

Youth basketball training and market analysis

BO LIANG (Aaron)



Author(s) BO LIANG (Aaron)	
Degree programme Degree Programme in sport management	
Report/thesis title Youth basketball training and market analysis	Number of pages and appendix pages 28+3
<p>Basketball has become the first sport in China. Many families want their children to experience the charm of basketball, but not every parent has basketball experience. They will choose to send their children to basketball training institutions for systematic basketball training, hoping that basketball can bring their children growth and exercise at the same time. For this reason, a specialized basketball training institution for young children was born in the market.</p> <p>This paper mainly studies the market model of the small and medium-sized youth basketball training camp in the sports market. Through the data collected on the Internet and the author's own observation data in the basketball training camp, it summarizes and reflects the shortcomings of the youth basketball market, and puts forward some suggestions in these areas that need to be improved.</p> <p>At the same time, this paper hopes to provide some reference for those friends who are ready to engage in youth basketball training, hope that the youth basketball market in China can better develop and grow, and appeal to everyone to be strong and healthy.</p>	
Keywords Teenagers, Basketball training, Market	

Table of contents

1. Introduction	1
2. Theoretical framework	3
2.1. What is basketball	3
2.2. Youth basketball training techniques.....	4
2.2.1. Dribbling training	4
2.2.2. Shooting training.....	6
2.2.3. Passing training	8
2.2.4. Physical training.....	11
2.3. Basketball is conducive to the healthy growth of young people.....	13
2.3.1. Why do we choose basketball?	15
2.3.2. The benefits of basketball.....	16
3. Youth basketball market survey	18
3.1. Information analysis of young basketball coaches	18
3.1.1. Job satisfaction of Basketball Coaches	19
3.1.2. Basketball coaches gender influence customer choice	20
3.2. Analysis of major customer groups	21
3.3. Basketball training camp communication channels	23
3.4. Basketball training institutions profitability.....	24
4. Problems identified	25
5. Proposal.....	26
6. Conclusion	27
References	28
Appendices	29
Appendix1	29
Appendix2	31

1. Introduction

Teenagers' physical development has different characteristics in different stages. In this golden period of development, it is very important to train teenagers to develop physical and mental sports that are suitable for their physical and mental characteristics. These sports not only need to develop teenagers' physical quality in an all-round way, but also have a high degree of appreciation and entertainment. Only in this way can teenagers' enthusiasm for sports be improved.(Cai Wen Hao 2011,15)

Basketball is a contest between space and ground around the basketball basket suspended in the air. It is not only antagonistic, fighting and collectivity, but also fitness, entertainment, artistry, interesting and ornamental.

Basketball is a high-intensity antagonistic sport, and its duration can be long or short, but it requires participants to run fast, take-off suddenly and continuously, agile response and strength. Frequently engaged in basketball can promote the overall development of speed, strength, endurance, sensitivity and other physical qualities, and improve the functions of visceral organs and central nervous system.

Basketball is more technical than other ball games, with various tactical forms and strong players' skills. It also reflects the characteristics of individual combat and coordination. As a collective sport, basketball requires athletes not only to have certain technical and tactical abilities, but also to show wisdom in the game. More importantly, athletes must have the courage and tenacity of fighting spirit and the spirit of unity and cooperation. Therefore, basketball can help participants form good personality and team spirit.

Basketball has a good appreciation. In basketball matches, we can appreciate skilled dribbling, clever passing, accurate shooting, witty stealing, wonderful dunking and surprising blockade, together with the alternation of attack and defense, and the change of confrontation, so that both sides of the game fight with wit and courage, and the situation of the stadium changes dramatically, whether participants or spectators. Can get psychological satisfaction and pleasure.

Basketball is simple and easy to do. It has strong interest. It can vary from person to person, to place, to time and to requirement. By changing various ways of activities, basketball is more convenient and attractive for people to participate in, in order to achieve the purpose of active body and mind, fitness and fitness, and then improve the civilized atmosphere of society, enrich people's amateur cultural and entertainment life. In addition, basketball is deeply loved by the masses. Through the interaction of matches, it can also enhance mutual understanding and friendship.

That is to say, basketball matches perfectly some good qualities in the growth of teenagers, so it is a very good choice to practice basketball in the growth period of teenagers.

2. Theoretical framework

This part is mainly divided into three parts, one part is a simple piece of historical development of basketball; the second part summarizes some training methods I have summarized, finally explains the benefits of basketball on the growth of young people.

2.1. What is basketball

Basketball is a competitive sport centered on shooting, laying up and dunking. It is loved by countless people all over the world. Basketball is full of vitality. It can not only improve the physical quality and exercise the will of participants, but also cultivate team spirit, enhance sense of mission and sense of honor.

Basketball was invented in 1891 by Dr. James Naismith, a physical education teacher at the YMCA Training School in Springfield, Massachusetts. At that time, because of the lack of indoor sports events in the cold winter, Naismith was inspired by the game in which workers and children pitched the ball to the "peach basket". He designed to nail two peach baskets to the railings of the stands at both ends of the gym. The peach baskets were horizontally upward and 10 feet from the ground. To throw the ball into the basket by means of football.

Basketball has the following values: it enhances vitality and promotes personal development

1. Enhance vitality: Basketball activities cover running, jumping, throwing and other forms of physical exercise, and exercise intensity is greater.

Therefore, it can comprehensively, effectively and comprehensively promote the overall development of physical fitness and human function, maintain and improve human vitality, lay a solid physical (material) foundation for all human activities, and thus improve the quality of life.

