

Promotion Actions in the Activity of a Sports Start-up

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Abstract: *This article is about two important branches in the social-economic field: entrepreneurship and sports. Therefore, a few ideas about how to open a company, how to maintain the quality and some ideas about start-ups will be presented in what follows. The important information that you need to know if you consider becoming an entrepreneur will thus be explained shortly. First, the paper deals with organizational communication and how one can improve the relationships between members. Second, it discusses entrepreneurship, the steps to follow and start-ups and, last but not least, it presents the author's vision about one specific start-up- the author's business.*

Keywords: *business, entrepreneurship, organizational communication, start-up.*

1. Introduction

This article presents useful information to open and promote a new business. Wanting to open a new business in the field of sports, a club for both children and adults, the author started by researching information in this regard and, later, after an analysis of the market by creating a questionnaire, making a business plan and a communication plan. This information should be helpful when starting a business.

I. Organizational Communication

The communication process in organizations is always a challenge, even for members, but we should always remember the purpose: sustaining the long-term and prosperous business. Streamline communication process should always be an objective for managers and members.

According to Pânișoară (2015), the level of communication within the organization must be measurable by efficiency and the qualitative and quantitative results obtained. The organizational communication process is a very complex one, being the sum of the studies of several specialized fields such as psychology, educational sciences and communication sciences.

The connection between the members of the organizations, regardless of their status in the organizational hierarchy is a definite factor in the prosperity of the organization. Because the precarious emotional connection between members of the organization can pose a serious threat of the goal of a long-term business, this threat can be combated by various methods such as team buildings, organizing joint dinners or lunches, expressing feeling, empathy and social interest, making friends in a relaxing environment, supporting one another, listening carefully and providing feedback.

In business communication, there are three types of communication: internal and external, one-way and two-way, ascending and descending.

- Internal and external communication refers to the public we are addressing, the internal one such as members of the organizations or the external environment, i.e. those who are not part of the organization;
- One-way or Two-way refers to the level of interactivity in the organization, such as when a sender sends a message to the receiver or receivers, or a sender sends a message to the receiver or receiver, respectively, meaning that the roles can be reversed;
- Ascending and descending communication refers to the members' hierarchical positions. Ascending is when a person with an inferior role in organization addresses to a person who has a superior role and the descending one is the one-way around, when a member with superior function is addressing to a member with a lower hierarchical position.

II. Entrepreneurship

First of all, in order to become a successful entrepreneur, the organization's objectives must be clearly defined. These objectives must also obey some standards points such as:

- meeting the needs of the target audience;
- creating jobs;
- being actively involved in improving the global socio-economic environment;
- being flexible;
- having high quality standards;
- being competitive.

Start-up Nation is a Romanian national programme that provides help, without payback, to the greatest and the most creative ideas and helps people to fulfill their dream to open a business with a few conditions:

- to create at least 1 job in the first year;

- to create social responsibility campaigns;
- to help the technology development.

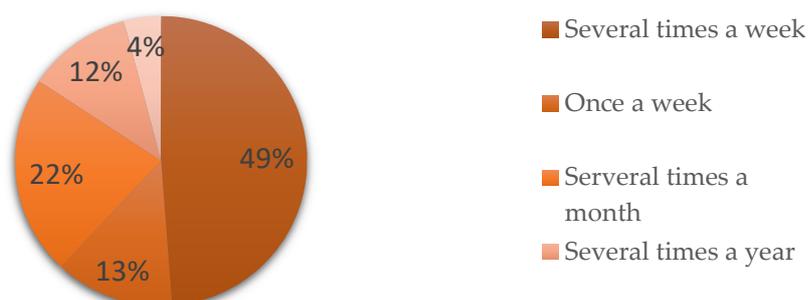
Start-up Nation programmes finance projects with a maximum of 200,000 RON, with a reimbursable value of 0, regardless of the ownership of the business. As stated on their official website, Start-up Nation mission has the objective to turn the concept, the idea of a business into reality.

For a company to be successful, it also needs to communicate with the external environment, an action that is carried out according to a communication plan. This plan must be made according to the purpose and objectives of the organization at that time. For example, the organization wants to make itself known for the product/ service or to stand out from the competitors, it wants to change the life of the product or to improve the image of the organization.

III. Sports Start-up

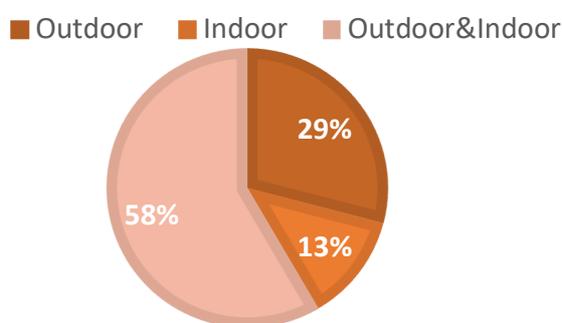
After a detailed study of the market, a business plan for setting up a sports Start-up in Timisoara was created. In what follows, some of the statistics on which the business plan was created are presented.

