

Research on Market Positioning and Market Development Strategy of Private Sports Training Institutions under the Condition of the Reform of the High School Entrance Examination System

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Abstract. Health is the inevitable requirement to promote the all-around development of people. Middle school physical education and high school physical examination are important links to improve the physical quality of teenagers, improve people's health level, enhance people's happiness, and promote the construction of healthy China. The research purpose of this paper is to discuss the market positioning of folk sports training and put forward questions. This paper explores the market development strategy under the background of the increasing scores of PE middle school examinations after the reform of PE middle school examinations in recent years, even higher than in some subjects. This paper argues that the current reform of physical education examination has brought new challenges to physical education teaching and training. At the same time, it has provided new opportunities for physical education training institutions. However, there are still serious problems in the current physical training, such as backward management concepts and lack of innovation ability. The training quality is not high, and the development ability is insufficient; The training is not specialized and has no pertinence to different sports events, which can easily affect the development of the industry. In view of these problems, the author puts forward improvement ideas, including market-oriented innovation development mode; Re-orientation of training institutions in the market.

Keywords: Market Positioning; Market Development Strategy; Private Sports Training Institutions; Reform of High School Entrance Examination System.

1. Introduction

1.1 Research background

The "Healthy China 2030" Plan, issued and implemented by the CPC Central Committee and The State Council on October 25, 2016, was formulated following the Strategic Plan of the Fifth Plenary Session of the 18th CPC Central Committee to promote the construction of a healthy China and improve people's health. Health is an inevitable requirement for promoting all-around human development, a fundamental condition for economic and social development, an important symbol of national prosperity and strength, and a common pursuit of the broad masses. At the Fifth Plenary Session of the 18th CPC Central Committee, it was proposed to promote the building of a healthy China. Starting from the Five-pronged integrated Plan and the Comprehensive Four-pronged strategy, it made institutional arrangements for better safeguarding people's health at present and in the coming period. Middle school physical education and high school entrance examination are important links to improve the physical quality of teenagers, improve people's health and promote the construction of healthy China. In China, the number of students will take high school entrance examinations is nearly 14 million every year. The health level of these future citizens is of great importance to the cause of building socialism with Chinese characteristics. Therefore, combined with the current reform of the middle school entrance examination, it is of great practical significance to deeply explore the teaching and training of folk physical education in related fields.

1.2 Literature review

Zhang and Chen found that Development opportunities: adhere to the task of improving morality and cultivating people, promote the youth sports “rigid needs”; Focus on a better educational life, expand the space for youth sports training; Remodeling after-school services to promote diverse sports participation among young people; Standardize the order of sports training and establish a community with a shared future for the development of the industry [1]. Chai et al. proposed that Youth sports training industry innovation can explore the combination of online and off-line entrance examinations for secondary school or college sports training, sports, combined with the youth sports club, campus and off campus in combination with the social sports organizations on campus, education + sports combined with the purchase of a third-party service, plus the combination of social sports training + public welfare distribution, community sports combined with the community public training, the combination of school + sports school Physical education integration and other operation modes [2]. Zou et al. analyzed that Stakeholder collaborative governance is an important means to optimize the operation and management of the training market and resolve the conflicts and problems among multiple stakeholders. By building the youth sports training market cooperative governance framework, put forward form the organizational structure of the network interaction, perfecting the system of standard design, training institutions to strengthen self-discipline, improve the external supervision mechanism, open the governance body to participate in other channels, such as path, form a pattern of multiple subject collaborative works, so as to promote the youth sports training market of high-quality development [3]. According to research by Hu and Luo, The COVID-19 epidemic has seriously impacted China’s sports training industry in the short term. This leads to a sharp increase in operating costs, a sharp decline in expected operating income, and difficulties in capital turnover, which promote the transformation and upgrading of Chinese sports training enterprises. Some Chinese sports training enterprises have begun to explore new sports training models combined with the Internet. Based on this, this paper puts forward countermeasures: to introduce financial support policies and measures for Chinese sports training enterprises; Chinese sports training enterprises should actively understand the support policies to cope with COVID-19; Chinese sports training enterprises should innovate sports training mode [4].

1.3 Research Gap

Most scholars mainly study the industrial environment and development prospects of high school entrance examination sports training institutions. They are more inclined to make a statement on the whole industrial format, conduct macroscopic research, and predict industrial prospects. Among these studies, the study of Zhang and Zou is the main one. There are few research results on the specific market development of sports training institutions, and even fewer articles on the market positioning of sports training institutions

1.4 Research framework

This study starts by analyzing the challenges and opportunities faced by sports training institutions according the challenges and opportunities to determine the market demand, market demand, and the main consumer groups to find a suitable market development strategy. Secondly, the existing problems of the training institutions are analyzed, and according to the analysis results, the market positioning of the training institutions is determined. At the same time, the position of the training institutions in the physical education examination training supply chain is determined. Finally, based on the analysis of the above two points, make a summary and give a conclusion.

