / person
Advanced Training Courses	Moderate pricing strategy	1500 yuan / person
Collar Basketball Club Month Card	Moderate pricing strategy	450 yuan / person
Collar Basketball Club Zika	Moderate pricing strategy	1000 yuan / person
Leading Basketball Club Year Card	Moderate pricing strategy	2000 yuan / person

Note : Data source questionnaire survey

5.2.1 Charge standard

(1) Membership system

1 New guests to enjoy 9.9 yuan experience class once

2 Membership system implements membership card system.

Member card fees :

Monthly Card : 499 Yuan Quarterly Card (4 months) : 1399 Yuan

Members are free to use the sports grounds and equipment and attend general training courses in the club, in addition to individual fee courses. The club also provides laundry facilities and free drinking water and storage.

5.2.2 Course fees

For fee-paying courses : basketball, volleyball, football and various ball one-on-one private teaching courses.

Table 2.2 Course fee schedule

Types		Price (yuan / card, course)
calorie	Experience card (10 times)	1500
	Weekend Annual Card	3999
		6899
	Holiday card	2800
3200		
Courses (2 on weekends)	Basketball lessons	720
	Football lessons	720
	Volleyball lesson	720

For a newly opened store, most stores will choose to open a large reward guest. Of course, in the initial stage of our club will also increase the flow of people through the discount promotion, so that our store experience to increase more fixed customers. For many basketball service industries, the price strategy is particularly important for us. According to our survey, there are many basketball club promotions as follows:

(1) Preferential recharge

Now many people like to shop on holidays, and for most people, holidays will have time to come to the club. In response to this situation, we can provide promotional activities on various meaningful special days to attract more customers. We should provide the most suitable and affordable promotion plan according to the needs of customers. Recharge This is a promotional tool used by various industries. For the club, this is undoubtedly a good price strategy. Like recharge 500 send 50, recharge 1000 send 100 this way, it seems to be a white wait for dozens of dollars, hundreds of dollars, but, this kind of discount is actually the same as the usual discount. We want to seize the customer ' s feeling that they have earned the psychological, and actively promote our services out. In order to achieve this win-win effect between us and customers, we can also introduce the promotion of small gifts to attract customers.

(2) Special price for specific services

The club, in order to have new ideas, we must constantly introduce some activities and programs. The newly launched service may be unknown to many people. In order to let more people, understand the new service of the club, we can then provide exclusive discounts for this service. For example, the original price of 998, as long as the purchase of this service can now enjoy 889. You are likely to be attracted to see this price concession. This is a good plan to promote new products.

(3) Gift activities

Clubs can print on the leaflets ' with this leaflet to the store consumption can be reduced part of the number of yuan ' and other words to attract customers, but this approach and the usual discount is actually no difference. Relative to most customers discount actually attractive is not high and increase the attractiveness of

this approach can not only than discount to attract more customer attention, but also to maintain the original price of our products.

(4) Probabilistic discounting

This clock promotion the most random, most common is the draw this way, which is basically by luck. Lottery has a variety of styles, the most common in life are lucky big turntable, smash the golden eggs, scraping and so on. Customers are likely to be affected by the novelty and freshness of this kind of lottery and have a fluke mentality and active participation. Even if this way down although and discount almost, however, people not only for uncertain things, curiosity will be particularly heavy, will also attract the attention of some of the new and old customers.

(5) Full amount may be reduced

This promotion is very popular, like Taobao ' s two hundred minus twenty, is also the case. Some consumers in order to enjoy this offer, may choose to buy more services, this way can greatly improve our company's sales.

5.3 Sales process and promotion combination

Lantern Festival, Munao vertical song festival double celebration of honorary guests, water-splashing festival 9 % discount promotion, 3 people with a reduction of 200 yuan, 10 people with a free order, and according to the business situation to carry out feedback to customers and other preferential activities. Three analysis periods of marketing strategy :

(1) The initial period of entrepreneurship

In the early stage of entrepreneurship, for a club that has just started a business, we will face an inevitable problem - lack of funds. In the face of this situation, we can only use the most traditional and affordable way of publicity, that is, the way of sending leaflets, in order to expand the popularity of our club in the absence of funds and customers. The image of college students is relatively lively, energetic, is our club propaganda best candidate. Try to find college students who need short-term part-time jobs to work in our club, and develop some effective reward and preferential systems for them, which is also a good way to improve our popularity. The specific reward system, such as pull for new customers, they can get 1 %, this way will greatly improve their work enthusiasm. For our club, college students who

send leaflets for us are also a potential customer. We should provide them with such as: club prices or discounts, etc., to increase their desire to buy our services. Today 's society, the network in all directions. There is no lack of shops named after web celebrities. We can create official accounts of the show on various platforms and release small videos that reflect our club 's strengths relative to other clubs to attract more new customers. This is a way to save money relatively compared to a start-up club.

(2) Mid-entrepreneurial period

In the medium term, our funds have basically returned, and we have a certain economic foundation and popularity. We can use our popularity to attract new and old customers through sponsoring associations. Our basketball club is in a place where there are many teenagers. The place where there are many teenagers is more conducive to the development and growth of our club, which is also conducive to our promotion of our club. Similarly, we can sponsor some schools, institutions, companies, associations to hold some activities related to basketball, football, and other sports, and strengthen the understanding of these sports by teenagers and social groups. In addition, some group preferential activities like our club are very suitable for them, and we can also actively promote our club to them. Old customers are relatively stable customer groups, to show their gratitude, we also provide some exclusive benefits on specific days. This can impress the old customer, let him trust us more. At the same time, in this way, the old customer may be more trusted to recommend our club to his friends.

(3) Late entrepreneurial period

In the later stage of entrepreneurship, we will focus on how to make our club develop in the long run, and the expansion of the club must be carried out immediately for a club in the later stage of entrepreneurship. In the later stage of entrepreneurship, the club 's funds are relatively abundant. And now young people are relatively concerned about the star effect, tend to this trend, we can find some in the basketball community, sports relatively well-known people to do some advertising. Actively promote basketball, let more people join the sport, for our club to attract more customers.

5.4 Distribution and sales

Basketball club as a new business model, to provide more professional services for basketball fans, to get a more professional basketball experience. The basketball club value chain model will be customer-centered, collect resources to summarize the customer's wishes, and implement the customer-centered service attitude. At the start-up stage, basketball clubs can be strained by capital, goodwill, experience, and operational familiarity, but will gradually start as micro-businesses later. When our teamwork, enterprise scale, enterprise operation and curriculum construction reach a certain stage, we will become a member of the Chinese basketball club industry leaders, to build a bridge for the Chinese basketball industry, to prepare for the industry to a higher level.

At present, the selection methods, and methods of the existing basketball player talents we choose are relatively single. The main way is to focus on comprehensive sports schools, send well-played students to professional teams around the country for training and training, and then select excellent talents from these professional teams to participate in the national team. The rise of our basketball club can effectively improve the system of selecting talents. China is a country with a very large population base. There are many people who love basketball, but they do not have the opportunity to carry out professional training. And our basketball club will be able to absorb and accommodate these talents and show their sports talents for those who love basketball. In a word, the formal establishment of amateur basketball clubs' marks that the current development of China's sports system will enter a new era. Professional basketball clubs will have the opportunity to recruit and train talents from amateur clubs, universities, sports academies, and other ways. Our leading basketball club will train professional talents for China's basketball industry.

In terms of publicity, we will use online (APP advertising such as some small, new APP, just created APP, and some of our club's new features to advertise out, etc.), offline (flyers, activities, etc.) way of publicity, so that more customers know and understand our club. This publicity is mainly to let them know the difference between us and other clubs, understand our advantages and characteristics.

Having a good leader and manager is the best compass for us to move forward. When the leading basketball club develops and stabilizes in the later stage, we can gradually expand the market, establish branches, establish more characteristics, attract customers of different ages and different income levels, and become the leader in the basketball industry. At the same time, we will regularly participate in training, whether it is the coach, operation, or management need to further study, so that the better.

Section 6

Management Team and Company Structure

6.1 Management team

Our basketball club has five departments: Board of Directors, Coach Department, Finance Department, Market Development Department and Logistics Department.

