

Research Article

DESIGN AND CODIFICATION OF STRATEGY PLAN FOR SPORT IN SUBSIDIARY COMPANIES OF MINISTRY OF ENERGY IN I.R. OF IRAN

***Ensiyeh Abolghasem Khan, Zinat Nikaeen and Zahra Hajianzehaee**

*Department of Physical Education and Sport Sciences, Centerl Tehran Branch,
Islamic Azad University, Tehran, Iran*

**Author for Correspondence*

ABSTRACT

The purpose of this research was to codify a strategic sport plan for the Ministry of Energy. Research methodology was descriptive-analytical that was done in accordance with the principles of strategic qualitative studies. In terms of the goal, the research was practical; and in terms of data collection was a fieldwork. The population was included the managers, members of Board of Sport Directors in Ministry of Energy and heads of associations, committees and groups that consisted of a total number of 120 people. Sampling was done as a whole. Data obtained from the questionnaires and qualitative interviews led to compile a preliminary list of SWOT so that it was include 14 strengths, 15 weaknesses, 7 opportunity and 8 threatened points. This list was finalized in sports strategic council of Ministry of Energy so that 6 strengths, 7 weakness, 5 opportunity and 5 threatened was approved by the Council. By evaluating of organizational internal and external factors, strategic sport position in Ministry of Energy was determined as conservative; in a manner that the most important strategy was codification and implementation of sport developmental programs with an emphasis on the organizational structure.

Keywords: *Strengths, Weaknesses, Opportunity, Threats, Sports*

INTRODUCTION

Development of physical education and sports as an underlying supply and training of healthy human resources counts as a part of national development plans (Strategy Document, 2003).

Evaluating the performance of some sports organizations show those organizations which to accomplish their missions and achieving the goals used strong management based on strategic planning's, in various activities such as championship games and supplying the required resources, could attained to significant successes; for example, China from the fourth place at the 1996 Atlanta Olympic games reached to the third place in Sydney 2000, to the fourth place in 2004 Athens Olympic games (Khosravizadeh, 2008).

Therefore, planning creates goals and standards in order to make controlling easy, thus without planning, effective control is impossible (Arshuvank, 1991).

Considering their possibilities and limitations, modern sports organizations try to achieve long-term goals and policies in the light of resources, unify of precedents and procedures by choosing strategic planning approaches; in this regard, sport in subsidiaries and dependent organizations of Ministry of Energy are as one of the requirements of them.

Health promotion and well-being of the employees and their families to increase the efficiency and productivity of the organization is subject to the exercise.

And in line with the policies of the Central Council of Sports to develop and expand the quality and quantity of sports activities with the aim of promoting the health of personnel in affiliated companies of the Ministry of Energy and their respectable families and also targeting the championship games and passing the logical way by doing detailed studies, observations, various provincial visits and hold meetings with CEOs and officials of sports companies making a theme of logical planning based on the needs, facilities and high population of the large family companies of the Ministry of Energy-related subsidiaries codification of sport strategic planning is necessary for them (Sport Development Strategic Plan for Power and Water Industry, 2014).

Research Article

MATERIALS AND METHODS

Methods

Method of this study is based on the codification techniques of strategic planning. The purpose of this study is from the type of applied research and in terms of time is retrospective and cross-sectional that is taken by descriptive-analytical form, information is also gathered through field research. The population of the study had consisted of administrators, members of Board of Directors and the presidents of sports associations affiliated companies of the Ministry of Energy in provinces that a total number of 120 people were determined. Due to limitations of research community members, the number of sample was equal with the number of community and sampling was done for all. In this survey, collecting data was done by fieldwork with the mixed method that is a combination of quantitative and qualitative methods of data collection. In addition, open questionnaire were used to get the ideas of research community members' about the mission, strengths and weaknesses, opportunities and threats of sport in subsidiary companies of the Ministry of Energy.

RESULTS AND DISCUSSION

Results

As we can see in the table regards the descriptive statistics; 10.8 percent of respondents were aged between 20 and 30, 34.2 percent were in the age group of 30 to 40, 36.7 percent were aged between 40 and 50, and the highest percentage was the age group of above 51 years which about 18.3 percent respectively.