2. Promoting personality development: Through the process of practice and competition, It can embody the personality of participants., self-confidence, emotional control, willpower, enterprising spirit, team cohesion, self-control and restraint can be well developed, as well as the cultivation of unity and struggle, hard cooperation, civilized self-discipline, law-abiding and respect for others. Moral character and collectivism spirit.

Since the mid-1980s, with the world basketball professional team participating in the Olympic Games, the world basketball has entered a new stage of development and reached a new stage of skill. The excellent performance of the American Dream Team in the 25th Olympic Basketball Match in Barcelona in 1992 shows that the overall content

structure of basketball and the comprehensive intelligence, skills and ability structure of excellent teams have undergone qualitative changes.

The trend of basketball development in the future is to have better appreciation, more antagonism, and the proportion of tactical skills will be increased. It makes people feel an illusion that the basketball competition venue is getting smaller and smaller (people run faster and faster); the competition time is getting shorter and shorter (the game is more and more exciting); the basketball rack is getting lower and lower (jumping higher and higher); the basketball circle is getting bigger and bigger (shooting more and more accurate); the sense of science and technology in the stadium is getting stronger; The closer the defensive distance between offensive and defensive players and the higher the scoring rate, all these will better promote the progress of the basketball market.

2.2. Youth basketball training techniques

As a coach, different teaching objects need different teaching contents. For example, in the same pass training, there are different ways to teach 7 or 8-year-olds and 17 or 8-year-olds. Now basketball training camps are springing up like bamboo shoots after a spring rain, while the basketball coaches'-teaching level is uneven, some of them are really not complimentary.

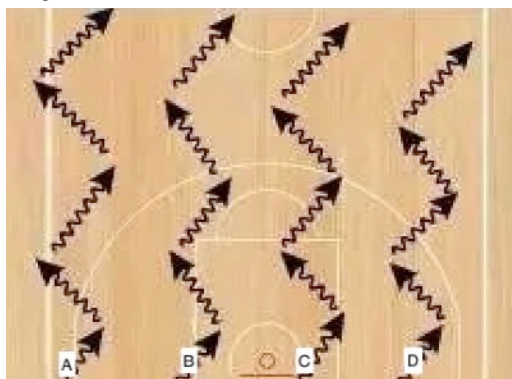
I spent some time in the youth basketball camp and watched many coaches teach kids basketball. I found that in the same basketball class of 1.5 hours, different coaches had different teaching contents. But most coaches practice the same content in every class. Dull and repetitive training content will affect children's learning enthusiasm every day. Many coaches don't know how to teach children basketball more interestingly. Here are some methods I found for teenagers'-basketball training.

2.2.1. Dribbling training

Folding ball

This is a practice method to teach some new trainees basic dribbling skills. It is also suitable for teaching some new dribbling skills. For some primary school students, each lesson can be arranged for more than 10 minutes to familiarize themselves with various dribbling skills.

Figure 1



As shown in the figure above, all players are dispersed by one ball near the baseline. If there are more than 8 players, they can be placed in the back and divided into two groups.

Practice method

Coaches introduce various dribbling methods to players, passing the ball through half court or full court and Like the arrow shown above, it indicates movement.

After the introduction, the players listen to the coach's command and start together.

Here are a few summaries of the above exercises:

- Run your right hand and bring your left hand back.
- Dribble in front of the body.
- Dribble behind.
- Dribbling under the hip.
- Bottom dribble.
- Back dribble.

Main points of teaching

Every dribble should emphasize that the children look forward and can put signs at every turning point so that the children know which point to go and begin to disguise.

Dribble elimination tournament

This game practices children's ability to control the ball and protect their ball.

All children stand in a restricted space to dribble (e.g. in the three-point line), while protecting their own ball, try to beat the other children's ball.

Figure 2



The coach explains the rules of the game, so that everyone can dribble in the boundary, if the person or ball is out of bounds, out.

One person and one ball.

Practice method

- The coach whistles to start the game, and all the players start dribbling within the boundaries while trying to knock off the opponent's ball.
- With fewer players on the field, coaches can narrow the boundaries. If at first the three-point line is the boundary, then the paint area is the boundary, and then there are two people left or so, then the limit area is the boundary. Until the last winner.

Main points of teaching

If the player makes a foul offense two times dribbling and walking, the player is out. What coaches do is to see who is out.

Keep reminding the children to look forward and make sure that the outgoing children are in a certain area, otherwise they will run around.

2.2.2. Shooting training

Shooting practice

This is a good way to correct children's shooting and posture.

Figure 3



As shown above, all players are divided into three teams, 2 meters away from the basket. If possible, do the same exercise in another half so that more children can participate. Each player has a basketball.

Practice method

- Each player turns to shoot in turn and tries to hollow into the net as much as possible.
- Hollow access is very important, because the purpose of this exercise is to let children

- hollow access under the standard shooting radian. After the player throws the basket, he can return to the team's tail, clockwise or counter clockwise to the next group.

Main points of teaching

Before each shot, the coach must let the children shoot in accordance with the standard shooting movements, so as to form a stereotype of action, which can properly let the children extend the shooting distance, but not too far. Because this exercise is meant to help children form the right shooting.

Determine the shooting of the center foot.

This is a good way to determine the middle axis of the shooting practice. First pass the ball to the coach, then run up to the coach to receive the ball, while receiving the ball, rotate the central foot and put three threatening positions towards the basket, and then can complete the score in different ways.