Table 6.1 Department Settings

Department	Director	Finance Department	Market Development Department	Logistics Department	Coaching Department
Number (persons)	1	1	1	1	6

(1) Director

The director is mainly responsible for all the daily management of the company's club. The company is responsible for all the daily business performance assessment of the company's club. At the same time, the director is responsible for formulating the club 's monthly quarterly annual product sales development plan and business objectives and at any time to urge the company to perform. The director is also the company's full direct responsible person in charge of the club 's management of daily affairs. Any problems that may arise in the company's management of daily affairs may directly allow your subordinate company's management to directly submit opinions to the company's director and assist in solving them. That is, it can be solved by applying for the director to ask the company's relevant staff to discuss the agreement. Problems arising from the daily affairs of the company should be submitted by the subordinate management to the director for resolution, you can also apply for the relevant personnel to discuss and resolve.

(2) Finance Department

The main department of the finance department is responsible for the daily financial management, accounting and financial supervision and management of football clubs. The management work by the company ' s relevant qualified personnel responsible for the office and is responsible for participating in the management of major business matters and important production business

operations related to decision-making. Accounting-related staff must first consciously and strictly implement the 'accounting law', skilled in the implementation of laws and regulations related to the state, financial policies, and accounting-related financial system. In the financial management work carried out by football clubs, we need to study and formulate corresponding financial management implementation methods in combination with the actual work situation, strictly implement various laws and regulations related to the country and later strictly implement the management system for the use of various funds. In this process, we must further control and realize the inflow or outflow of funds. All the audits or reviews of bills are completed jointly by two members and cannot be completed independently by one person. The major expenses of clubs at all levels need to be decided by the high-level collective consultation of clubs at all levels. Internal management staff also believe that internal accounting risk control should be strengthened, the division of labor between accountants and cashiers at all levels should be clarified, and internal and external coordination management should be done well. There are internal staff turnover departments need to immediately improve the handover work.

(3) Professional Coach

The coaching staff employed by the club is determined by the actual flow of people and requires the relevant qualification certificate. Establish a coaching team managed by the director. Coaches mainly ensure that most students' teaching and examination pass the requirements. In addition, amateurs can also hire private teachers and private coaches provide one-to-one services for customers. Under the premise of understanding the basic physical condition of customers, they meet the needs of customers' hobbies and cultivate customers' sports literacy. Coaches team is divided into two parts that is part of the teachers sent to the surrounding key primary schools to distribute learning materials for secondary school students to collect some information about students interested in learning. The other part of the training club can accept free on-site training consultation, training course product sales, and can accept free online course consultation online Q & A and course product sales. Training management team, according to the trainees age and

technical level of professional division, divided into different groups to carry out professional training. The administrative management team, in addition to timely reception of all to the company consulting training students and parents, but also timely communication with your students' parents training course implementation, feedback information to your training management team, and timely do a good job of training materials collected and archived.

(4) Market Development Department

The market development department mainly conducts market research on customers who participate or intend to participate in club experience projects. The research method is mainly through the questionnaire to the young students, parents, social personnel three audience groups statistics of their economic ability, parents, and students ' satisfaction, students ' gender, price satisfaction, social personnel views and other aspects of statistical research. Analyze and discuss the survey results to develop new services suitable for the current market. And should regularly understand the ball sports industry and competitors' timely action, and then adjust the market development strategy. The development department should have market promotion ability, excellent communication and coordination ability and organizational planning ability. Club size limit, provisional personnel one, later according to the size of the club can be adjusted. (5) Logistics

Logistics personnel are mainly responsible for the daily life of the club, responsible for the club site cleaning and maintenance, equipment maintenance. Ensure the quality of life of club staff, approve, and control the logistics budget, responsible for equipment management and maintenance, responsible for club assets and equipment. The development, management, and training of human resources. Establish and improve the logistics management system, approved by the organization.

6.2 Board of Directors

Equity capital 1000000 yuan, in the beginning of the career basketball club, we jointly decided by the five business partners each invested 200,000 yuan, respectively, accounted for 20 % of the career basketball club equity share. The specific distribution is as follows:

Table 9.11 Leading Basketball Club equity composition

Name	Investment amount (unit: yuan)	Shareholding ratio
Song Ting	200000	20%
Zhang Xiyuan	200000	20%
Zheng Haoyu	200000	20%
Zhou Mingyu	200000	20%
Zou Yangrui	200000	20%

The cost of capital generally refers to the opportunity cost that the leading basketball club needs to pay to raise the early construction funds, which generally includes the early financing cost and the later occupation cost. The financing cost generally refers to the cost of obtaining the target, and the occupancy cost is generally the cost of being occupied. Both are the main body of its capital cost.

All the funds of the basketball club are equity funds and have no debt funds. The use of equity funds to raise funds of 1-million-yuan, leading basketball club financing costs (assessment fees) of 5000 yuan.

Thus, the capital cost rate is 0.53 % $\{5000 / (1000000-5000) = 0.53 \% \}$

6.3 Advisory Committee

We will employ information experts as information security consultants for our applications, responsible for:

(1) Tracking and in-depth study of cutting-edge security technology, flexible use of information security, professional technology and related information means, to provide customized information security solutions for the security management system ;

(2) Have a certain breadth of knowledge, and provide overall security solutions from multiple perspectives such as security functions, industry scenarios, industry or service requirements ;

(3) Follow up business development, through the project leading selection, layout group security frontier ;

(4) Cooperate with industry strategic alliances, regulatory authorities and information security service providers to jointly build the group 's information

security defense line ;

(5) Develop cloud platform security operation standards and norms, plan cloud platform system security to improve the continuous improvement plan and track the progress of security improvement work.

6.4 Other Professionals

We need a professional store manager who is responsible for:

(1) Develop and implement annual, quarterly and monthly sales work plans ;

(2) Responsible for store sales management, deal with problems in the sales process ;

(3) responsible for checking the quality of store services, identify problems and promptly correct ;

(4) to assist my company to complete the dismantling and implementation of various indicators and performance ;

(5) The store staff training and implementation of company rules and regulations.

Section 7

Operation plan

7.1 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.

Figure 7.1 Operation mode of the Club



Note : Content Source Market Research

7.2 Place of business

Tieyi Basketball Club project is located in Chengdu, Sichuan Province, Wuhou

District side of an idle warehouse, warehouse covers an area of 2000 square meters, low site costs. Better than other training courses.

7.3 Facilities and equipment

Now the market is full of all kinds of size, size, different training courses, coaches' uneven level, rough venue. The coaches employed by the leading basketball club to set up training courses are professional basketball coaches. At the same time, the venue facilities are professional indoor basketball halls, and the basketball atmosphere in the venue is strong. To prevent accidents, we also equipped with professional medical equipment, training players while maximizing the protection of students' health.

The club divides the training class into three levels to adapt to the students of different ages, and the students enrolled in each class are controlled at 8-10 people. They can teach students according to their aptitude and carry out different training according to the characteristics of different students, so that all the students who join the club can be most suitable for their own training. And the teaching method is fun and humorous, so that students can experience the fun of basketball while learning.

7.4 Business Strategy and Plans

After the club is determined to implement, first determine the club address, and sign a rental contract, followed by the club's decoration, and finally complete the relevant documents and conduct a series of follow-up work such as early advertising. The specific strategic plan arrangement is shown in Table 12.

Table 7.1 Project implementation schedule

Steps	Time	Project implementation phase content
The first step	Within 1-3 months	First, market analysis and investigation on the requirements of creating clubs.
The second step	Within 4-6 months	Gather funds, select the address of the club, with the relevant departments for permits, start decoration, safety, equipment purchases and installation, medical supplies and so on.

The third step	Within July-September	After the infrastructure is improved, the trial operation can be started. The internal staff can be invited to experience the club 's services together, and some preferential activities can be carried out externally, such as holding friendship competitions and free experiences. Pay attention to experience feeling and so on a series of questions.
The fourth step	Within September-December	Gradually advertise, find advertising companies, customize club business cards. Organize some promotional activities to attract customers ' attention.
Step 5	1-5 years	Continuously improve the hardware facilities, accept the opinions and suggestions put forward by customers, further broaden the market path, do a good job in building and developing the club, respond to the direction of social development, and constantly innovate ideas. Achieve industrial upgrading.

Note : Data source questionnaire survey

(1) According to the current consumption of basketball clubs, the following market segments :

Professional basketball players: we provide professional service requirements is not big, mainly need a professional basketball court for their daily training services.

Youth examination needs: to provide professional services that can pass the examination and higher requirements of the service.

Basketball enthusiasts: face basketball enthusiasts to provide one-on-one services, as well as more specialized training services.

Our leading basketball club marketing goal focuses on teenagers ' 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.

(2) Long-term strategic focus :

1 financial objective: the ultimate profit for the club 's lifelong goal, and strive to

keep the financial data to maintain a good upward trend.

