

Analysis on the Entrepreneurial Operation Mode of PE Majors in Hubei Province

Meng Zhang and Hongjun Ma*

Wuhan Bussiness University, Wuhan, Hubei, China

*Corresponding Author

Abstract—This paper analyzes the operating mode of the establishment of the sports college students in Hubei Province. Using the method of literature review and logical analysis, under the background of the national policy of supporting university students' entrepreneurship and the plan of "millions of college students to stay in Han" in Wuhan. By analyzing the development situation and prospect of Wuhan Zhuomai Sports Development Co., Ltd, suggestions on the Entrepreneurship Plan for College students majoring in physical Education.

Keywords—operation mode; college students' entrepreneurship; modal analysis

I. INTRODUCTION

With the transformation and upgrading of China's economic structure, the proportion of employment has been shrinking, and self-employment has become the main channel of employment advocated by the state. College student entrepreneurship has become a boom in the development of the times, and a considerable number of successful cases have emerged. As far as the sports college students group is concerned, the continuous development of sports industrialization and the popularization of the national fitness have made sports jobs more and more separate from the traditional models and requirements, and have formed the sports industry economy as the main battlefield to continue to radiate to other fields. The pattern. The state has given great policy support to college students' innovation and entrepreneurship. The state and governments at all levels have encouraged and guided college students to take an important position in their work, actively created a good environment, and increased policy support and guidance to create a self-employment for sports majors. Build a green channel. However, the high rate of entrepreneurial failures still leaves most of the sports majors discouraged. The reason is mainly lack of experience and lack of comprehensive quality, and it is not clear enough to understand the operating mode of sports companies.

II. STATUS QUO OF SPORTS INDUSTRY ECONOMIC DEVELOPMENT IN HUBEI PROVINCE

With the rapid development of the sports industry, the development of sports industry in Hubei Province has also entered the fast lane. Taking Wuhan Marathon as an example, in 2016, Hama brought indirect economic benefits of 219 million yuan to Wuhan, generating economic value of 1.13 billion yuan and creating about 3,700 jobs. In addition, the 3rd Lishui China Automobile (RV) camping conference, Yichang outdoor sports, Jingmen aviation sports, Shennongjia ice and

snow sports, etc. are also carried out in the private sector. In 2018, Hubei will also integrate provincial sports industry guidance funds to support local planning and construction of 15 "sports +" urban complexes, and strive to promote the construction of sports complexes.

In 2017, the total size of the sports industry in Hubei Province is expected to exceed 100 billion yuan, accounting for more than 1.3% of the province's GDP, and is expected to increase by more than 20%. In 2018, Hubei will vigorously develop sports leading enterprises, cultivate sports market, and promote cross-border integration of sports and tourism, culture and education. The Provincial Development and Reform Commission and the Provincial Sports Bureau will plan to allocate 36 million yuan of sports industry guidance funds to actively expand the capital market. In the next five years, the industrial scale of Hubei Province is expected to reach about 250 billion yuan, the industrial added value will account for about 1.6% of the regional GDP, and the added value of the service industry will account for about 2.1% of the province's tertiary industry added value. As the capital city of Hubei Province, Wuhan has always been in a leading position in the development and scale of its sports industry. In recent years, the combination of sports industry and economy in Wuhan has become closer, the sports market has been expanding, and the sports industry has developed rapidly, which has become an integral part of the contemporary urban economy.

III. ANALYSIS OF ADVANTAGES AND DISADVANTAGES OF COLLEGE STUDENTS' SPORTS ENTREPRENEURSHIP IN HUBEI PROVINCE

A. Advantages

The "Millions of University Students Residency Program" has given college students the greatest degree of easing, which has made many people who are afraid of starting a business because of financial problems have a buffer. In addition, based on the relatively large number of sports colleges and universities in Wuhan, the professional advantages of sports majors are highlighted, and sports majors are more suitable to win opportunities in the fierce entrepreneurial environment. The number of sports events in Wuhan has been growing steadily year by year, and the market prospects for sports entrepreneurship are considerable, which will greatly help college students open the market. Judging from the increasing attention paid to sports in Hubei Province, the sports market is very attractive to sports college students.

B. Disadvantages

Sports college students' sports entrepreneurship disadvantages are also obvious. Impetuous personality, poor summarization and poor learning ability will become obstacles on the road to entrepreneurship. The huge number of colleges and universities in Wuhan and the increasing enrollment volume make the less-than-large market face more competitors, and the challenge of entrepreneurship will become more and more difficult. Wuhan is in an embarrassing situation between first-tier cities and second-tier cities. The problems of economic development and investment attraction also make the quality of its entrepreneurial environment a question mark.

IV. EXAMPLE ANALYSIS OF OPERATION MODE OF WUHAN ZHUOMAI SPORTS DEVELOPMENT CO., LTD.

A. Company Profile

Taking Wuhan Zhuomai Sports Development Co., Ltd. as an example, this paper analyzes the operation mode of sports majors in Hubei Province. Wuhan Zhuomai Sports Development Co., Ltd. is established based on the country's good development environment and Wuhan Business School's support for college students' innovation and entrepreneurship. The company is based in Wuhan Business School and its surrounding enterprises, facing Wuhan sports enthusiasts and various enterprises and institutions. It provides fitness and health services, event management, sports information consultation planning and sports training to meet the needs of serving the society and meeting customer needs.

