



**Faculty of Physical Education  
For Men's Benha  
theories and implementation of  
fighting sports department**

**Re- engineering management as an entrance for  
improving the quality of marketing activities  
within some of fighting federations.**

## **Research Problem and Importance**

the Egyptian environment specially the sports environment has Witnessed in the era of the nineties and the first decade of the twenty-first century - a remarkable decline in the performance of a lot of institutions sectors of various sports and increased failures and faltering administrative and funding with the increasing costs of the completion of these operations of marketing activities and the deterioration of the size and the values of profits. Plus returns to these institutions, also intensity of competition between these institutions and the modest performance quality and performance of sports institutions of Arab and foreign counterparts.

Through researcher experience on some institutions and membership of many committees of the organization of the championships different supervisor on the implementation of those federations and sometimes in conjunction with the government. also gives an update of what initiated by a researcher at a Master's degree titled a proposed marketing strategy for fencing Championships where he analyzed the status quo and the statement of the strengths and weaknesses in the internal environment and the opportunities and threats or risks in the external environment , after the suggestion of operational policies for strategic marketing explained it was clear that these institutions are suffering from problems of administrative and faltering financial losses, especially during the last five years. As well as in the marketing activities of the departments concerned to those institutions in a non-specific and random direction.

these problems has stopped researcher and motivated him to think in need of a lot of sports Egyptian institutions to an entrance of a new administrative works to improve the quality of its marketing activities and to address its problems - which include quality control of components and processes and results – so researcher suggests applied the entrance re-engineering processes supported style simulation to reach alternative future scenarios to help those federations to get out of their current situation and reducing both the time and cost of marketing activities and increase the profits of such practices and this is what researcher did not find in most frames of reference which was made available to him to see them.

Therefore it is important to highlight the concept and importance of the implementation, especially in recent times with faltering and the failure of many of projects of these institutions in Egypt, which called the researcher to conduct this study and try to identify how to implement the entrance BPR to improve the quality of the marketing activities within

some of fighting federations?

### **Research Aim**

the research aims to improve the quality of the marketing activities through the implementation of BPR - through: -

Analysis of the current status of components and performance quality and results as a triple cycle of quality for marketing activities.

Assess the chances of implementation of re-engineering processes to increase customer satisfaction and thus improve the quality of marketing activities.

submit a proposed framework for the implementation of process re-engineering entrance to improve the quality of their marketing activities can be applied and distributed in the future on some other unions.

### **Search procedures:**

Research Methodology (Research curriculum):

The researcher used the descriptive approach (surveys, analytical).

### **Research Sample:**

the sample was selected by intentional way from fighting federation, which depend on the existence of marketing activities in question and then work on the proposed administrative entrance and improve the quality of those activities and therefore has been selected three federations, namely: -

- Fencing federation.
- wrestling federation.
- Judo federation.

Executive Managers.

Financial department's managers or similar Titles and staff of those departments.

Affairs department's managers or similar Titles and staff of those departments.

### **Data collection tools:**

Analyzing theoretical study"  
Applicable field study  
personal interview  
questionnaire.

### **Statistical Methods"**

Percentages and relative importance.

The researcher Used the KA square method statistical correlation coefficient, to answer the first and second of this research where it is most appropriate statistical methods to analyze the relationship between the two phenomena and descriptive and level of significance was calculated and the degree of confidence.

### **Most important results:**

The organizational chart for the federations has a lack and no existence for a specialized marketing unit.

The financial sector does not much enough to help those federations to get its duties.

- Not enough proportion of the financing of the federations to meet its needs because, according to Article 14 of Chapter III of the cent statute of Sports Federations divide annual subvention of the Union controls provides 35% El. Administration (wages) and 35% Activity Interior includes (everything related to the organization of competitions refine and prepare a cadre of coaches and referees, players and others) and 30% to be spent on the activity (foreign competitions outside of Egypt and its subsidiary camps.

- The organizational structure of federations is incomplete and old-fashioned for the lowest lacks the foundations of the organizational

structures of various types.

- There is no marketing of any sport in Egypt, but for the sport of football.
  
- The need to change the law of sport in general and Sports Law part finance the civil and governmental institutions, No. 77 of 1975 as amended by Law (51) for the year 1978 because it does not allow flexibility for marketing activities.
  
- Marketing activities needs to radical change and re-Us and design, structuring and distribution simply need to apply BPR.
- The existence of serious shortcomings in the operations of the job description for workers unions in question.
- Lack of strategy in the affairs of personnel management training and development and refinement of employees regularly and continuously.
- There are no references to and use of information technology effectively in human resource management unions in question.
- There is no performance appraisal)) informed on scientific grounds to assess the performance of workers unions on a regular basis.
- Work is still in financial departments unions the same books and documents from more than 40 years
  
- An electronic indexing of data and information existing but does not work out for good.
- Laws and regulations completely hinder the performance of marketing activities in federations.
- Poor distribution and recruitment of manpower on the different departments.
- Some members of the boards of the federations involved primarily in poor and weak marketing activities.

### **Recommendations:**

researcher has developed a project to how to implement BPR within the federations to improve the quality of marketing activities.

This proposal is based on redesigning some federations strategy

processes replace search by presenting latest global systems for this experiment, with the introduction of computer and information and technology in the implementation process, and the implementation process will be on four basic stages.

Researcher has proposed to provide a general framework to apply BPR in governmental or other institutions which manages the sports movement in Egypt.

The proposal takes into account the proportional method and its application with the Egyptian environment, including labor organizations, culture and values