2 Main strategic position targets:

In the initial stage of entrepreneurship, the most important thing for our leading basketball club is to have a good reputation and many customers. We should use the traditional concept of training teenagers to attract new customers through examinations, so that they know and understand the importance of blue ball to today 's social life, and retain most of the new customers, so that more new customers can choose our basketball club. Our leading basketball club will not only provide customers with experience opportunities, but also provide customers with professional guidance, so that customers can leave a deep impression on our gym, so that customers are satisfied, create a good reputation, improve the popularity so as to gradually increase the number of customers, and increase the purchase of services provided by our basketball club.

In the middle of the venture, after we have a certain reputation and traffic in our basketball club, we should actively innovate, introduce more advanced equipment and technology, and recruit more excellent professional basketball coaches. At the same time, to be able to maintain most customers on our basketball club interest and freshness, to attract our original old customers to their original old customers to stay, to meet the needs of more old customers, new and old customers to provide appropriate price concessions.

Club start-up later, we should open more related business (such as joint shoes, coffee, beverages, etc.) to further expand the size of the club, so that our basketball club services more comprehensive, so that more customers understand we choose us. In the daily life of old customers can talk to his colleagues, relatives, classmates, friends can mention and recommend our basketball club, so that more people can fall in love with the sport of basketball. This is a way to help us invisibly propaganda, we should seize this free large-scale publicity opportunities.

Section 8

Production Design and Development Plan

8.1 Development status and tasks

Our mobile application development needs the following functions :

1. record service : can statistics user activity and page PV / UV
2. Crash collection mechanism : errors that cause crashes can be automatically collected

Debugging framework : switch between alpha, beta and online environment for internal testing

4. H5 and native hybrid development framework : not releasing new releases to support new features

5. Sharing functions : WeChat, Douyin, QQ, Weibo, etc.

6. Positioning function

Wax Framework : A timely fix framework for online bugs that fix bugs without a release, similar to plugins

8. Message Center : Message Push and Notification

9. Scan : scan the two-dimensional code

10. Update mechanism : automatic / prompt update and forced update

11. Feedback : Feedback channels can directly inform the person in charge via SMS / email

12. Initial Screen : You can update the full-screen picture of the app whenever you launch it

13. Rotation of Apps Initially Opened : Rotation of features to be turned on after an update, only once per App version

14. Caching mechanism : automatically clear cache, or users manually clear

15. Guidance mechanism : red dot / red number prompts and guidance

8.2 Challenges and risks

Major Risks and Emergency Plans - Risk Management

number	Identified risks	emergency plan
1	If the system has problems	Set the IT team to check the server status every 30 minutes during the day and check the server status every 3 hours at night. They will solve problems that may occur at that time, and we have a program to notify when an error is found.
2	If identity theft commits cybercrime in our application	We will contract with security software developers to create a security software that protects customer information and provide us with some insurance to ensure that if any customer identity is stolen, they will be held responsible.
3	If new alternative technologies beat ours.	The IT manager team will focus on finding new features or technologies that can adapt to our applications to catch up with new technologies.

8.3 Costs

We choose reliable service providers to help us develop applications. I've worked with him before and done well. We worked with service providers to determine the needs of the APP, signed a cooperation contract, and put forward functional requirements. In the development process, we always pay attention to the development trend, keep in touch with service providers, and avoid functional errors and schedule problems. After the development is completed, we carry out acceptance. In addition, service providers also provide post-maintenance. The total cost is expected to be RMB 80,000. Other costs such as rent, and equipment costs are detailed in Section 9.

8.4 Intellectual property rights

The intellectual property rights are brand designs and trademarks registered in government agencies. The business model will also be intellectual property. Our

mobile apps have full intellectual property rights, including:

1. Functional patents
2. Icon trademark registration
3. Interface of interface
4. permissions of the application

Section 9

Financial forecast

9.1 Sources of funds and instructions for use

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.

9.2 Hypothesis Table

Basketball club is mainly divided into five areas, respectively, basketball area, restaurant area, store area, each area to buy the corresponding equipment, equipment required as shown in Table 9.1:

Table 9.1 Projected cost of equipment purchased in advance

	Number (units)	Unit price (yuan / piece)	Amount (yuan)
Basketball District			
Basketball	30	120	3600
Logo bucket	50	1	50
Basketball Rack + Basket	2	1000	2000
Gravity ball	30	50	1500
Row railing	30	10	300
Finger + Ball Glove	30	40	1200
Resistance umbrella	30	15	450
Loaded sandbags	30	10	300
Yoga ball	30	40	1200
Restaurant area			
Pot	5	80	400
Bowl utensils	20	100	2000
Dining table	10	400	4000
Decoration	10	100	1000
Tools	1	800	800
Washing pool	1	200	200
Gas stove	1	300	300
shopping center			
Cash register	1	800	800
Display counter	6	200	1200
miscellaneous			
Water dispenser	3	400	1200
Computer	4	5000	20000
Stool	10	20	200
Sofa	2	500	1000
Total (yuan)			55800

Due to the different sales of goods in the marketing mode of basketball clubs, the

sales volume can only be estimated based on market observation and questionnaire survey, and the basketball club uses the marketer judgment method in the qualitative analysis method to predict the sales volume. It is expected that the number of card holders will increase year by year, the number of courses is also increasing year by year, the course 1 year is divided into four periods, is expected to 1 year each number of the same.

Table 9.2 Estimated sales

class of business		Service volume (person)				
		Year 1 Y	Year 2	Year 3	Year 4	Year 5
Experience card (10 times)		30	40	50	60	80
Weekend Annual Card	Once a week (closed during winter and summer holidays)	60	80	80	100	120
	Twice a week (closed during winter and summer holidays)	80	100	100	120	120
Holiday card	Winter (summer) holiday period (10 times)	100	110	120	140	160
	Winter (Summer) Vacation Two (20 times)	80	100	120	120	150
Courses (2 on weekends)	Basketball lessons	20	25	30	40	50
	Football lessons	20	25	20	25	25
	Volleyball lesson	20	25	23	25	28
Other (once)	Physical fitness class	20	20	15	20	20

The club intends to recruit a total of 10 employees, including 4 training coaches, 2 teaching assistants, 1 front desk staff, 1 financial staff, 1 operator and 1 cleaner; the initial start of the club requires funds. The monthly salary and annual salary are

lower than the industry average, but the salary will rise with the stable development of the club. Remuneration is paid at the end of each month, in which the operation and management personnel are included in the operating expenses during the year, and other personnel are included in the operating costs during the year.

Table 9.3 Estimated personnel salary units: Yuan

Personnel positions	head	Year 1 (Annual salary)	Year 2 (Annual salary)	Year 3 (Annual salary)	Year 4 (Annual salary)	Year 5 (Annual salary)
Training coach	4	240000	244800	249600	254400	259200
Assistant	2	96000	98400	100800	103200	105600
Front desk	1	42000	43200	44400	45600	46800
Cleaner	1	42000	43200	44400	45600	46800
Financial personnel	1	42000	43200	44400	45600	46800
Operators	1	48000	49200	50400	51600	52800
Total	10	510000	522000	534000	546000	558000

The club conducts online promotion (10,000 per year) and offline field promotion (15000 per year) every year, and the required cost is used as the sales cost ; training costs (20,000 per year), office costs (2000 per year), pre-evaluation costs (because the latter 4 years are no longer evaluated, only the first year evaluation costs are counted), water and electricity charges, equipment depreciation costs and rents, etc. The remaining costs are used as management costs, there are no financial costs, and amortization decoration costs are 24000 per year.

Table 9.4 Projected Sales and Management Cost Unit: Yuan

Project	Year 1	Year 2	Year 3	Year 4	Year 5
Sales expenses:					
Salary of sales staff	48000	49200	50400	51600	52800
Field promotion	15000	15000	15000	15000	15000
Online promotion	10000	10000	10000	10000	10000
Depreciation	0	0	0	0	0
Total	73000	74200	75400	76600	77800
Management costs:					
Management salaries	42000	42001	42002	42003	42004
Maintenance costs	10000	10001	10002	10003	10004
Training fees	20000	20001	20002	20003	20004
Office fees	2000	2001	2002	2003	2004
Evaluation fee	5000	5001	5002	5003	5004
Water and electricity charges	25000	25001	25002	25003	25004
Depreciation	7068	7069	7070	7071	7072
Total	111068	111074	111080	111086	111092
Total expenditure	295136	296348	297560	298772	299984

9.3 Estimated financial statements

Since all the assets of Sichuan Lingyi International Basketball Sports Club have no liabilities from the beginning, they are all funds with equity nature. Therefore, it is not only considering the company's financial income leverage ratio coefficient (DFL) and total assets leverage ratio coefficient (DTL), but also considering the corporate operating income leverage ratio coefficient (DOL).