Guided by the business philosophy of "high standards, diversification" and the corporate tenet of "care, cooperation, dedication and innovation", the company is committed to providing social organizations composed of enterprises, institutions and sports enthusiasts. The sports service meets the requirements of the target customers. Through a variety of effective publicity, we will expand our corporate reputation, expand our influence in society, and promote the development of our company.

The company's office is located in the business training building of Wuhan Business School, relying on the school's good sports hardware facilities. At the same time, the company's operation team is a student of the School of Physical Education, and the company has close ties with the sports academy. The high-level event organization and planning teaching team also has a group of high-level international and national referees. Relying on the good relationship with the Sports Institute, the company has strong strength in Wuhan City and even similar enterprises in Hubei Province in terms of hardware facilities and staffing. This provides a strong guarantee for the smooth development of the company's business.

At the beginning of the company's establishment, with the support of the Wuhan Municipal Sports Bureau and the support of the school, the Wuhan Business School Jiangcheng Fitness e-model demonstration store was established to provide social services for the Wuhan Municipal Sports Bureau and to create a "scientific fitness demonstration city" in Wuhan. Contributed. At the same time, the company also carried out sports training business, which enabled many students and related personnel

to obtain corresponding professional qualification certificates and achieved good social effects. At the same time, the company recruits staff from the school, the company always pays attention to student development, not only provides students with work-study positions, but also creates an internship practice platform for professional students, which enhances students' professional application and practical ability.

B. Analysis of Company Development Planning

In the early days, the Zhuokou Economic Development Zone cooperated with neighboring enterprises and institutions, and at the same time relied on the resources of Wuhan Business School to provide services for the teachers and students. At the same time, the B2B model is adopted, and the society is expected to establish a cooperative relationship with the civil sports competition company and the planned organization of the sports activity company, and provide sports information consultation, sports event planning, sports venue reservation and other services according to the company's needs, and Clearly plan activities that have not formed a system to carry out its standardization, and provide invitation services for referees or judges.

During the development period, the combination of B2B and B2C is adopted. With the initial accumulation of funds, the use of the Internet and mobile phone intelligent advantages, the establishment of the website and the WeChat public platform, further expand the company's visibility and enhance the company's brand image. Increase the company's service content, undertake or undertake sports events with certain influence; provide personalized services for sports enthusiasts, and design specific activities according to different needs of the fitness. Enhance the company's image, strengthen social welfare activities, provide professional knowledge lectures for schools, provide professional sports facilities for schools, and give strong support to the development of school sports activities.

Through the service experience with enterprises and institutions and individual customers, the company constantly improves the rationality and novelty of its own planning, so that the company can spontaneously organize current events that are more concerned or beneficial to people's livelihood (such as green marathon or standard, there are The planned square dance activities, in order to ensure the company's profitability, greatly enhance the company's visibility and social presence. At the same time, we will use the sales model of 020 to expand the company's business scope and add sports + tourism projects to expand overseas markets and combine sports events with tourism.

C. Analysis of Company Operation Mode

The business operation mode refers to the planning, organization, implementation and control of the business process, and is the general term for various management tasks closely related to product production and service creation. The operational management is targeted at operational processes and operational systems. The operation process is a process of input, conversion and output. It is a process of labor process or value appreciation. It is the first object of operation. Operation must consider how to plan, organize and control such

production and operation activities. The operational system refers to the means by which the above transformation process can be realized.

In terms of administration, the company has a general manager and two deputy managers, who are in charge of the executive department, the external department, the planning department, the propaganda department, the information department, and the public relations department and the finance department.

In terms of sales, the company conducts business through member-only discounts, O2O online and offline marketing, featured events, free-to-experience sports courses, and sports event sponsorship. The planning department and the executive department are responsible for market development, product monitoring, and product sales; the Ministry of Information and the Department of External Relations are responsible for intelligence collection and user services; the Propaganda Department and the Public Relations Department are responsible for image promotion.

On the technical level, the company relies on the School of Physical Education of Wuhan Business School. The International Equestrian Academy was established. It has a large number of sports majors and experienced teachers who have received systematic training and are rich in resources. Provide technical support and assurance for production, as well as provide technical support and assurance for sales. Professionals are responsible for technical innovation, new product development and production processes, and quality monitoring of production products.

In terms of fund management, the Finance Department is used to calculate the budget for the entire company's operating activities and to provide compensation for employees. Including regular financial work; management, supervision, guidance, assessment, early warning of capital use; financing, investment; accounting and assessment of production and operation costs.

V. IN CONCLUSION

The interactive development of sports industrialization and sports in Hubei Province has alleviated the employment pressure to some extent, and provided opportunities for college students to start their own careers. However, the expansion of colleges and universities and employment difficulties have formed a stark contrast, so that sports majors are also facing severe employment and entrepreneurial pressure.

In view of the above actual situation and case analysis, college students of physical education should actively participate in entrepreneurial practice activities. At the same time, they should actively carry out entrepreneurship education among sports majors and create a good entrepreneurial education atmosphere for them. Learn to analyze successful entrepreneurial cases and learn from other excellent business operations, and use them to enrich yourself. Through the analysis and study of operational methods, we will increase our entrepreneurial confidence and entrepreneurial strength, so that we can win opportunities in a fierce entrepreneurial environment.

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