Figure 4



As shown above, all players are divided into two teams near the baseline. Two coaches or players stand outside the top three points. The head line of each team is on the bottom line.

Practice method

- At the beginning, each team's first player passes the ball to the coach on the chest and runs to the coach immediately after passing the ball. When the player runs near the penalty line, the coach returns to the players.
- All players jump to catch the ball, then determine the left foot or the right foot as the mid- axis foot, and turn the three threatening positions behind the mid-axis foot towards the basket. Finally, shoot or lay up, and finish the rebound.

Main points of teaching

Make sure that each player jumps to catch the ball; when turning towards the basket, the center of gravity should not rise, but be low; coaches can uniformly let the players go to the basket or shoot to increase the fun of practice.

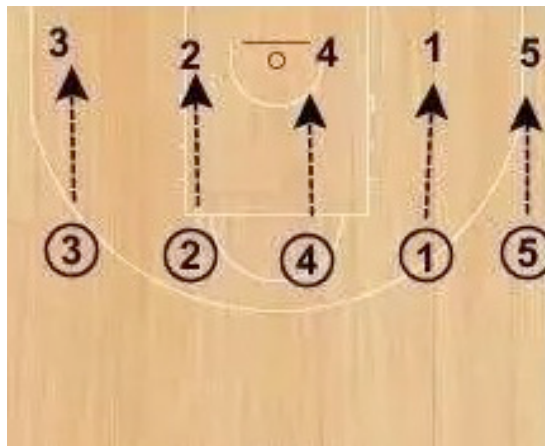
2.2.3. Passing training

Peer pass practice

This training method can well practice some basic passing skills of children. Such as chest pass, base pass.

Starting position

Figure 5



Each player finds a companion, as shown above. One side player holds the ball and the other side does not hold the ball.

Practice method

- Coaches introduce different ways of passing players to practice. After the coach whistled, the side player passed the ball to his partner.
- You can practice another kind of passing practice after a few minutes, or increase the distance to pass.

Main points of teaching

You can add the types of exercises you want in this exercise game, such as base pass, chest pass, one-handed pass, etc. Be careful not to let players pass too hard and hard, so that players are easily injured.

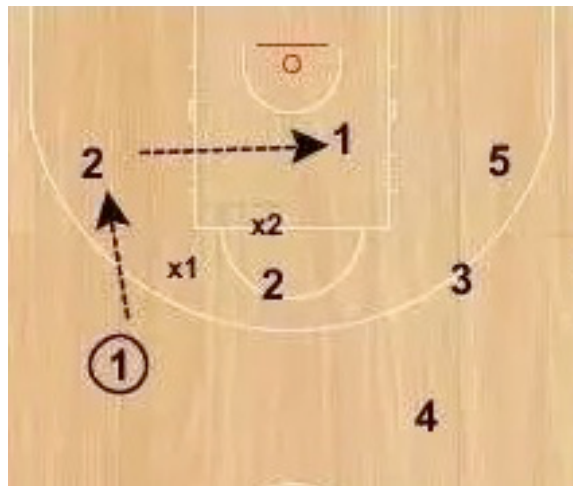
Fixed position pass interception

This game exercises the passer's ability to make quick decisions when facing the defender's approach, and the children's ability to pass and catch balls from different distances.

Each offensive player is standing still, and the defender can move and break the ball. When the defender approaches, the ball player quickly passes the ball and prevents it from being broken.

The starting position is as follows

Figure 6



Find two players as defenders, and the remaining players will disperse within the prescribed boundaries (e.g. within the 3-point line).

Practice method

- When the coach whistles to start the game, the defender moves away from the attacking team. The purpose of defenders is to touch or steal to basketball.
- The attacker stands still and passes the ball to his peers before the defender arrives, so as not to let the defender steal the ball.
- If you are steals, the player who passes the ball is the defender. Two men exchange positions.

Main points of teaching

Let the attackers spread their distance within the prescribed boundaries, not too close, or the passing will be easy to make mistakes; urge the attackers to make quick decisions after receiving the ball and pass it to others.

No dribble pass practice

One pass, one pass practice, the right time to transfer to teammates.

The starting position is as follows

Figure 7



The whole team is divided into two groups, the best two groups of players wear different colors of clothes, so as to pass the ball to be able to distinguish which is the attacker and which is the defender.

There are 1 balls for training.

Practice method

- The first thing players do is watch their men and do man to man defense.
- The player passes the ball, and no player gets out of the defense to catch the ball. But a ball player can't dribble or shoot.

- Each team must pass enough times without being stolen, depending on the age and number of players.
- No player can get rid of running within the prescribed boundaries, and can practice half-court or full-court, adjusting according to the number of players. If the defender passes the racket or breaks the ball, the two teams exchange defense.
- If the attacker completes the required number of passes, the offense will get one point.

Main points of teaching

Encouraging attacking players to cover without the ball, get away from defense and get the chance to catch the ball; keeping the distance between teammates is very important; it can let several players who play better in the team form a team to pass the ball, and other people defend, making the game more challenging.

2.2.4. Physical training

The following is a method I learned from a high school basketball coach (generally applicable to teenagers between 12 and 16 years old)

The three day is a cycle:

First day.

A. Ball sense training

1. low ball, the ball and the ground is 10 cm apart. The left and right hands are three times, 1 minutes at a time.