(1) Operating leverage

Operating leverage correlation coefficient (DOL), operating leverage is mainly a general reference due to the existence of sales and fixed costs, making its product sales changes bring more interest before tax profits more substantial changes.

$DOL = (EBIT + F) / EBIT$ EBIT : EBIT profit F : total fixed cost = (sales expense +

management expense)

Table 9.5 5-year budget data units: yuan

Project	Year 1	Year 2	Year 3	Year 4	Year 5
Operating income	1667560	1805320	2289630	2671580	2940520
Operating costs	510000	522000	534000	546000	558000
Sales expenses	97000	98200	99400	100600	101800
Management costs	353595	359795	365995	372195	383395
Fixed cost	443128	450528	457928	465328	477728
Total Profit (EBIT Profit)	706965	825325	1290235	1652785	1897325

9.4 Predictive income statement

The income of the club increases with the number of cards, and the income of the course increases with the number of people.

Sales Revenue = Card Revenue + Course Revenue

= Pricing (Card) * Estimated Sales + Pricing (Course) * Estimated Sales

Table 9.6 Projected sales revenue

Type of business		Amount (yuan)				
		Year 1	Year 2	Year 3	Year 4	Year 5
Experience card (10 times)		45000	60000	75000	90000	120000
Weekend Annual Card	Once a week (closed during winter and summer holidays)	239940	319920	319920	399900	479880
	Twice a week (closed during winter and summer holidays)	551920	689900	689900	827880	827880
Holiday card	Winter (summer) holiday period (10 times)	180000	198000	216000	252000	288000
	Winter (Summer) Vacation Two (20 times)	256000	32000	384000	384000	480000

Courses (2 on weekends)	Basketball lessons	14400	18000	21600	28800	3600
	Football lessons	14400	18000	14400	18000	18000
	Volleyball lesson	14400	18000	16560	18000	20180
Other (once)	Physical fitness class	1500	1500	2250	3000	3000
Total		1317560	1355320	1739630	2021580	2240520
Restaurant		150000	200000	250000	300000	350000
Shops		200000	250000	300000	350000	350000
Total		1667560	1805320	2289630	2671580	2940520

9.5 Projected balance sheet

Undistributed profit = (profit of the year + profit distribution) General ledger balance

Table 9.7 Projected Balance Sheet Units: Yuan

Balance Sheet for Year 1					
Assets	Final balance	Balance at beginning of year	Liabilities and owners' equity (or shareholders' equity)	Final balance	Balance at beginning of year
Current assets:			Current liabilities:		
Monetary funds	1231165		Short-term borrowing		
Transactional financial assets			Trading financial liabilities		
Bills receivable			Taxes payable	35721.6	
Accounts receivable	1059679.08		Accounts payable	25849.88	
Interest receivable			Employee salaries payable	510000	
Dividend receivable			Bills payable		
Other receivables			Interest payable		

Inventory	13530		Dividend payable	109892.2	
Total current assets	2304374.08	1000000	Other payables		
Non-liquid assets:			Total current liabilities	681463.68	
Long-term receivables			Non-current liabilities:		
Long-term equity investment			Long-term borrowing		
Investment real estate			Long-term payables		
Fixed assets	55800		Deferred income tax liabilities		
Construction in progress			Total non-current liabilities		
Engineering materials			Total liabilities	681463.68	
Fixed assets cleaning			Owners ' equity (or shareholders ' equity) :		
Intangible assets			Received capital (or equity)	1000000	1000000
Long-term prepaid expenses			Capital reserve		
Deferred Income Tax Assets			Surplus reserve	67871.04	
Other non-current assets			Undistributed profits	610839.36	
Total non-current assets	36970		Total owner 's equity (or shareholders ' equity)	932128.96	1000000
Total assets	2360174.08	1000000	Total Liabilities and Owners ' Equity (or Shareholders ' Equity)	2360174.08	1000000
Second year balance sheet					

	Final balance	Balance at b eginning of y ear	Liabilities and owners ' equity (or shareholders ' equity)	Final balance	Balance at begi nning of year
Assets					
Current assets:			Current liabilities:		
Monetary funds	1780768.4	1231165	Short-term borrowing		
Transactional financial assets			Trading financial liabilities		
Bills receivable			Taxes payable	143795	35721.6
Accounts receivable	624232.1	1046149.08	Accounts payable		25849.88
Interest receivable			Employee salaries payable	522000	510000
Dividend receivable			Bills payable		
Other receivables			Interest payable		
Inventory	13530	13530	Dividend payable	7788.1	4894.6
Total current assets	2464735.5	2290844.08	Other payables		
Non-liquid assets:			Total current liabilities	719788.1	545721.6
Long-term receivables			Non-current liabilities:		
Long-term equity investment			Long-term borrowing		
Investment real estate			Long-term payables		
Fixed assets	46205	55800	Deferred income tax liabilities		
Construction in progress			Total non-current liabilities		
Engineering materials			Total liabilities	719788.1	545721.6
Fixed assets cleaning			Owners ' equity (or shareholders ' equity) :		

Intangible assets			Received capital (or equity)	1000000	1000000
Long-term prepaid expenses			Capital reserve		
Deferred income tax assets			Surplus reserve	79115.2	67817.04
Other non-current assets			Undistributed profits	712037.2	610839.36
Total non-current assets			Total owners ' equity (or shareholders ' equity)	1791152.4	1678656.4
Total assets	2464735.5	2360174.08	Total Liabilities and Owners ' Equity (or Shareholders ' Equity)	2464735.5	2360174.08
Balance Sheet for Year 3					
	Final	Balance at b	Liabilities and owners '	Final	Balance at begi
Assets	balance	eginning of	equity (or shareholders '	balance	nning of year
		year	' equity)		
Current assets:			Current liabilities:		
Monetary funds	2789363.8	1780768.4	Short-term borrowing		
Transactional financial assets			Trading financial liabilities		
Bills receivable			Taxes payable	300000	143795
Accounts receivable	86031.3	624232.1	Accounts payable		
Interest receivable			Employee salaries payable	534000	522000
Dividend receivable			Bills payable		
Other receivables			Interest payable		
Inventory	13530	13530	Dividend payable	8204.2	7788.1
Total current assets	2888925.1	2418530.5	Other payables		

Non-liquid assets:			Total current liabilities	842204.2	719788.1
Long-term receivables			Non-current liabilities:		
Long-term equity investment			Long-term borrowing		
Investment real estate			Long-term payables		
Fixed assets	36610	46205	Deferred income tax liabilities		
Construction in progress			Total non-current liabilities		
Engineering materials			Total liabilities	842204.2	719788.1
Fixed assets cleaning			Owners ' equity (or shareholders ' equity) :		
Intangible assets			Received capital (or equity)	1000000	1000000
Long-term prepaid expenses			Capital reserve		
Deferred income tax assets			Surplus reserve	202396.89	79115.2
Other non-current assets			Undistributed profits	1030420.01	712037.2
Total non-current assets	149486		Total owners ' equity (or shareholders ' equity)	2232816.9	1791152.4
Total assets	3075021.1	2464735.5	Total Liabilities and Owners ' Equity (or Shareholders ' Equity)	3075021.1	2464735.5
Year 4 balance sheet					
	Final	Balance at b	Liabilities and owners '	Final	Balance at begi
Assets	balance	eginning of y	equity (or shareholders	balance	nning of year
		ear	' equity)		

Current assets:			Current liabilities:		
Monetary funds	4137263.7	2789363.8	Short-term borrowing		
Transactional financial assets			Trading financial liabilities		
Bills receivable			Taxes payable	1000000	300000
Accounts receivable	97643.3	86031.3	Accounts payable	26955.6	
Interest receivable			Employee salaries payable	546000	534000
Dividend receivable			Bills payable		
Other receivables			Interest payable		
Inventory	13530	13530	Dividend payable	200000	8204.2
Total current assets	4248437	2888925.1	Other payables		
Non-liquid assets:			Total current liabilities	1772955.6	842204.2
Long-term receivables			Non-current liabilities:		
Long-term equity investment			Long-term borrowing		
Investment real estate			Long-term payables		
Fixed assets	27015	36610	Deferred income tax liabilities		
Construction in progress			Total non-current liabilities		
Engineering materials			Total liabilities	1772955.6	842204.2
Fixed assets cleaning			Owners ' equity (or shareholders ' equity):		
Intangible assets			Received capital (or equity)	1000000	1000000