Inferential statistics: two matrix of internal factors and external factors matrix and matrix of scores extraction were obtained (Table 1 and 2). Also, internal and external simultaneous matrix of the four houses was used to determine the strategic position of sport in Ministry of Energy. This matrix is based on both internal and external factors that are numbered from 1 to 4 which have been shown in Figure 1.

Table 1: Matrix of internal factors (interior environment) of sport in Ministry of Energy

Score	Intensity factor	Important factor	Expressions of internal factors	Number	Internal factors
0.21	3	0.07	Existence of a specialized informatics unit	S1	Strengths
0.18	3	0.06	Ability of hosting matches	S2	
0.36	4	0.09	sympathetic and active managers to institutionalization of sport	S3	
0.40	4	0.10	Proper sport price and insurance	S4	
0.24	3	0.08	Having a complete sport database	S5	
0.21	3	0.07	Empowerment programs and classes	S6	
0.08	1	0.07	below funding of the sport budget from the public budget	W1	weaknesses
0.14	2	0.07	Lack of sports facilities and equipment and easy access for staffs	W2	
0.14	2	0.07	Lack of appropriate programs for the development of sports culture	W3	
0.08	1	0.08	Inadequate attention to basic sport fields	W4	
0.07	1	0.07	Poor communication of sport committees with the Secretariat Central Council of Sports	W5	
0.12	2	0.06	The lack of definition of organizational posts and positions for sports officials and consequently their multi-job situations	W6	
0.10	1	0.10	Lack of careful planning in sport committees of the organizations by the secretary of sports	W7	
2.33	30	1	Total coefficients		

Research Article

Table 2: Matrix of external factors (external environment) of sport in Ministry of Energy

Score	Intensity factor	Important factor	Expressions of external factors	Number	External factors
0.64	4	0.16	The young population of the country and their interest in sport	O1	Opportunities
0.44	4	0.11	Proper interaction and communication with other cities	O2	
0.24	3	0.08	Existence of religious teachings based on participation in sports activities	O3	
0.27	3	0.09	Reputed brand of sports in Ministry of Energy	O4	
0.30	3	0.10	Existence of athletic people in important positions of the organizations in the country	O5	
0.16	2	0.08	Reduction in governmental funding	T1	Threats
0.11	1	0.11	Economic conditions of the country and decreasing people's income	T2	
0.16	2	0.08	Existence of athletic people in important positions of the organizations in the country	T3	
0.18	2	0.09	Administrative complexities to rent sport places	T4	
0.10	1	0.10	Heterogeneous and the lack of justice in distribution of national competitions	T5	
2.60	25	1	Total coefficients		

Strategic place or position of sport in Ministry of Energy put at the cells of this matrix. According to the organizations' position on each of these four cells, the strategies of the organization were counted. Based on Figure 1 sports in Ministry of Energy puts at the situation of conservative.