2. Methods

2.1 Literature research method

The literature research method is adopted to form a preliminary understanding and understanding of the current situation of private sports training institutions under the background of the current physical education examination system reform by sorting out the existing authoritative research materials. At the same time, a further in-depth research is carried out on the sorted materials to explore the current physical education examination system reform background. Based on the challenges and opportunities faced by the private sports training institutions, the common problems existing in the private sports training institutions are found in combination with the literature to provide a theoretical basis for the logical analysis and final determination of the market positioning and market development policies of the private sports training institutions.

2.2 Logical analysis method

Market positioning of private sports training institutions under the reform of the high school entrance examination system is concluded. At the same time, combined with literature research, the common problems existing in the current private sports training institutions are discussed, and the improvement ideas of junior high school students' folk sports training are further discussed. This paper concludes the market development strategy that folk sports training can adopt and obtains the market positioning of the folk sports training institutions aiming at the sports examination in the high school entrance examination.

3. Results

3.1 Challenges and opportunities faced by sports training institutions

3.1.1 New challenges to physical education teaching and training

Overall, the impact of the reform of physical education examination on middle school students' physical ability and quality is mainly reflected in the improvement of physical requirements and physical skills, and the proportion of the points is also greatly improved [5]. Its essence lies in the construction of socialism with Chinese characteristics to adapt to the new era demands as the guidance for sports ideas. The physical activity levels and training put forward new and higher requirements and were more scientific. Changes in schools, parents, and students brought unprecedented promotion of sports concepts and requirements, and physical education teaching and training is also a new challenge.

3.1.2 There is an immature concept of family sports, giving up sports learning because of excessive emphasis on studies

The concept of sports in most families is not mature. When facing sports and studying simultaneously, parents tend to choose to study instead of sports [6]. As a result, the physical training for the senior high school entrance examination often only plays a role in last-minute preparation [7]. Nowadays, there are still some outdated family concepts of physical education. Namely, physical education is not the main business. Subject courses are more important than physical education, so they underestimate physical education's role in students' growth.

3.1.3 The existing training methods are mostly for examination and lack substantial help in the shaping of sports character

Most current physical training for exam-oriented education focuses on performance growth. It does not pay attention to the cultivation of physical character, resulting in many students lacking the necessary physical character and spirit [8].

3.2 New opportunities for sports training institutions

Tests the physical examination of the reform will bring great changes in the junior high school physical education teaching [5]. At the same time, the Chinese social attention to learning attaches great importance to the training of culture will lead to more and more families in the junior high school stage of education paying more attention to high school outside of school sports training. This is for the folk sports training institutions in the field of sports training for junior high school students to expand their business space is created more opportunities.

3.2.1 Health is an inevitable requirement to promote the all-round development of people. Under the current background, the demand for physical training is increasing day by day

The continuous development of the construction of socialism with Chinese characteristics in the new era has promoted the demand for physical training of middle school students. China's economic development level enhances unceasingly, the social civilization degree unceasing development, the continuous growth of the social and cultural needs of the innovation of the public opinion to make sports fitness is fast becoming a way of life [9]. Advocating sports in the whole society, the circumstances of the national fitness, and the whole society sports concept of ascension make people pay more attention to teenagers' growth in the process of physical education and health. The change of concept brings about the change of behavior mode, which will inevitably produce a new demand for junior high school students' sports training consumption.

3.2.2 Low degree of market development is conducive to the entry of private capital

Currently, the reform of high school entrance examination sports is gradually rolling out and deepening, so the sports training market in this field has not been reasonably developed, with great potential and broad space for development. Considering the increasing urbanization level and the increasing national economic level in China, we will find that the demand for physical training for connecting with junior middle school education will continue to increase for a long time [10]. The consumption scale, which corresponds to the birth rate around 2010, still has much potential for development.

3.3 Common problems existing in junior high school sports folk training

For junior high school sports training, this relatively new field, private training has a backward management concept, the degree of modernization is low, and the training service quality is not great; these are the three main problems.

3.3.1 Backward management concept and lack of innovation ability

The private training institutions for junior high school students' sports training generally present a state of individualization of business form, single business, and fragmentation of resources. In the face of a huge training market, most training institutions are in the form of individual businesses running training content. Although there is a certain test, the targeted sports skills comprehensive development, interest, and reasonable guide, have not done enough sports innovation. Enterprises lack standardization, vogue, scale, and chaining ability.

3.3.2 Low degree of modernization and single training service

The professional level of training institutions is insufficient. Due to unscientific and unprofessional training methods, many students are injured in the process of training or sports, which further reduces students' interest in sports [2]. Most training institutions lack personnel, equipment, venues, large enrollment, excessive catering to exam-oriented education, and ignore the cultivation of interest. This results in training for students to improve their high school entrance examination performance is only an expedient measure that positive scientific sportsmanship cannot influence. Training service products are mainly skills, lack of depth of scientific theory and moral sentiment training, cannot establish the correct sports view and sports ethics for students, long-term sports ability and healthy development has not received due attention.