Long-term prepaid expenses	74743	149486	Capital reserve		
Deferred income tax assets			Surplus reserve	157723.94	202396.89
Other non-current assets			Undistributed profits	1419515.46	1030420.01
Total non-current assets	74743	149486	Total owners ' equity (or shareholders ' equity)	2577239.4	2232816.9
Total assets	4350195	3075021.1	Total Liabilities and Owners ' Equity (or Shareholders ' Equity)	4350195	3075021.1
Year 5 balance sheet					
Assets	Final balance	Balance at beginning of year	Liabilities and owners ' equity (or shareholders ' equity)	Final balance	Balance at beginning of year
Current assets:			Current liabilities:		
Monetary funds	5711576.1	4137263.7	Short-term borrowing		
Transactional financial assets			Trading financial liabilities		
Bills receivable			Taxes payable	876249.7	1000000
Accounts receivable	49488	97643.3	Accounts payable	1637913.52	26955.6
Interest receivable			Employee salaries payable	56900	546000
Dividend receivable			Bills payable		
Other receivables			Interest payable		
Inventory	13530	13530	Dividend payable	411398.48	200000
Total current assets	5774594.1	4248437	Other payables		
Non-liquid assets:			Total current liabilities	2982461.7	1772955.6
Long-term			Non-current liabilities:		

receivables					
Long-term equity investment			Long-term borrowing		
Investment real estate			Long-term payables		
Fixed assets	17420	27015	Deferred income tax liabilities		
Construction in progress			Total non-current liabilities		
Engineering materials			Total liabilities	2932973.7	1772955.6
Fixed assets cleaning			Owners ' equity (or shareholders ' equity):		
Intangible assets			Received capital (or equity)	1000000	1000000
Long-term prepaid expenses		74743	Capital reserve		
Deferred income tax assets			Surplus reserve	338679.14	157723.94
Other non-current assets			Undistributed profits	1470873.26	1419515.46
Total non-current assets		79248	Total owners ' equity (or shareholders ' equity)	2809552.4	2577239.4
Total assets	5792014.1	4350195	Total Liabilities and Owners ' Equity (or Shareholders ' Equity)	5792014.1	4350195

9.6 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	Year 1	Year 2	Year 3	Year 4	Year5
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.

Current assets turnover rate = total operating income / average current assets

Average current assets = (beginning current assets + end current assets) / 2

Table 9.9 Current Assets Turnover Rate Unit: Yuan

Item	Initial balance of current assets	Closing balance of current assets	Average balance of current assets	Proceeds of business	turnover of current assets	Days of turnover of current assets
The first year	1000000	1231165	1115582.5	1667560	1.5	240.8
The next year	1231165	1780768.4	1505966.7	1805320	1.2	300.3
The third year	1780768.4	2789363.8	2285066.1	2289630	1.0	359.3
The fourth year	2789363.8	4137263.7	3463313.75	2671580	0.8	466.7
The fifth year	4137263.7	5711576.1	4924419.9	2940520	0.6	602.9

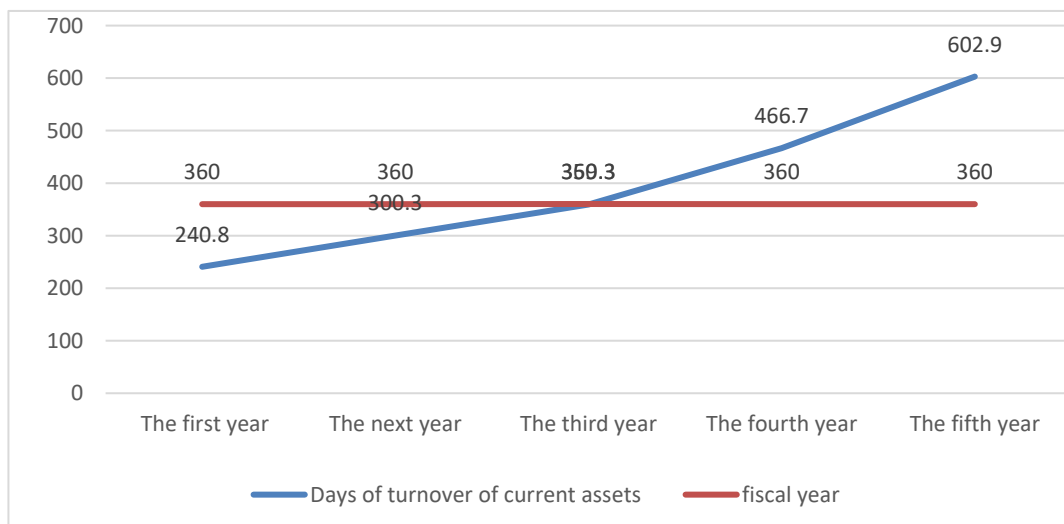
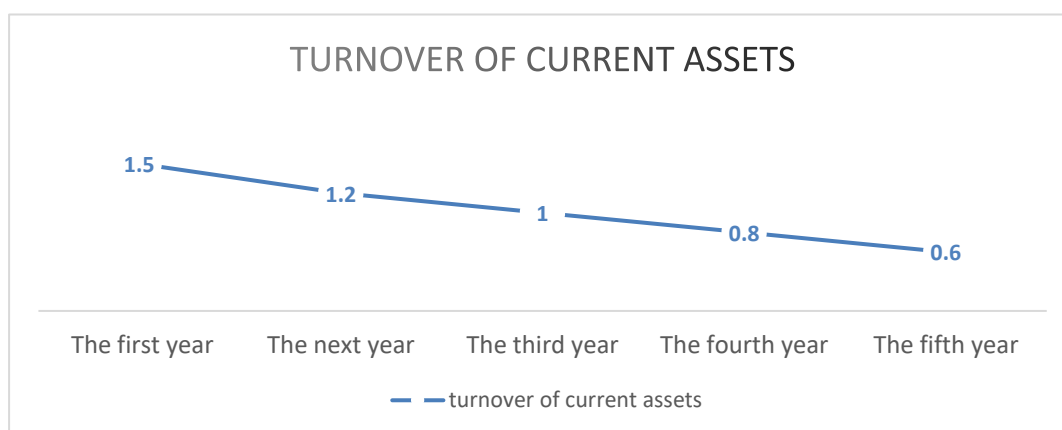


Figure 9.1 Trend chart of current asset turnover rate

Through Table 9.9 and the data from the two figures, it is not difficult to find that the average turnover rate of current assets and the average turnover time of current assets are one-to-one correspondence.

Figure 9.2 Trend chart of the turnover days of current assets



In the first to fifth years of operation of the leading basketball club, the turnover rate of current assets is gradually decreasing, which indicates that the turnover rate of the club is gradually decreasing. Among them, the first year to the third year, turnover faster turnover days less than an accounting year. It shows that the club 's use of current assets (gym revenue) is well managed. Therefore, the rapid circulation will save the current assets of the enterprise to a certain extent, which also shows that the management level of the leading basketball club has been continuously improved with the efforts of the employees, so the profitability

of the enterprise is constantly improving. However, it can be seen from the table that the current asset turnover rate decreased from the fourth year to the fifth year, indicating that the current asset turnover rate decreased. The number of current asset turnover days is different from the previous three years and has exceeded a full accounting year. There are still some problems in the club. The current assets of the leading basketball club are mainly monetary funds, basically cash income, that is, monetary funds are gradually increasing. But may not effectively accumulate the club ' s current assets, resulting in slow circulation of the club ' s current assets, reducing the profitability of the club.

9.7.2 Fixed assets turnover rate

Leading basketball club belongs to the youth fitness industry, providing places for youth ball games and training methods to help. Therefore, we have many sports equipment, fixed assets in the art of basketball club occupies a large proportion. Fixed asset turnover rate = total operating income / average fixed assets. Through the calculation of fixed assets turnover, can better reflect the profitability of the club and whether the fixed asset occupancy rate is reasonable.