Fig. 1 Graphic representation of how often respondents practice sports activities



According to the answers to the questionnaire, most respondents practice sports quite often, at least once a week, which puts them in the category of active people.

Fig. 2 Graphic representation of the respondents' opinion regarding the environment in which they prefer to carry out sports activities



This chart provides very essential information about our target, where they feel good to practice sport activities. According to their answers, the majority (58%) prefers outdoor activities, 30% prefer both indoor and outdoor activities and 12% prefer just the indoor ones.

Fig. 3 Graphic representation of the respondents' opinion regarding the type of advertising they appreciate

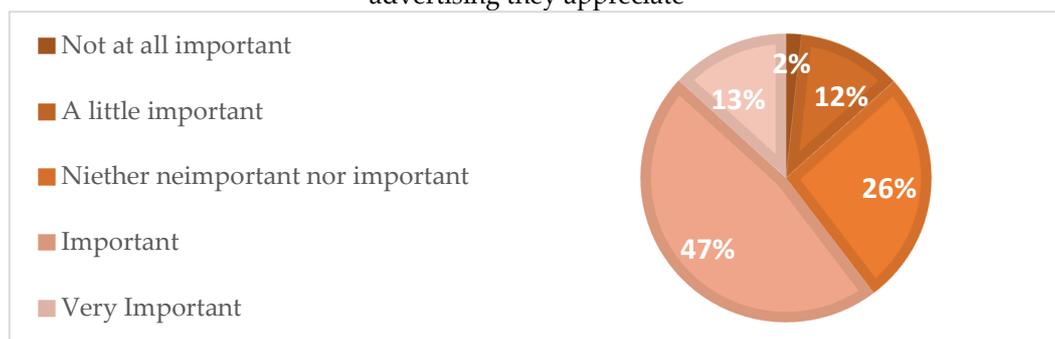


Figure 3 presents the way in which the target audience can be reached. 47% of the respondents are interested in promotional materials

online and offline and only 12% believe that this type of advertising is not important. On the other hand, according to the chart below (Figure 4), the respondents tell us that the best advertisement is the recommendation.

Fig. 4 Graphic representation of the importance of the recommendations according to the respondents



In this case, the majority of the respondents tell us that the recommendations are more important. 35% vote for very important, 50% vote for important, 12% are neutral, and just 1% and 2% consider the recommendations a little or not at all important.

Table 1 Representation of the respondents' preferences for sports

Criteria	Not important (answers)	A little important (answers)	Neither important nor unimportant (answers)	Important (answers)	Very important (answers)	TOTAL ANSWERS
Athletics	38	30	29	20	4	121
Zumba	44	20	15	24	18	121
Pilates	45	21	15	24	16	121
Aerobic	31	23	19	28	20	121
HIIT	33	15	30	28	15	121
Functional Training	15	19	20	40	27	121
Martial arts	21	11	19	21	49	121
Cycling	19	15	34	34	19	121
Swimming	12	14	16	46	33	121
Tennis	28	17	21	29	26	121
Volleyball	36	22	23	22	18	121
Basketball	38	29	29	16	9	121
Yoga	39	19	22	18	23	121

A very important question for the creation of the entire activity is the sports that the respondents prefer. For this situation, a table (Table 1) was created in which the sports proposed by the authors were recorded, more specifically the votes received from each respondent.

The last question mentioned in this article is about the respondents' expectations from a sports club. They provided the following open answers:

- "To motivate me to have better and better results."
- "To make me love the sport, to discipline me more, to help me expand my group to people I know / are friends with."
- "To support you in the activity."
- "Always adapt to the needs of the participants."
- "I would appreciate the professionalism and mastery of the staff in organizing sports activities, as well as their involvement in the development of each individual."
- "Atmosphere, organization"
- "Team collaboration" etc.

As it has been mentioned above, following the research and the favorable results, a business plan to start the sports start-up was created. Energy Club Timișoara is an association that carries out its activity in the field of sports, more precisely it includes karate, aerobic kickboxing and functional training, intended for both children and adults, benefitting from wellness assistance.

The company's mission is to mobilize families to practice sports and physical education, to push to overcome their own physical and mental limits and to create a community where the atmosphere is relaxed, fun and, at the same time, educational and energetic.

Objectives of Energy Club Timisoara:

1. After 2 years, to add classes and diversify them according to the needs of the target audience;
2. To expand the club by organizing camps for children and adults;

3. To participate in local, regional, international, national, European and world competitions.

In the plan designed for the development of sports activities within the Energy Club, the need of the members is at the core. Any activity is built on the Energy members' requirements and needs.

Energy club members can choose to do performance sports or maintenance sports (called sports for all in sports theories).

Conclusion

This article demonstrates how a business can be analyzed before it is opened and how it can be a prosperous one. The documentation objectives that were set at the beginning have been reached. The concept of the business that was implemented, according to the detailed analysis, can become a profitable business. Therefore, the courage to get involved is the last piece to be completed in the puzzle of opening a business.

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