2. cross the eight character dribble. Hand and hand around three times, one minute at a time. The 60 level is relatively high.

3. turn to the moving ball. Within 30 meters, the left and right sides change to more than 5 times. 5 times 30 meters, ask for action first and ask for maximum speed.

4. around the hand turn around, practice 10 to 20 minutes, the middle dizzy can be adjusted.

B. half court three steps layup. First ask for accurate action and speed. It's good to go back and forth for 16 seconds in a half court, and 15 seconds is excellent. Run 3 times for a group, rest 2 to 5 minutes between groups. There are three groups.

C. Pass the ball, find the best partner, can not find a pass against the wall, master hands pass, first practice short pass, then practice long pass, short pass about 3 meters, long pass about 12 meters. First practice not to move the ball, then move the ball to the left and right.

D. CIC, the movement understands, first practices on the free throw line. Do not jump shot, pay attention to stability and standardize the hand shape, at the beginning require more than .And then, change directions. The half court is divided into 5 zones. After practice, practice long-range and short-range staggered shooting, then jump shot, and then practice fast jump shot in one minute. Three minute fast jump shot. The exercise time is 20 to 30 minutes, if there is physical strength, then play a few half court matches.

The next day, as on the first day, practice ball, three-step lay-up, pass, shoot, each group, end early. Mainly for the entire field of confrontation, or half court confrontation.

The third day is also the ball training, three-step lay-up, pass, shoot, each group of practice, early end, and then the main strength. Conditions to go to the gym, if not, to practice track and field, simply put it:

A. 30 meters fast run 5 to 8 times, group rest can not be too long, 30 seconds to run the second time. After three runs, you can have a little rest.

B. push up 20*3 group, if you can, hang up your legs.

C. squat jump jump, 20 to 30 meters *3 group, if you can, feet tied to the sand.

D. Lie on your back and do not touch the ground. You must have a distance from the ground, and two inches to the knees. 30 times * 3 groups * 5, the ball rebounds, do not let the ball fall, jump up and play rebounds, how many times in a row according to the ability of the players.

2.3. Basketball is conducive to the healthy growth of young people

The sportsmanship contained in basketball can influence teenagers to grow up in a positive way, and exercise teenagers'-body and will at the same time.

Sports help teenagers grow up, With the popularization of scientific knowledge and the improvement of living standards, sociologists have gradually realized that sports are beneficial to physical fitness and physical fitness. In fact, sports are not only physical activities, but also psychological and social activities. Therefore, if people want to achieve the perfect state of physical, psychological and social adaptation and pursue high-quality life, regular sports is an indispensable healthy lifestyle.(Liu & Zhang & Liu Yue Zhen 2011,6)

The physical benefits of physical exercise :

Physical exercise is conducive to the growth of human skeleton and muscle, the enhancement of cardiopulmonary function, the improvement of blood circulation system, respiratory system and digestive system, the growth and development of the human body, the improvement of disease resistance, and the enhancement of the adaptability of the body.

Exercise can effectively reduce children's chances of developing heart disease, hypertension, diabetes and other diseases in adulthood. It is one of the most active and effective means to enhance physical fitness.

Moreover, exercise can effectively resist the aging of the body and achieve a certain role in prolonging life.

Physical exercise can improve the regulation function of nervous system, improve the ability of nervous system to judge the complex changes of human activities, and make timely, coordinated, accurate and rapid response, so that the human body can adapt to the changes of internal and external environment, and maintain the normal operation of the body's life activities.

Physical exercise can help us to have a strong physique. :

Thickening articular capsule and ligament, the influence of physical exercise on bone, physical exercise improves blood circulation of bone, strengthens bone metabolism, enlarges bone diameter, thickens bone, arranges bone regularly and neatly, makes bone stronger and stronger. With the good change of bone morphology and structure, bone resists bending and bending. The ability of anti compression and other aspects has been greatly improved.

Enhancing brain development: In sports environment, it helps adolescents to make quick and correct judgments about food, improve cognitive ability, improve human central nervous function, and effectively improve the excitation and inhibition of the cerebral cortex. At the same time, it effectively exercises the alternation of excitation and inhibition of the nervous system, and strengthens the transfer process, thus effectively improving the sensitivity of the brain's response nerve, that is, the reaction speed and the ability to respond.

Strengthen the function of heart transfusion, the influence of physical exercise on cardiovascular system. Because of the strengthening of muscle activity during physical exercise, muscles need more blood supply to supplement the consumed oxygen and nutrients, while transporting more carbon dioxide and metabolites, the workload of heart increases, resulting in faster heart rate and blood. Blood flow increased and systemic blood circulation improved.

Increase vital capacity, when the human body starts vigorous exercise, it relies on the rapid contraction of skeletal muscle to provide power, while muscle movement is to consume energy, which is produced by glucose and oxygen in the body. Food provides sugar, breathing obtains oxygen, blood transports sugar and oxygen through circulation. Muscle tissue is consumed by stretching and contracting exercises, so when the human body exercises vigorously, it needs a large amount of energy supply, and the breathing and heartbeat have to run faster. Children and adolescents often participate in physical exercise can promote the development of the respiratory system, mainly in the development of respiratory muscles, chest enlargement, increased vital capacity.

