

## 81 - WHAT IS THE PERCEPTION OF PHYSICAL EDUCATION STUDENTS ABOUT THE NEED FOR GUIDANCE IN OPENING BUSINESSES INTO FITNESS AREA

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### INTRODUCTION

The design process of a company is an important moment in the life of an entrepreneur. The businessman candidate can yield much more when he has an accompanying qualified to ensure the healthy birth of your company. This is the ideal time to define the details of future business, doubts and plan the next steps (SEBRAE, 2010).

According to SEBRAE (2010), opening and running a business, including fitness industry, requires a set of skills and knowledge. We must understand the market, capacity to stimulate, organize, engage, lead, integrate, plan and delegate the business well to achieve the desired success, regardless of what your area of expertise. Good management considers marketing strategies, business plan, market targeted, cash flow controlled and also involves a lot of creativity and constant innovation.

The structure of a business plan must be comprehensive and consist of different types of information, although that one is only one for the company. What determines the type of information and level of communication that should be used is the public who are intended for information (Pavani, 2003).

The business plan is a decisive factor for the success of the enterprise. SEBRAE shows that 98% of companies in Brazil are micro enterprises (ME) and small businesses (SB) and the percentage of mortality of micro and small enterprises in metropolitan area reaches 58% in the first three years of living. Several studies try to explain the causes of high mortality: lack of tax incentives and subsidies, high interest rates, poor access to credit, obstacles required for compensatory financing and foreign competition (Mansur, 2009).

Business Plan is the modern tool that leverages tangible and makes the whole argument of whom needs to demonstrate that their vision could be transformed into a real business and profitable. There is a difference between talking to someone about an idea for a project and submit a business plan drawn up by proving that the idea is operational, that market exists and it is economically viable, noticing that one should write it in a realistic, practical and consistent with the investment strategy, cash flow, marketing, opportunity, risks and gains, minimizing the impacts of hazards, identifying strengths and weaknesses of the enterprise, defining marketing strategies and analyzing the financial performance (SALIM, 2001).

Segmenting the market is to divide the market in a few public or subsets, called segments, each segment must be sufficiently homogeneous. The segments should be different from each other in order to increase the attractiveness and degree of specificity required by the segment and customer loyalty (Anderson, 1961).

The first step to be taken to open up a venture is seeking a qualified accountant, a qualified professional to provide the new company with all notarial records and to take all measures "to protect the legal procedures to avoid future legal problems. The main considerations over the counter are: look for a location, research the company name, consult by shareholders into federal and state revenue, brand consulting, choose a legal form, create a social contract (Adams, 2001).

We know that when starting a business risk and survival go hand in hand. To manage risks, we must first understand under what risks the business is exposed to. Developing a risk profile requires an examination of both the immediate risks such as those generated by the competition created by changes in the market of products or services (Damodaran, 2009).

And thus took into account all the factors mentioned above, this research objective is to describe the perception and training of physical education students in courses in Rio de Janeiro about the process of managing projects in the field of fitness.

### METHOD

Descriptive study used a method of applying "Cross Sectional Survey" since they are used in several different units of measure within the same questionnaire (THOMAS, 2002).

This study conducted interviews with 75 students from the Physical Education, belonging to three different institutions of colleges in Rio de Janeiro. The interview questionnaire were applied in the classroom with the help of teachers and course coordinators of these institutions, like below.

1) Do you intend to open a fitness business?

Yes ( ) No ( )

2) If so, do you consider that it is important to hire a professional who specializes in management and marketing to

help?

Yes ( ) No ( )

3) Have you had some training in management?

Yes ( ) No ( )

4) Define the market segment that you want to achieve

5) How do you allocate resources percentage of your business?

Civil Works Structural Property, Administrative, Marketing, Training

6) What steps of the Business Plan priority do you understand?

### RESULTS

The questionnaires were analyzed as follow: the first three questions provide the option of answering with "yes" or "no." The fourth and sixth question is a technical note on market segmentation where respondents who answered correctly were given the condition of knowing the subject matter and those who failed to respond were unaware of the subject.

In the fifth question the respondent would allocate a percentage to divide the available resources of his company into four different modules, where a weighted average was used for statistical analysis. Results questionnaires applied to physical education students about their interest in opening his own business in the state of Rio de Janeiro, 56% of responses in which these students have an interest in starting their own business and 44% who do not wish to open, out of the 75 respondents. While

asked about the importance of hiring a professional who specializes in sports marketing and administration 81.3% of the sample responded that it is important to hire a qualified professional to assist them in the administration of the enterprise fitness while 18.7% did not consider it important. From the respondents, 70.7% never had any contact with management area and 29.3% said that they already had contact.

