

University of Benha

Faculty of Physical Education For Men

Physical Education Basis and Recreation Dep.

Summary

“Strategic Management for Marketing in Egyptian Sports Associations –
Prospective Study”

PhD 2009

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Introduction and study problem

Sport marketing is a recent phenomenon in Egypt. The important decrease in government funding towards Egyptian sport associations in recent years has left sport leaders with little choice than to consider alternate means of financial support. While some professional soccer clubs have had success in marketing themselves and generating commercial revenues, sport marketing has developed at slowly and randomly pace. The purpose of this study is to determine the current barriers faced by Egyptian sport associations in their marketing efforts.

Egyptian sport organizations have traditionally depended on government funding with little or no support from private sector. In recent years, the difficult economic conditions

have led to a decrease in financial support from the government and left many Egyptian sport associations with little choice than to look for alternate sources of funding.

Amin Alkholy (1997) spot that developing countries consider sport as luxury, this explains the relation among sports, progress and luxury. There is no doubt that sport became one of the most important fields which attract sponsors and investors especially in the last two decades.

Mathew Shank said that sport marketing is not only the propaganda but it is implementation of marketing principals in the market and sports products. It is also how to merchandising the regular products via sports activities.

The lack of scientific research and the need for market research in sports have prevented Egyptian sports associations from taking advantage of marketing opportunities. Hence, a through analysis of current environmental factors and its future effects on sports industry will lay the groundwork for developing a marketing strategy for Egyptian sport associations.

Study postulations

- 1- The gap between the governmental vision and the realistic practicing.
- 2- Lack of future planning.

Study Goal

The purpose of this study is to design a strategic management model for sports marketing in Egyptian Sports Associations through prospection of sports industry in general and Egyptian sports associations in particular.

Study Questions

What is the appropriate strategic model for marketing management in Egyptian sports associations via prospecting the sports industry future in Egypt in general and particularly the sports marketing in Egyptian associations.

This question will be answered through determining environmental factors which affect on Egyptian sports association marketing. These factors will be determined through:

- Environmental analysis and future scenarios predictions about Egyptian sports industry in Egypt in general, particularly Egyptian sports associations marketing(competitors, consumers, suppliers, expected competitors and alternative opportunities).
- Environmental analysis (political, economical, social, legal, legislative, technological and cultural factors) and their future effects on Egyptian sports industry.

Methodology

The study utilized prospectation study.

Data Collection Instruments

- Delphi Technique.
- Meetings
- Document analysis.

Study Sample

- (144) person who are interested in Egyptian sports.
- (12) Egyptian sports association decision maker experts.

Results

The results framed future scenarios of Egyptian sports (2008-2013). How it will be affected by environmental factors.

Recommendations

The study recommends future strategic to get benefits from the available chances and reduce expected threats in Egyptian sports.