The average human vital capacity is 3500 ml for males and 2500 ml for females, while those who often take part in sports can reach more than 5000 ml. The depth of static breathing was strengthened, and the frequency of breathing decreased during quiet. The average person breathed 12-18 times per minute, while the athlete breathed 8-12 times per minute. The human body needs to absorb more oxygen and emit a lot of carbon dioxide during exercise, which requires powerful lung function to complete. Respiratory

function is good for the body to maintain vigorous energy and delay the aging process of the body. (Youth Physical Fitness Center 2018)

Psychological benefits of physical exercise:

Physical exercise can regulate the tension of human body, improve physical and psychological state, and restore physical strength and energy.

Physical exercise can improve physical health, make the tired body get a positive rest, and make people energetically devote themselves to study and work.

Stretching the body and mind helps sleep and dispel the pressure from reading.

Physical exercise can cultivate sentiment, maintain a healthy mentality, give full play to individual initiative, creativity and initiative, thereby improving self-confidence and values, so that personality can achieve healthy and harmonious development in a harmonious atmosphere;

Collective events and competitions in physical exercise can cultivate people's spirit of unity, cooperation and collectivism.

A large number of studies show that sports can prevent and cure mental illness. A survey in the United States shows that 80% of 1750 psychologists believe that physical exercise is one of the effective ways to treat depression, and 60% believe that physical exercise can be used as a treatment for anxiety disorders. A psychologist in the United States conducted a running experiment on adolescents, and found that running can successfully alleviate the anxiety of adolescents during the examination. Appropriate walking to 35-65% of the maximum oxygen intake can reduce the blood pressure of anxiety state. (XUN 2017)

Adolescence is an important period for everyone's physical and mental development to mature. During this period, you will find that not only can you feel great changes in physiology, but also the psychological growth rate is very fast. Children in this period can obviously feel their rapid growth and psychological maturity.

2.3.1. Why do we choose basketball?

Adolescence is the best period for life to grow, and it is also a golden period to increase knowledge. Basketball as a unique sport, its sport value has been valued by people, and is more popular with teenagers. Through investigation and research, teenagers choose

basketball as the most important choice of physical education in high school.(Wu Hai Yan 2010)

Basketball is a collective sport, which requires the cooperation of athletes and other teammates to work together in order to achieve the joy of victory. Compared with long-distance running and swimming in aerobic sports, basketball has more communication and cooperation with other teammates; compared with football, basketball courts are easier to find, and amateur basketball games are usually conducted in the form of 3V3, so the time is 10-20 minutes, and the number of participants is larger. Often a court can be divided into 30 teams or 10 teams. There are 5 teams.

In China, there are more spectators and participants in basketball. To play football, you need to find a good football field and pay for it. More than 70% of China's residential areas will be equipped with a basketball court. It will be very convenient for people in the community to exercise after work. A person can go to the court to form a team on the spot. In this way, you can exercise your body as well as your neighbors.

Basketball requires people to use every part of the body, effective stretching, jumping, striding, etc. For teenagers, effective promotion of bone development and growth, can effectively vent the growing worries and vigorous energy. At the same time, it can effectively discharge the superfluous things in the body, enhance the body's immunity, prevent common cold and other symptoms.

2.3.2. The benefits of basketball

Basketball plays an active role in improving middle school students' physical fitness and mental health. Basketball can cultivate students' interest in sports, relieve psychological pressure and enhance their physical fitness.(Chen Xi Feng 2017)It is embodied in the following aspects:

Long, improve aerobic ability although playing basketball is good for all aspects of physical development, but the greatest benefit should be long and improve aerobic ability. Because basketball is a "high man" movement, high or high jump are all advantages. After a competition, the number of jumps can be as high as 200 times, and the biomechanics signals from bones are up!

Improving the ability of sensory integration, research shows that many modern psychological or developmental diseases are due to human sensory integration ability problems. While playing basketball, all kinds of senses are working in a highly excited

state, coordinating and coordinating each other. Basketball has also become one of the best sensory training.

To improve reaction ability, basketball belongs to an open sport, which requires athletes to respond to the ever-changing moments on the court. Over time, reaction time is shortened and reaction capacity is improved.

To improve people's decision-making ability and reaction ability, the ever-changing stadium requires a player to make decisive decisions about when to throw, when to pass and so on. What is the advantage of the other side? Where are our strengths? How best to avoid weaknesses? These decision making exercises are bound to help one to make decisions in daily life.

To improve our observation ability, when we first learn to play basketball, the coach always reminds us to use the spare light of our eyes to observe our responsible defensive opponents at the same time. In fact, this is the observation ability in psychology. In daily life, this ability to observe the surrounding life is very important.

Cultivating courage and risk-taking spirit, fearing and worrying about the future are often a major obstacle to our progress in life. At the critical moment of a major basketball match, it is often necessary to try bravely to win. Those who dare to face failure and have participated in competitive sports must have experienced failure, and so does life. How to draw lessons from failure and go up to a higher level is the greatest gain every athlete can get from the experience of failure.

Team! Team! Teamwork is a very important point in the training of employees' quality in modern workplace. Basketball itself is a team sport. The success of a person and a team must be the integration of everyone in the team (including their sports skills, skills and tactics, personality, etc.).

To cultivate leadership, the cultivation of a good basketball team is like a systematic project. It is not an overnight task to unite a group of people from the selection of players, training skills, techniques and tactics, and psychological and tactical aspects. It requires the efforts of coaches and players year after year.