Table 9.10 Fixed Assets Turnover Table

Item	Initial balance of fixed assets	End-of-term balance of fixed assets	Average fixed assets balance	operation revenue	turnover of fixed assets	Days of turnover of fixed assets
The first year	0	55800	27900	1667560	59.8	6.0
The next year	55800	46205	51002.5	1805320	35.4	10.2
The third year	46205	36610	41407.5	2289630	55.3	6.5
The fourth year	36610	27015	31812.5	2671580	84.0	4.3
The fifth year	27015	1420	14217.5	2940520	206.8	1.7

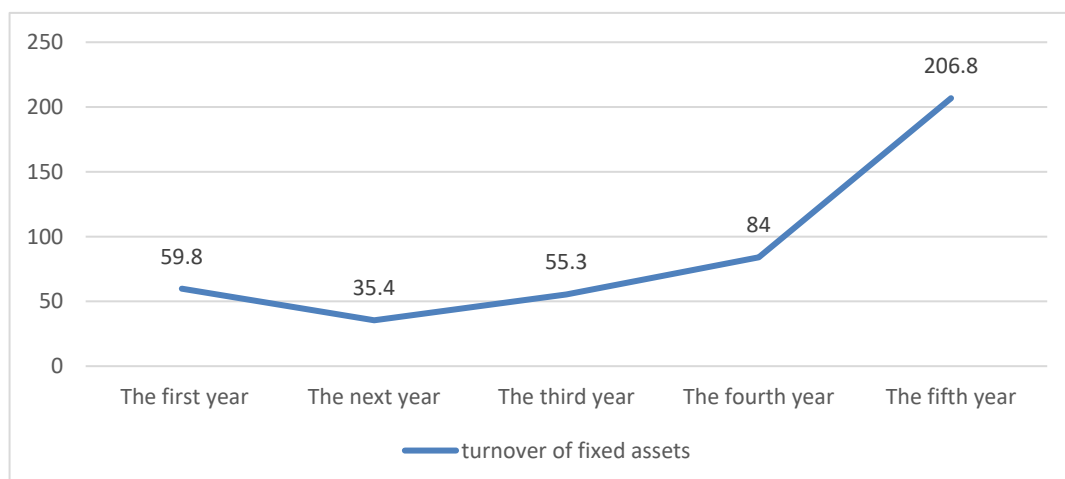


Figure 9.3 Trend chart of fixed asset turnover rate

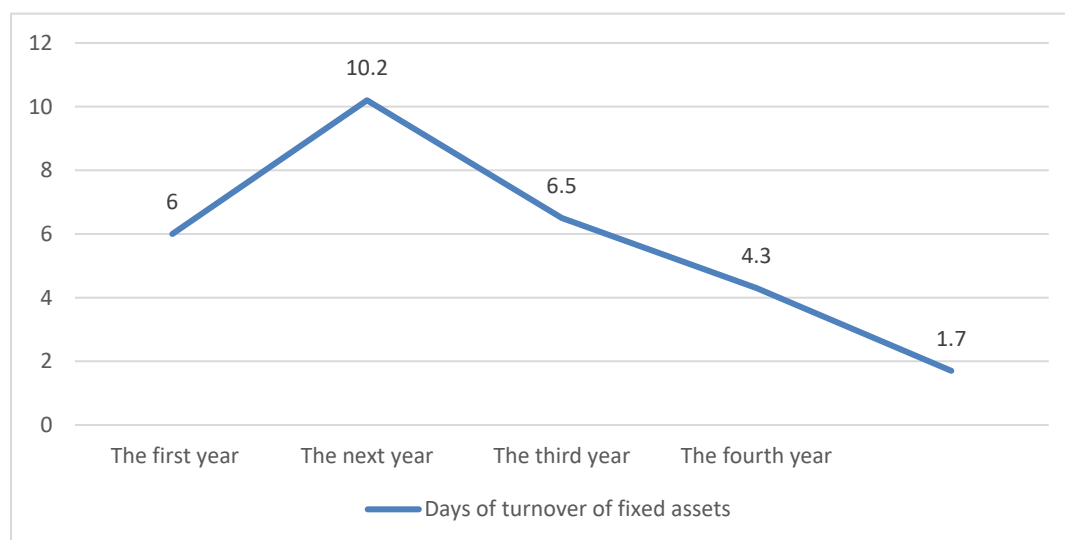
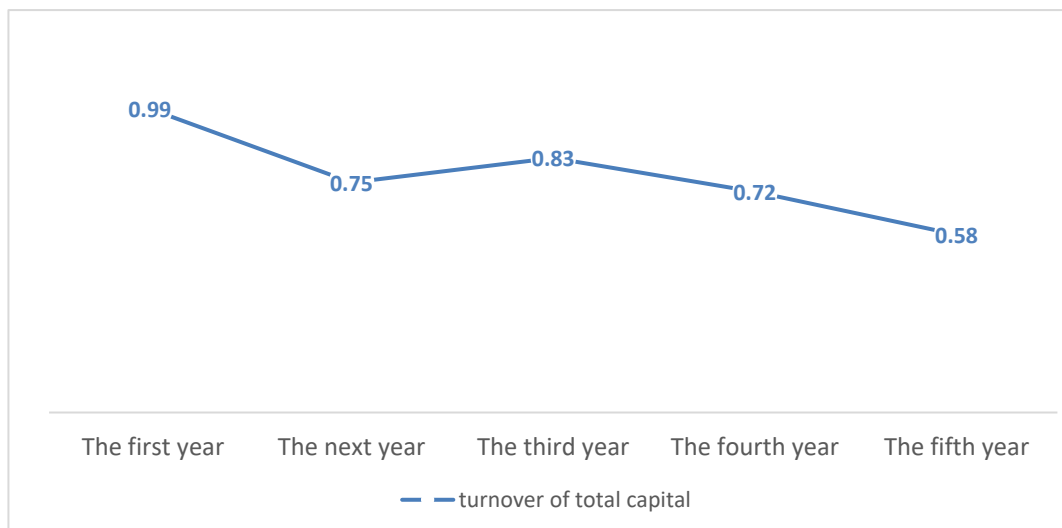


Figure 9.4 Days of turnover of fixed assets

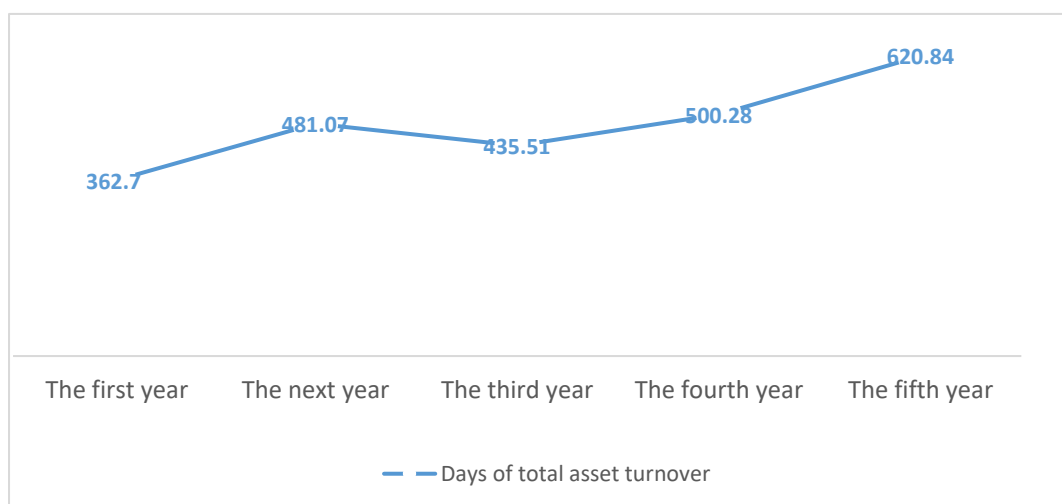
Through the above chart data, the turnover rate of fixed assets from the first year to the second year is decreasing, and the turnover rate is slower, but the overall turnover rate of fixed assets is relatively high, and the fixed assets turnover days of the leading basketball club are less than a complete accounting year. From the second year to the fifth year of fixed asset turnover is getting higher and higher, the turnover rate is getting faster and faster. It shows that the occupancy ratio of fixed assets in assets is reasonable, the asset structure is also more scientific and reasonable, and the economic benefits are also considerable.

9.7.3 Total asset turnover

The profitability of some of the club 's economic structure can be known through the flow and fixed asset turnover rate, but the total asset turnover rate also



analyzes whether the overall asset structure of the leading basketball club is



reasonable.