When asked about what kind of market segmentation they wanted to achieve, 57.3% answered incorrectly what market segmentation is and 17.3% did not answer the question leaving it blank, comprising a total of 74.6% individuals who have no idea what market segmentation is and only 25.3% answered it correctly, which leads us to examine the lack of public knowledge or which subset of people want to achieve.

When respondents were asked to describe percentually where they should allocate available resources, 31.86% answered that they would allocate greater resources in structural civil works, 18.96% in fixed administrative, 22.27% in marketing and 26.90% in training leading us to the conclusion that most respondents would allocate resources in civil structural and administrative assets, while the main objective for a fitness company is to sell its service.

Thus adding up the percentage of civil works and structural asset administrative one gets more than 50% of all available resources to start the venture, and leads us to believe that the possibility of failure in the management of a company that do not sell its service is large.

When respondents were asked to describe which steps of a business plan they believe to be a priority 37.3% got no answer, and 45.3% failed to respond for they did not know which the steps are and only 17.3% answered it correctly.

### CONCLUSION

We can conclude that, in the vast majority of physical education students who intend to begin the process of opening their own business, seeking a guidance of an expert in sports marketing and administration, knowing that they are not well prepared and ready. In many settings of the questionnaires for market segmentation and business plan no longer sure that students need to seek advice from professionals in management, marketing, accounting, seeking information on the agencies responsible for installation of the equipment, licenses, among others.

In a business like fitness where the central product is service, may not be conducive to the student or professional who wants to start their own business to allocate the most resources in civil structural, administrative and marketing assets, leaving a small portion devoted to training their professional employees.

It should be noticed that each company has its own characteristics and its shape, and there is no magic formula to success. So, the attempt to copy a successful venture is not the right the alternative. It is clear that many people who wanting to open their own business, are people who watch a particular project and try to "copy" it, but they do not know the structure that already exists behind this successful venture, generating more business that will have a high likelihood of failure and frustration. Even when starting a business with all management techniques in a place where the public is not in keeping with the character of it, surely, the same cannot be successful.

People turned to the sport in general, by being good teachers or good athletes mistakenly, believe that they are able to manage and succeed in their business, when in fact they should seek advice on all the principles that guide the initiation of a new development with a professional who specializes in this area of knowledge.

Knowing well the business enterprise chosen, mainly on the fitness industry, dealing with problems such as distrust in the professionals by clients or any other unknown factor may cause problems in the Project. All human beings live depending on the decision-making, although they are imperceptible in most cases. For an entrepreneur to make decisions and to take risks knowingly the chances of a venture be a success increase. Getting to see the opportunities in places and situations where people only see problems or threats, it makes the manager view an opportunity to work quickly and profitably.

Discerning at what point a person is sometimes it is difficult, since it requires maturity, knowledge and confidence, as the market tends to be immediate, always requiring quick decisions. Checking what can be changed in activity, investigating satisfaction with employees or even customers, can save the life of the company and thereby avoid huge financial losses.

Looking at these concepts and considering the understanding of managing a business, we can see the need for a plan, organize and control, essential tools in business management.

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### WHAT IS THE PERCEPTION OF PHYSICAL EDUCATION STUDENTS ABOUT THE NEED FOR GUIDANCE IN OPENING BUSINESSES IN THE FITNESS AREA.

#### ABSTRACT

The administration as a group of procedures to manage a particular production process involving the assets and people is a science of fundamental importance to developments in the area of physical education. The upper-level courses in physical education must address the management or business management fitness program will prepare students for the the management of enterprises in the area. Explain each step to be taken in order to create a successful venture, from a perception on the understanding of students and graduates of physical education on knowledge of the relevant area of management and marketing. This research objective is to describe the perception and training of students of physical education courses in Rio de

Janeiro about the process of managing projects in the field of fitness. Fruit of the procedures of the research it was realized that most students have an interest in opening their own business and consider it important to hire a professional, but mostly have no experience with the area of management area fitness and lack the basics to start your own business.