3.3.3 The training quality is not high, and the development ability is insufficient

Training institutions' development ability is insufficient and cannot provide personalized, targeted training products [11]. At the same time, even in routine training, the personnel problem method is simple, rough, training behavior scientific problems. Such as widespread enough, so can't come according to the specific condition of students to carry out the training service, causes the student to seemingly took part in the training. However, the actual effect is not significant, which also attracts parents' dissatisfaction, which leads to parents' distrust of the training effect brought by the institution. The training quality cannot be steadily and continuously improved.

4. Discussion

4.1 Market positioning of private sports training institutions in the current physical education examination system environment

As for the private sports training institutions for high school examinees, their positioning should be complementary to school sports, and more formal institutions to provide external teaching services. And the institutions should continue to provide consumers with more professional sports training services than PE class does in the school. The current high school entrance examination system tests the physical examination system for students, parents, and school problems, as the lack of higher professional and targeted training activities. Private sports training institutions can start from that point, fill in the blank of this field, as complementary and school sports training links, involved in the face of the examinee to the greatest extent of sports training.

4.2 Market-oriented innovation development mode, adapt to new industry formats

Junior high school students' physical training is an emerging market, associated with traditional folk training again at the same time, in order to achieve development on innovation and breakthrough [8], the idea of industry needs to keep up with the trend of the health of China, the national fitness, master the law of market demand, stick to the concept of innovation and development, in the dynamic market demand-oriented, have the courage and spirit of innovation. So from the perspective of the integration of training needs to junior high school students sports standards as the basis of training the standardized construction. Full use of enterprise organization and operation in the standardization management and network organization mode, strategic human resource management, and financial control as the innovation and development model of the gripper. Moreover, a reasonable market segment realizes the innovation of the training business. So take the economy of scale as the ultimate management index to realize the development model of providing the best sports training at the lowest cost for the people.

4.3 To build a systematic and scientific training mode to shape the environment as the basis of promoting the process of enterprise market development

The systematic and scientific training mode is to build the junior high school students physical training mode centering on education as the guidance and focusing on improving physical literacy. In physical education, we should pay attention to cultivating physical character while teaching physical education. In today's sports atmosphere, what is needed is not ordinary people who understand the way of sports, but sports people who have their understanding of sports and good sports morality [5]. Understanding of sports has its own, is not necessarily a professional athlete, but in today's sports under the background of the national fitness, the sports atmosphere of good or bad, for a great extent is determined by sports individuals. If these individuals with good physical characteristics, and to shape the good sports atmosphere will provide a good condition. With a good sports atmosphere, there is no doubt that those national sports activities have a huge promotion. With the promotion of sports activities for all, sports training enterprises will naturally have a larger

customer group. The shaping of this environment plays a key role in further digging potential customers into the market.

4.4 Do a good job in infrastructure construction, improve training quality, and gain consumer recognition under hard strength

Regarding training quality for middle school students' physical training, we must grasp two key points. One is to pay attention to the impact of physical training on the long-term growth of middle school students. Still, we cannot ignore the high school entrance examination demand for exam-oriented physical training education. Many families still have outdated sports concepts, and the children's participation in sports is in the hands of parents. Because parents think that the study of discipline courses is far more important than sports, they often give up the study of sports. When it comes to exams, there is still a lot of last-minute cramming and short bursts of intense repetitions before exams. Such hasty preparation of training increases the risk of injury, so to strengthen the scientific concept of sports, combined with training in advertising, marketing, and business to promote the concept of consumer change brings, by cultivating the students' sports concept to improve parents. Social sports concept, formation of middle school students grow strong atmosphere for a long time, In order to facilitate the formation of a good concept of sports. The construction of training resources is the key to meeting exam-taking needs. After all, most students who participate in physical training are trained for the test, so their primary purpose is to get high test scores. Through training, students can obtain higher test scores, which is also one of the main reasons for the existence of training institutions. But in order to provide better service test training, training institutions should be personnel and reasonable allocation of equipment, hire a professional knowledge and professional level of coaches and make scientific training plans and schedule as much as possible to avoid omissions caused the occurrence of sports injury, ensure training venues, equipment, quality and quantity of the eliminate the quality problems and safety hazards caused by facilities and equipment problems in the training process.

5. Conclusion

Healthy China and national fitness are important components of the construction of socialism with Chinese characteristics. Middle school students are the country's future, and the high school entrance examination greatly impacts young people's growth. It is an important development opportunity for relevant enterprises to do well in physical education and training for middle school students. This is an unprecedented opportunity if practitioners can have a clear understanding of the market positioning of the enterprise itself through a scientific and rational way of development, using the right market development tools to reach more consumers. By seizing the opportunity created by the high school entrance examination reform to build modern and innovative training institutions, innovate physical training models for middle school students, and provide high-quality training service products for society. This can better adapt to the current middle school physical training field development trend, and practitioners will obtain considerable returns.

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