3. Youth basketball market survey

In order to further accelerate the development of sports industry, in October 2014, the State Council issued "Some Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption", improving the industrial structure, further optimizing sports service industry, sports goods and so on. As the capital of Guangdong Province, Guangzhou is a relatively developed city in China. Occupy a good geographical location, traffic developed, rapid economic development. In 2000, Guangdong's GDP reached 950 billion 600 million yuan. With the continuous enrichment and enrichment of material and spiritual life, the consumption concept is changing. Sports consumption(Yang Jing 2016)

3.1. Information analysis of young basketball coaches

As mentioned above, China's youth basketball training market is still in a relatively simple stage of development, and most of them are coaches of students majoring in sports. They mainly train students aged 6-12 in the basic skills of basketball and the cultivation of the ball. Compared with professional coaches, this kind of coaches generally have imperfect training program system and lack of teaching ability.

In Ben's basketball training camp, some coaches are not college students majoring in basketball, they do not have basketball training qualification certificates. Generally speaking, most junior coaches begin to learn from teaching assistants. They will constantly improve their teaching plans in their work and prepare for their own teaching qualification examination. It takes a lot of time (1-2 years) to complete the regularization of basketball coach training and obtain certificates. Only two coaches have basketball coach certificates. They settle their salaries by contract salary plus commission. The other coaches settle their salaries by part-time salary, that is to say, according to the length of teaching hours, so this part of the coaches will not pay too much attention to their teaching quality.

In other words, this part of the coach is to go to class and no attention to the progress of students ability and skilled. When we collected data, I was required to observe together with one of the two coaches, because the assistant coach only followed the steps on the teaching plan to carry out template education, which could not complete the data collection well.

We do a simple collection of information about the personnel in the Ben organization, as shown in table 1

Table 1 Information of coaches, Jul 2018

NAME	Female	Male	Age	vocational certificate	Type of work	
A	1		26	Yes	Full-time	graduate
Ben		1	24	Yes	Full-time	graduate
C		1	23	No	Part-time	Student
D		1	24	No	Full-time	Student
E		1	24	No	Part-time	Student
F		1	26	No	Part-time	graduate
G		1	23	No	Part-time	Student
H	1		23	No	Full-time	graduate
I		1	23	No	Part-time	Student
J		1	26	No	Part-time	Student

In these coaches , only three have expressed a willingness to stick with the job for more than three years, while other coaches have said they are considering other career changes. They feel that basketball coaches are not a good source of income, and considering their future life and income, they will use basketball as an additional specialty in their resume in order to seek higher salary jobs.

3.1.1. Job satisfaction of Basketball Coaches

The following is the result of the questionnaire. (table2)

Table 2. Basketball Coach Satisfaction Aug 2018

Satisfaction	Female	Male	Total
Very satisfied	1	4	5
	8.3%	9.3%	9.1%
Satisfied	5	18	23
	41.7%	41.9%	41.8%
Not satisfied	4	16	20
	33.3%	37.2%	36.4%
Very unsatisfied	2	5	7
	16.7%	11.6%	12.7%
Total	12	43	55
	100%	100%	100%

From the data obtained from the above survey, we can find that the proportion of basketball coaches satisfied with their current situation is 50%, and the other half of the basketball coaches are not satisfied with their current position. Most basketball coaches who are not satisfied with their present situation say they don't know what results they can achieve in basketball coaching in the future. They don't know what efforts they can make in that direction. They express that they are confused about their career development path.

3.1.2. Basketball coaches gender influence customer choice

Secondly, most basketball coaches are men. With the development of sports industry in recent years, more and more women coaches are playing basketball. This part of the advantage of coaches is that they will be more affinity when facing students aged 6-12, and female coaches will be more concerned about the physical condition of the students. However, the same female coaches are more likely to be questioned than male coaches. Some parents will feel that female coaches can not perform the task of teaching well, and there will be doubts about female coaches' teaching ability.

Table 3. Customer choice of coach sex statistics

Choice	Support number
Male coaches are better.	72 31%
Female coaches are better.	18 7.7%
Both can.	143 61.3%
Total	233 100%

From the above statistics, we can see that the customers' acceptance of male basketball coaches is higher than that of female coaches. But more customers care about the coach's coaching level, there will be no much doubt about gender, that is to say, the final evaluation criteria for customers to choose basketball training camp is the coaching level and performance of coaches.

After investigation, it is understood that most of the local training institutions whose main customers are children under the age of 12 will face a five-year threshold to merge into a large sports company or dissolve in place.

3.2. Analysis of major customer groups

Guangzhou, already the Top Basketball Hobby city in China, attracts a large number of basketball fans to the local basketball court every day for fierce basketball matches and competitions in a TIANHE Sports Center in GUANG ZHOU, This city has a great basketball cultural atmosphere.

Table 4 The age of exposure to basketball in customer cognition.

Age group	Number of people
4-6	37
	15.8%
7-9	156
	67.0%
10-13	40
	17.2%
Total	233
	100%

The students in the youth basketball training center are between 4 and 13 years old. During the long summer vacation period, from July to September every year, the children have two months' vacation. The parents will give the children to interest classes. Considering the healthy growth of children, the demand of the basketball camp market has been enlarged infinitely. There are often situations where basketball interest classes are full, and some of them will open one more class to teach. But, in normal times, basketball classes are divided into two modes: weekend classes, two hours of class; Every day after school at 7:00 PM, training for 2 hours.