**KEY WORDS:** entrepreneurship, management, Physical Education

### **QUELLE EST LA PERCEPTION DES ÉTUDIANTS EN ÉDUCATION PHYSIQUE SUR LA NÉCESSITÉ POUR LA FORMATION DE L'OUVERTURE DES CENTRE DE REMISE EN FORME.**

#### **RÉSUMÉ**

L'administration d'un groupe de procédures pour gérer un processus de production particulier portant sur les avoirs et les gens est une science d'une importance fondamentale à l'évolution dans le domaine de l'éducation physique. Le cours de niveau supérieur en éducation physique doit s'occuper de la gestion ou le programme de remise en forme activités de gestion de préparer les étudiants à la gestion des entreprises de l'éducation physique. Expliquer chaque étape pour être prises en vue de créer une entreprise prospère, d'une perception sur la compréhension des étudiants et diplômés de l'éducation physique sur la connaissance de la zone pertinente de gestion et de marketing. Cet objectif de recherche est de décrire la perception et la formation des étudiants des cours d'éducation physique à Rio de Janeiro sur le processus de gestion de projets dans le domaine du conditionnement physique. Fruit de la procédure de la recherche, il s'est rendu compte que la plupart des étudiants ont un intérêt à ouvrir leur propre entreprise et qu'il est important d'engager un professionnel, mais surtout n'ont pas d'expérience avec la zone de remise en forme de gestion et manquent de l'essentiel de démarrer votre propre d'affaires.

**MOTS CLÉS:** l'esprit d'entreprise, la gestion, l'éducation physique

### **¿CUÁL ES LA PERCEPCIÓN DE LOS ESTUDIANTES DE EDUCACIÓN FÍSICA SOBRE LA NECESIDAD DE ORIENTACIÓN EN LA APERTURA DE NEGOCIOS EN EL ÁREA DE FITNESS.**

#### **RESUMEN**

La administración como un conjunto de procedimientos para gestionar un determinado proceso de producción en activos y la gente es una ciencia de importancia fundamental para la evolución en el ámbito de la educación física. Los cursos de nivel superior en la educación física debe abordar el manejo o programa de gestión empresarial estado en que se preparan a los estudiantes para la gestión de las empresas de la zona. Explique cada paso que deben adoptarse a fin de crear una empresa exitosa, de una percepción en la comprensión de los estudiantes y graduados de la educación física en el conocimiento de la zona correspondiente de la gestión y comercialización. Esta investigación tiene como objetivo describir la percepción y la formación de los estudiantes de los cursos de educación física en Río de Janeiro sobre el proceso de gestión de proyectos en el campo de la física. Fruto de los procedimientos de la investigación se dieron cuenta de que la mayoría de los estudiantes tienen un interés en abrir su propio negocio y consideramos que es importante contratar a un profesional, pero la mayoría no tienen experiencia en el ámbito de la gestión de las áreas de fitness y la falta lo básico para comenzar su propia negocio.

**PALABRAS CLAVE:** espíritu empresarial, la gestión, la Educación Física

### **QUAL A PERCEPÇÃO DOS ESTUDANTES DE EDUCAÇÃO FÍSICA SOBRE A NECESSIDADE DE ORIENTAÇÃO NA ABERTURA DE EMPREENDIMENTOS NA ÁREA FITNESS.**

#### **RESUMO**

A administração como grupo de procedimentos para gerir um determinado processo produtivo envolvendo recursos e pessoas, é uma ciência de fundamental importância para empreendimentos na área de educação física. Os cursos de nível superior na educação física precisam abordar o gerenciamento ou gestão de empresas fitness visando preparar o aluno para o a gestão de empreendimentos na área. Esclarecer cada passo a ser tomado visando a criação de um empreendimento de sucesso, a partir de uma percepção sobre a compreensão dos discentes e egressos dos cursos de educação física a respeito dos saberes pertinentes a área da administração e do marketing. Objetivo desta pesquisa é descrever a percepção e capacitação dos discentes dos cursos de educação física da cidade do Rio de Janeiro a respeito do processo de gestão de empreendimentos no ramo do fitness. Fruto da aplicação dos procedimentos da pesquisa percebeu-se que a maioria dos alunos possui o interesse em abrir o próprio negócio e consideram importante a contratação de um profissional especializado, porém em sua grande maioria não possuem nenhuma experiência com a área de gestão na área do fitness e não possuem os princípios básicos para iniciar o próprio negócio.

**PALAVRA CHAVE:** empreendedorismo, gestão, Educação Física