Total asset turnover rate = total operating income / average total assets,

Figure 9.5 Total asset turnover ratio & Figure 9.6 Days of total asset turnover

Table 9.11 Total Assets Turnover Table

Item	Initial balance of total assets	Closing balance of total assets	Average total assets	operation revenue	turnover of total capital	Days of total asset turnover
The first year	1000000	2360174.08	1680087.04	1667560	0.99	362.70
The next year	2360174.08	2464735.5	2412454.79	1805320	0.75	481.07
The third year	2464735.5	3075021.1	2769878.3	2289630	0.83	435.51
The fourth year	3075021.1	4350195	3712608.05	2671580	0.72	500.28
The fifth year	4350195	5792014.1	5071104.55	2940520	0.58	620.84

According to the data of the above chart, although the turnover rate of total assets fluctuates, it shows a certain downward trend in general.

In the first year to the second year of the business period, the total asset turnover rate of the leading basketball club was the closest to 1, and the turnover rate of the total assets was faster, indicating that the structure of the club's total assets was more reasonable in the first two years of the business. The chart shows that the structure of current assets and non-current assets is more reasonable. However, from the total asset turnover rate of the continuous five-year operating period, the total asset turnover rate is declining, which indicates that the club's utilization efficiency in total assets is declining, through internal analysis and current asset turnover rate. The total asset turnover rate is declining because of the inefficient use of monetary funds, monetary funds are not fully utilized and the unreasonable structure of fixed assets. From the third year to the fifth year, we should make full use of the value of monetary funds, which can not only effectively use these idle monetary funds, reduce the actual share of some current assets, but also effectively increase the wealth of basketball clubs. The occupation of the asset structure is therefore reasonable, and it can also increase the club's operating income.

In addition, we should constantly improve the asset structure of the club and improve the operating capacity of the club.

9.7.4 Operating profit margin

$$\text{Net profit margin} = (\text{net profit} / \text{operating income}) * 100 \%$$

Table 9.12 Operating Net Profit Statement Unit: Yuan

Item	operation revenue	retained profits	Operating net profit ratio
The first year	1667560	678710.4	40.70%
The next year	1805320	791152.4	43.82%
The third year	2289630	1232816.9	53.84%
The fourth year	2671580	1577239.4	59.04%
The fifth year	2940520	1809552.4	61.54%

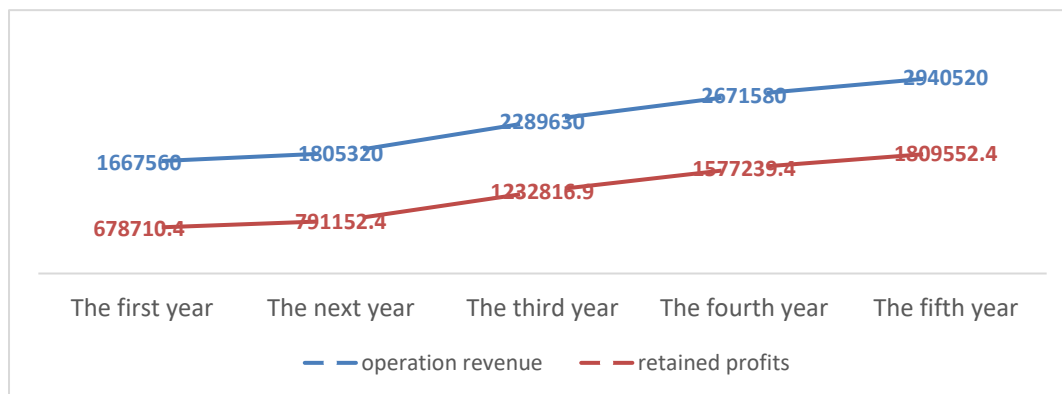


Figure 9.7 Operating Revenue and Net Profit

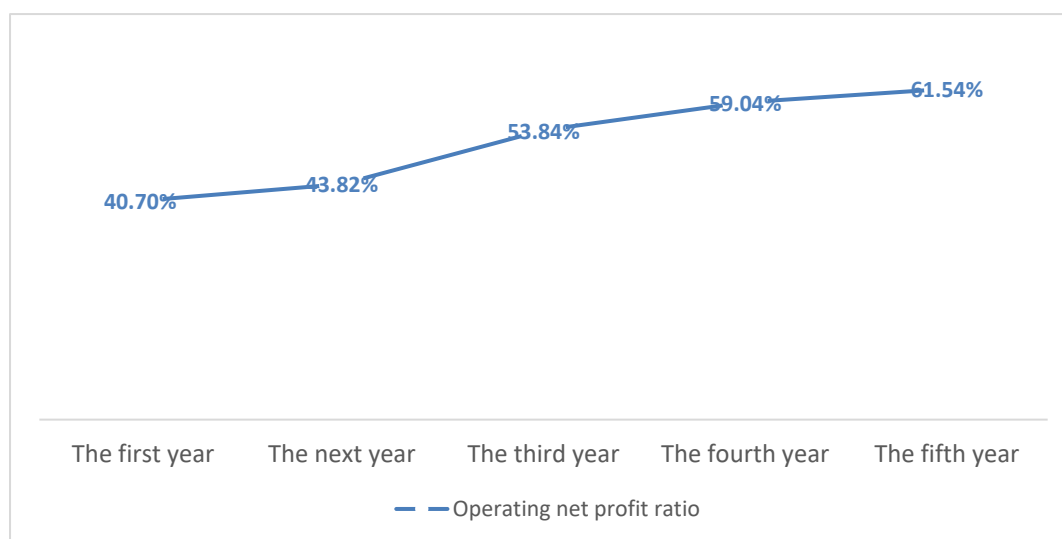
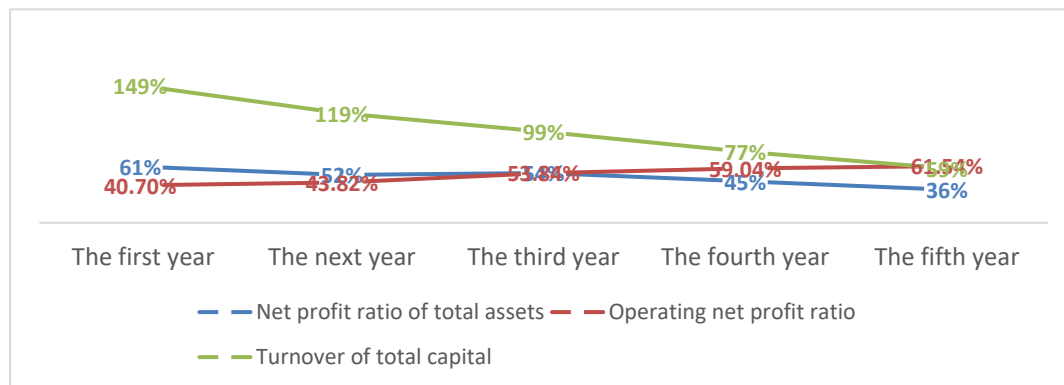


Figure 9.8 Operating net profit ratio

Through the above chart data, it can be concluded that the net profit margin of the leading basketball club showed a stable growth trend during the five-year period and remained above 35 %. It illustrates the overall growth of the club, such as the business ability. With the improvement of management and operation level, the business ability of basketball club is also improving and developing and has achieved considerable results. The teaching and training mode of basketball club is becoming more and more diversified and interesting, and the number of customers is also increasing, and the sales revenue is also increasing year by year. The cost control of basketball club is still relatively calm. Although the cost occupies a relatively large proportion and increases year by year, the increase of cost is compared with the increase of operating profit and income in the past five years. It is understandable that the growth rate of net operating profit is relatively slow.



Therefore, the leading basketball club should have corresponding strategies to effectively control costs in terms of costs. For example, in the usual welfare treatment, the corresponding bonus incentive activities can be carried out, to mobilize the enthusiasm of employees and strengthen their work passion.

9.7.5 Net profit margin of total assets

net profit margin on total assets = (net profit / average total assets) * 100 %

= Net operating profit margin * Total asset turnover

Table 9.14 Net profit margin of total assets

Item	Operating net profit ratio	Turnover of total capital	Net profit ratio of total assets
The first year	40.70%	149%	61%
The next year	43.82%	119%	52%
The third year	53.84%	99%	54%
The fourth year	59.04%	77%	45%
The fifth year	61.54%	59%	36%

Figure 9.9 Net profit ratio of total assets

From the above chart, we can see the sustainable operation ability of an enterprise. The total asset turnover rate of the leading basketball club has a downward trend year by year from the first year to the fifth year. However, although our net profit shows a downward trend over the years, it is still stable at the same level for most of the time, so there is no need to worry too much. However, the net operating profit is increasing year by year. From the table, there is a slow upward trend from the first year to the fifth year. Through the line chart, we can conclude that the club's assets and structure need to be adjusted, but the asset turnover rate can be

changed by increasing income. Increasing operating income can obtain current cash flow, thereby increasing the turnover of our asset rate and solving our dilemma.