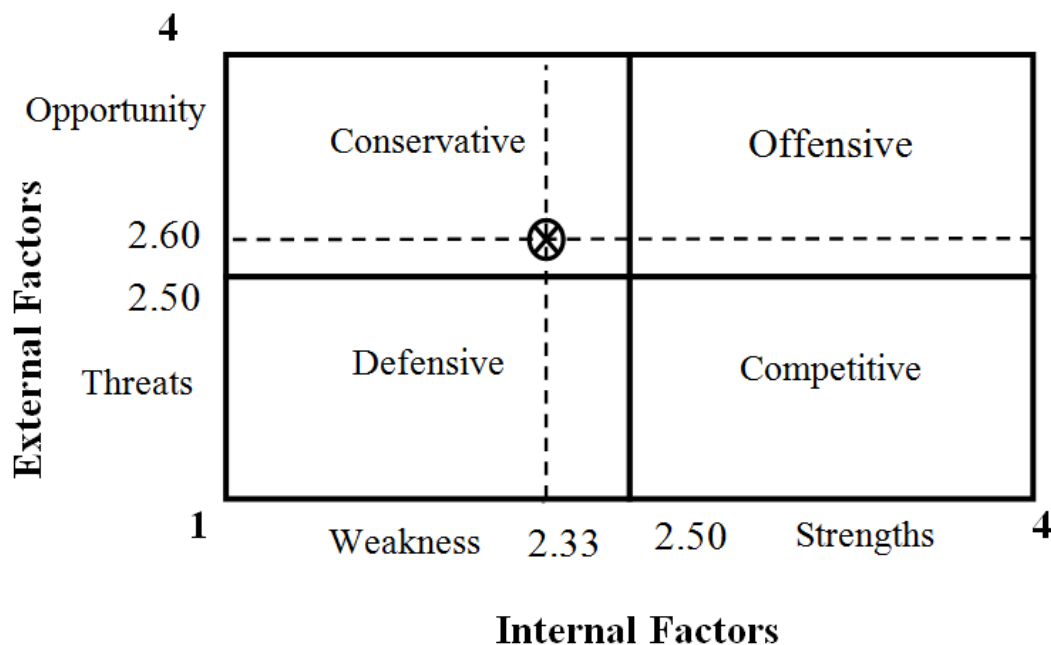


Figure 1: Strategic place of sport in Ministry of Energy

Research Article

Discussion and Conclusion

Development of sport in organization is an important part which is considered by the supreme authority of the Ministry (Sports Council Head) and senior Ministry officials' especially supporting assistance as the vice president of the Central Council Deputy of Sports; Promoting of public sport among staff increases vitality and productivity. Institutionalization of sport and healthy recreation is worthy to attention by the higher authorities. Ministry of Energy strategies were obtained in four sections by the comparison of strengths and opportunities, strengths and threats, weaknesses and opportunities, weaknesses and threats. When strategy of the organization is aggressive, indicates that it is in the best possible condition, and by using its strengths, it take maximum benefit from the opportunities which cause to growth and development of activities and services, assets, income or a combination of them. This organization was in conservative status. When the strategic position of the organization is conservative, it means that the organization should overcome its weaknesses based on the opportunities, and not expose itself to great risks. In Line research: Karimi (2014), by the title of Codification of development strategies of Women's athletics sport in Mazandaran province and Hamidi (2011) have done a study entitled "Design of Strategic Plan in National Federation of University Sports of the Islamic Republic of Iran"; in this case the necessary measures should have done to improve productivity and keep activities in a reasonable level and resolve the weaknesses. Since the sport organization of Ministry of Energy has had this position, priority strategies are selected regards them.

Strategies of Ministry of Energy were determined as follows:

1. Codification and implementation of developmental sport programs with an emphasis on organizational structure
2. Marketing system and organizing sponsors and spiritual
3. Creating a new structure and modern sports facilities
4. Development and growth of basic sports
5. Promoting a culture of entrepreneurship and increasing revenues
6. Foundation of knowledge development at the macro level and RD
7. Priority of advancement approach and extending sport digital science with the help of main persons and managers
8. Holding various sporting events
9. Strengthening financial position with an increase in hosting championship games
10. Creating equality and fairness in distribution of national competitions

REFERENCES

- Arshuwank Charles (1991).** *Principles of Strategic Decision-making*, translated by Abbas Monavarian, Centre of Public Administration.
- Hamidi Mohsen (2011).** *Design of Strategic Plan in National Federation of University Sports of the Islamic Republic of Iran*, M.A.s' thesis, Kish International Campus of Tehran University.
- Karimi Marziyeh (2014).** *Codification of Developmental Strategies for the Women's Athletics Championships in Mazandaran Province on the Basis of the Combined Method of SWOT and QSPM*, master's thesis, Islamic Azad University of Sari, sport management.
- Khosravizadeh Esfandiar (2008).** *Study and design of a strategic plan in the National Olympic Committee of the Islamic Republic of Iran*, unpublished PhD thesis in management and planning in physical education, Tehran University, Faculty of Physical Education.
- Physical Education Organization (2003).** *A Strategic Document Comprehensive System for Development of Physical Education Management and Sport in the Country*, resolution date 27.11.2003 passed by the Council of Ministers meeting in 2003.
- Strategic Document Comprehensive System for Development of Physical Education Management and Sport (2014).** *Ministry of Electricity and Energy, I.R. IRAN.*