The weekend class mode is suitable for students who are interested in basketball, but it is not convenient to get to the training ground because of some reasons. The families of these students have certain economic ability and are willing to spend their weekend time practicing basketball. Generally spontaneous, parents will support and encourage, willing to bear training costs, which requires a certain degree of economic ability, because the same teaching time charges are different, generally speaking, the weekend fees will be 40% higher than usual, the salary of coaches will be 20% higher than normal classes. This means that the customers of weekend classes generally have a certain hobby for basketball and a certain ability to pay for it.

The following are the fees for basketball coaches (Part-time) I collected at a basketball training camp.

Table 5 Basketball part-time coach salary and fee standard

Time slot	Class fee standard	Part time coach salary
From Monday to Friday	80RMB/H	100/day
Weekend	115RMB/H	120/day
Holiday camp	90RMB/H	100/day

Daily classes are cheaper than weekend classes (the same training time, the price will be different). However, the daily class will have a relatively compact training plan, and every day will spend a certain amount of time on effective training of students, so that the progress of students will be much faster than the weekend class, they will be more laborious, that is to say, this part of the students' basketball skills will grow faster. However, due to the constraints of living environment and training site, most children who choose such training courses have relatively convenient transportation environment, which may be 5 kilometers away from the training site. The main clients of such training courses will be located in the families of basketball lovers living around the training ground.

After collecting the basketball fans from Pan Yu, Baiyun and Haizhu to summarize the family outlook of the small seafarers after basketball training, we conclude that most men's basketball fans say it is not necessary for children (6-13) to train and have a general understanding.

There are three points: first, it is generally believed that coach training courses are not professional, I teach my children more effectively than training, why waste money; second, the children are not interested in this, and basketball will be injured, if he is older, he will be injured. Want to play basketball; third, basketball training institutions are generally expensive and unstable. Many parents worry whether coaches will leave basketball training after receiving money.

From the results of the survey, we can see that most customers have the following bad perceptions of most basketball training institutions:

1. The question of credibility, whether the training institution is reliable, and whether my money is effective, I can confidently entrust my children to this institution for training.
2. The teaching ability was questioned, whether the coach of this basketball organization has professional knowledge, which can convey effective basketball knowledge input to my children;
3. Tuition fees are too high, and customers do not think that the fees of training institutions can match the teaching ability of the upper institutions;
4. It's too dangerous for my children to play basketball. How can I make my children play sports safely (such parents are neglected, worried about their children's injuries, and most training institutions do not provide insurance for their children, and even some institutions can give some preferential treatment to save a fee by saying that they don't sell insurance enough)? In my view, this is very foolish.

3.3. Basketball training camp communication channels

Feedback from questionnaires collected in Questionnaire 1 on the ways of basketball training camp can effectively reflect the more effective propaganda methods of training institutions in market propaganda. See the specific propaganda channel proportion. The information is in table6.

Table6 Trainees know the way of training institutions (N=325) Oct 2018

Information approach	Number of use	Proportion	sort
WeChat	143	44.0%	1
micro-blog	68	21.0%	2
Leaflets	43	13.2%	4
Newspaper	11	3.1%	5
Students introduction	60	18.7%	3

From the above statistics table, we can see that the number of people who know basketball training camp information through the channels of WeChat and Weibo accounts for more than 60% of the total number, which means that the dissemination efficiency of WeChat and Weibo is relatively effective. At the same time, communication between trainees is also a very useful way of propaganda. Training institutions should contact more old trainees and establish a corresponding VIP system. Old trainees introduce new trainees to training camps for training. Training camps give some preferential treatment to the

introducers. In order to borrow the circle of students' friends for propaganda, so that more people can understand the training institutions and information.

3.4. Basketball training institutions profitability

The analysis of profit structure of basketball training institutions is helpful for training institutions to summarize the situation of revenue and expenditure in a certain period of time, and can clearly analyze where to make money and where is insufficient. That is to say, we need a clear profit direction and efforts to get more profits, from which part of the money is used to improve employee welfare, in order to attract more people to choose to work as basketball coaches.

The following is the profit of the six basketball training institutions I collected. It is simply expressed in terms of training cost and profit margin.

Table7 Profit expenditure ratio , Nov 2018

Training institutions	Coaching costs (%)	Equipment maintenance cost (%)	Site cost (%)	Operating profit margin (%)
YIZHI	25	15	5	85
XINCHUANG	20	20	15	75
DONGFANG	20	15	5	70
XINHUA	15	5	10	75
HUAMENG	25	10	15	65
DAZONG	30	20	10	65

As can be seen from the table above, the Operating profit margin of basketball training institutions is above 60%. The main expenditure is on the salary of coaches and the maintenance of equipment. The profit models of training institutions are very similar, and the sales objects of each training institution are not conflicting. They are all investing in the vicinity of training venues. There's not too much competition in business.

4. Problems identified

Generally speaking, most people know basketball and enjoy watching basketball matches, but they will not learn basketball.

Most basketball coaches are engaged in this industry in the form of part-time, without much professional knowledge and research. There are some problems in the employment model of coaches in training institutions, which lead to the low level of full-time coaches, high mobility and lack of training experience in most training institutions.

Training institutions in the basketball training market have developed rapidly, but their level is different. There are many small and medium-sized training institutions, and they change quickly.

Small and medium-sized training institutions do not have professional marketing managers to promote the market, resulting in the majority of basketball training camp market communication means are relatively single, most rely on communication software to carry out communication functions, there is no stable promotion model.

No specific law can clearly differentiate the establishment and mode of basketball training institutions, which leads to some doubts about the legitimacy of basketball training institutions in the market.