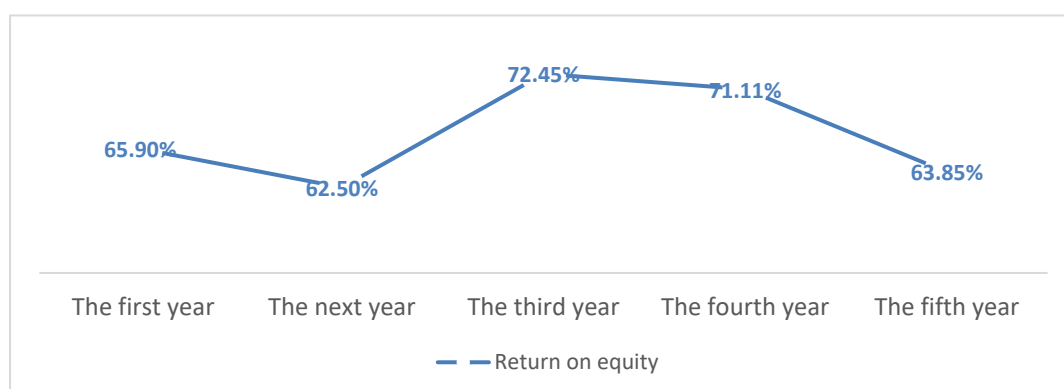
3 Return on net assets

Return on equity = net profit / average owner 's equity

Table 9.15 Return on equity

Item	Initial balance of owner's equity (unit: yuan)	Closing balance of owner's equity (unit: Yuan)	Average owner's equity balance (unit: Yuan)	Net profit (unit: Yuan)	Return on equity
The first year	1000000	1059845.9	1029922.95	678710.4	65.90%
The next year	1059845.9	1472037.6	1265941.75	791152.4	62.50%
The third year	1472038	1931232	1701635	1232817	72.45%
The fourth year	1931232	2504688	2217960	1577239	71.11%
The fifth year	2504688	3163182	2833935	1809552	63.85%

Figure 9.10 Return on equity



From the data in the graph above, we can see the following: the net asset return rate of the leading basketball club shows a downward trend from the first year to the second year, with a decrease of 3.4 %. However, it is gratifying that the operating net profit has increased. The total asset turnover rate is lower in the second year than in the first year, and the net asset return rate fluctuates greatly in the upper and lower 10 % intervals. Compared with the first year, the overall downward trend in the fifth year is 2.15 %, which indicates that the club 's ability to use equity capital is gradually weakening and will eventually stabilize. But the decline in the return on net assets also shows that the club 's net assets are increasing.

Profitability summary:

From the above financial ratios, we can see the level of profitability of the enterprise and the current risks. As one of the important indicators of corporate profitability, the operating net profit margin shows a gradual and steady upward trend in the graph, while the net profit margin of total assets shows a downward trend year by year, and changes steadily in the later period. The rate of return on net assets to the end compared to the previous decline and rise and decline in the form of a roller coaster. Thus, it can be learned that the profitability of the club is insufficient, behind the need to expand the construction and development strategy, can attract more investors to support.

Annual growth rate of annual operating expenditure income = (annual growth rate of annual operating income in the current period / total annual operating expenditure income in the base period) * 100 % * 100 %

Total net profit growth rate = (Total net profit increase for the current year / Total net profit for the current year) * 100 % * 100 %

Total assets growth rate = (total assets growth in the current period / total assets in the base period) * 100 %

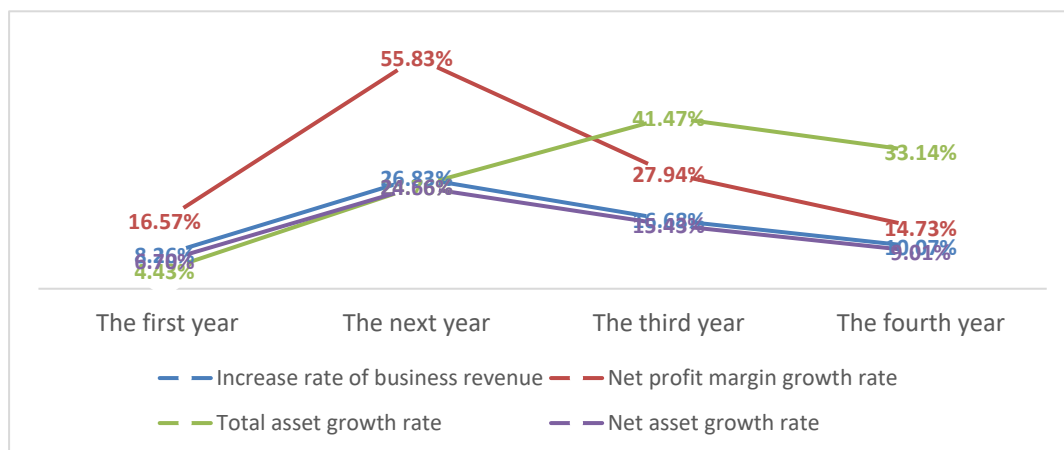
Asset growth rate = (Owner equity growth in the current period / Owner equity in the base period) * 100 %

Table 9.16 Development ability financial ratio table

Item	Increase rate of business revenue	Net profit margin growth rate	Total asset growth rate	Net asset growth rate
The first year	8.26%	16.57%	4.43%	6.70%
The next year	26.83%	55.83%	24.76%	24.66%
The third year	16.68%	27.94%	41.47%	15.43%
The fourth year	10.07%	14.73%	33.14%	9.01%

Whether it is operating income growth rate, net profit growth rate, or net asset growth rate we can see in the first year to the second year of the growth rate is the lowest, and from the third year the growth rate is soaring, were 26.83 %, 55.83 %

Figure 9.11 Trend chart of development capability



and 24.66 %. Thus, we can see that in the third year we have begun to profit slowly. Two to the fourth and fifth year, these three data began to significantly lower, which shows that we have entered a mature stage, profitability is slowly slowing down. For the growth rate of total assets, we can see that it has increased from 4.43 % to 33.14 %, which shows that the total assets of our club are constantly increasing, and the growth rate is also increasing.

Section 10

Appendix

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, 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 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.

Questionnaire

Leading Basketball Club

Welcome to participate in the entrepreneurship basketball club project special questionnaire. The significance of this survey is to understand whether it is feasible to lead the basketball club entrepreneurship project. Here I would like to ask you a few questions about your views. Your feedback is important to our study and work. This questionnaire is for academic communication only, your answer will be completely confidential, please rest assured. Thank you for your assistance and support !

Question 1 Your gender is [Multiple-choice]

A. Male B. Female

Question 2 Your age is [single choice]

A. Under 18 years old B. 18-30 years old C. 30-40 years old D. Over 40 years old

Question 3 Your industry is [Multiple-choice]

A.Student B.Worker C.Retired

Question 4 What is your income ? [Single-choice]

A. Under 3000 yuan B. 3000 - 6000 yuan C. 6000 - 9000 yuan D. 9000 yuan

Question 5 How much time do you have per week ? [Single-choice]

A. Less than one day B. 1-2 days C. 3 days and above

Question 6 Are you willing to play during the break ? [Single-choice]

A. Yes B. No

Question 7 How many people do you usually choose to play with ?

A. One person B.1-3 persons C.3 and above

Question 8 What is the main place for you to play basketball ? [Single-choice]

A. Cement floor B. Rubber floor C. Solid wood floor

Question 9 If you are located in a new indoor basketball hall, are you interested in experiencing it ? [Single-choice]

A. Yes B. No

Question 10 How much do you like basketball ? [Single-choice]

A. Totally not loving B. loving C. very much

Question 11 Will you let your children learn to play basketball ? [Single-choice]

A. Yes B. No

Question 12 If your child is willing to learn to play basketball, what expenses can you accept ? [Single-choice]

A. Under 1000 yuan B. 1000 - 1500 yuan C. 1500 - 2000 yuan D. 2000 yuan

Question 13 Why do you give up basketball ? [Multiple-choice]

A. Busy job B. Physical reasons C. No teammates D. Venue dissatisfaction

Question 14 Do you think basketball has an impact on your life ? [Multiple-choice]

A. No effect at all B. Enrich the amateur life C. Johnson health D. Make money by basketball

Question 15 Your Basketball Club

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