5. Proposal

The government promotes the concept of comprehensive fitness, and all major basketball training camps work together to create a good market environment for basketball training.

Regularized basketball coaches' salaries, skill level of large-scale basketball trainers, establishing unified and perfect standards, attracting more fresh blood into the industry

The relevant supervisory departments of the basketball training market should further strengthen the management system, strictly examine the training qualifications of various basketball training institutions in accordance with the legal system, clearly stipulate the coaches' induction policies, and promote the stable and peaceful development of the basketball market.

Training institutions should further improve the market system, provide more model venues and facilities, provide better learning environment for students, and introduce appropriate scientific means to assist training, so as to improve the effectiveness of training.

Membership preferential policies, discount measures, group preferences and experiential learning can be established appropriately to improve market goods and enhance the brand influence of training institutions reasonably.

6. Conclusion

Education: in China, basketball teaching into full play the unique role of fostering talents, to strengthen students' ability of organization, enhance physical fitness, improve psychological and social adaptation ability and shaping personality aspects effect is remarkable. Has cultivated a large number of basketball backbone force.

For years, basketball teaching has been valued. At present, basketball teaching has become one of the most popular teaching in China. The graduates who specialize in basketball, because of their comprehensive quality and ability, become the school's popular sports teachers.

In the evaluation of undergraduate teaching level organized by the ministry of education, the students who have passed the teaching of basketball are able to grow rapidly, which also provides opportunities for basketball teaching.

That is to say, basketball teaching has become a kind of education means for children in China, which promotes healthy development of mind and body.

Social aspect: the popularity of basketball, so that people can understand the sport, so as to realize the importance of sports to physical health, and comprehensively build people's correct views on physical and mental health; It can also give the city life high pressure group a kind of beneficial outlet way, thereby promote the social security and stability.

Economics: in today's China in basketball form huge commercial economy industrial chain, produce a large number of basketball coaches, referees, emerging jobs such as narrator, solve the problem of population employment, to promote stable and rapid development of economy.

In the future, as the sports games in a majority of the People's Daily lives more and more heavy proportion, also means a group of coaches have sports professional knowledge to guide people to the right of sports and health knowledge. In other words, the theoretical and practical teaching of sports will become more and more important, and the sports market will have more and more promising future.

References

Brief Introduction to the Characteristics of Basketball. URL:<https://zhidao.baidu.com/question/1758792140547514908.html>. Accessed: 02 Apr 2017

Cai Wen Hao., 2011 (15): 58-59, A Probe into the Most Suitable Sports for Youth [J]. The Way to Success. URL:<https://wenku.baidu.com/view/ff3337d876a20029bd642db9.html?from=search> . Accessed: 09 Mar 2013

Chen Xi Feng, Research on the Effect of Basketball on the Physical and Mental Health of Middle School Students [J]. Sino-foreign Exchange, 2017 (48). URL:http://xueshu.baidu.com/usercenter/paper/show?paperid=b90d66dab2027fd86ea0a9d949ddb517&site=xueshu_se . Accessed: 2017

Liu Chun Xiu & Zhang Lei & Liu Yue Zhen, The Role of Sports in the Growth of Youth [J]. Youth Sports Training, 2011 (6): 142-142. URL:http://xueshu.baidu.com/usercenter/paper/show?paperid=25fc304cac5278966593bc88b6390ce8&site=xueshu_se. Accessed: Jun 2011

Wu Haiyan, An Analysis of the Impact of Basketball on the Healthy Growth of Teenagers [J]. Examination Weekly, 2010 (32): 169-170. URL:http://xueshu.baidu.com/usercenter/paper/show?paperid=db06aab598ee38a7f82562db674b07f7&site=xueshu_se

XUNTUI8568, The Role of Sports in the Growth of Teenagers .URL : <http://www.doc88.com/p-4354927379876.html>. Accessed: 28 Jul 2017

Yang Jing, Market survey of extracurricular basketball training for adolescents in Guangzhou [D]. Accessed: 2016

Youth Physical Fitness Center(40-45). URL:https://www.sohu.com/a/243411848_498676 . Accessed: 26 Jul 2018

Appendices

Appendix1

Questionnaire 1: Youth basketball market survey

Dear friend

I am a student from Haaga-Helia . Please help me fill in some questions about basketball. These questions will not have any impact on your life. Thank you.

1. your gender, your age?
2. do you like basketball?
3. do you like playing basketball?
4. if you have children, will you let him in touch with basketball?
5. will you support your children to the basketball training center? Will there be any requirement for the sex of coaches?
6. how old do you think children are in basketball?
7. can you accept that your child is injured in sports?

8. do you know any good basketball training institutions? What's the impression of basketball training institutions?

9. what do you think of the development potential of the youth basketball training market in China?

10. how did you learn the news of these basketball training camps? What are the channels?

This is the end of the questionnaire. Thank you for your cooperation.

Appendix2

Questionnaire 2:Satisfaction survey of Basketball Coaches

Dear coaches:

I am a student from Haaga-Helia . Please help me fill in some questions about basketball. These questions will not have any impact on your life. Thank you.

1. your gender?

2. your age?

3. how long have you been a basketball coach?

4. do you want to stay in this industry all the time?

5. do you feel satisfied with your present salary? How many months can you expect it to be?

6. your degree / University's major.?

7. how long do you work now? (every week)

This is the end of the questionnaire. Thank you for your cooperation.