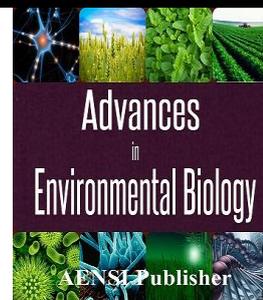




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To Codify a Strategic Plan of Iran Football Federation

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ABSTRACT

The aim of this study was to develop a strategic plan and design of the Islamic Republic of Iran Football Federation. For data collection, analysis of documents, background research survey was conducted using questionnaires and forms strategic positioning. Data collection took place from football executives and experts in the field of sport management and stakeholders of football federation. To analyze the data was used descriptive statistical analysis, Friedman test, and analyze internal and external evaluation matrix SWOT. The results showed that the current situation is bad football and show the early ascendancy of the strengths and weaknesses, threats and opportunities that football has created a strategic position for WT. Evaluation of competitors such as New Zealand and China's football is growing and that they are better than us and it is essential that developing countries be defensive strategy to prevent the deterioration of the current situation.

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INTRODUCTION

Today, countries and communities will test their in the formulation and implementation of strategy, and the actual criteria and indicators and standards of your country compare with other countries, as a result, more or less, realizing to its real position in the world, And strategic planning have to be directed based on the current situation to achieve the desired status indicators and criteria. Also, they are trying to turn your weaknesses into strengths and threats into opportunities. On the other hand, they try to further strengthen and promote the strengths and opportunities. Moreover, developing countries, every day, have more distance from developed countries due to lack of belief in planning based on the identification of the current situation, and lack of belief in the use of indicators and criteria actual, management practices biased and believed to be the result of early, the loss of opportunities and a waste of time and national capitals, thus in principle located no idea where in the continuum of global development [10].

Nowadays almost broken in life and in sports, sport, soccer, sport constitutes one of the largest populations in the world due to the attraction and is a unique place, So that it has become a universal phenomenon and it cannot be made to limit. This field is removed completely from the simple game due to the social, cultural, economic and political. This point is emphasized because of the attention to promoting the sports field in the world [18, 24].

This study was performed in the context of research on different levels, which are referred to briefly describe some of them: Kabiri [1995] was investigated of the organizational structure and its relationship with the Football Federation and the National Federation of the Football Federation and its relationship with the organization of football in the Ministry of Culture and Higher Education, Education, Labor and Social Affairs and the military and police .These results were in line with the policy of the Department of organization of football in FA and each department moves towards achieving its objectives and policies [6].

Jalali Farahani [2004] reached the following conclusion in his doctoral dissertation titled "Comparative Study of Organizational Structure and Constitution of the Islamic Republic of Iran Football Federation and FIFA selected countries" in order to provide optimal: Review the organizational structure of Football Federation; Autonomy in decision making and performance of the country's football federation is below the selected countries [Japan, Germany, Australia, Argentina and South Africa]; the Articles of Association of

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Iranian Football Federation has suffered a number of chapters, articles, paragraphs and clauses, and must be adapted to the Articles of Association, FIFA [5].

Elahi [2004] conducted a study to compare the financial performance, the average income of the employed and the way the professional players in the league between Iran and Japan that the results are as follows: The Professional Football League Iran Football Federation and is dependent on the bulk of the activities under the direct supervision of the Football Federation. The Federation does not take enough interest in the field of financial resources of the National League in addition to being deprived of some legitimate sources [television]. The Iran average income is much lower than Japan's holding of the Premier League.

Elahi [2008] stated in a study entitled "Barriers to the development of football in the country." 62 There is a serious obstacle to economic development in the football industry. Among which 9 are pivotal and fundamental component in the development of the football industry, including investment and financial support, development institutions, government support, organize and lead the fans, media player, manpower, facilities, and cultural, legal development of scientific research and development, [2]. Khosravizadeh [2008] conducted a study entitled "Iran's National Olympic Committee to study and develop a strategic plan." Results showed that the National Olympic Committee has features like intellectual and practical potential in athletics, National Olympic Academy, participatory management, compliance and governance approaches to community-oriented programs. Among the weaknesses of the National Olympic Committee was dependence on government funding, lack of a strategic plan, inadequate utilization of technology and information management systems and lack of seats in international fora. The National Olympic Committee of opportunities can be pointed to the rich talents of young people and the role of exercise in national pride and exercise specialist and experienced. Also, the threats were capital investment competition, the emergence of new competitors in the field of sports, politics impact on the performance of sport organizations and various obstacles in attracting sponsors and television rights [7].

Study of football development program, New Zealand, Australia and the United States showed that the analysis has been done to develop the strategies and goals of the environment as well as its football; Perhaps, the goals of this country is planning to attend the 2010 World Cup and providing quality games that well planned and implemented with an understanding of the current situation to achieve a desired position [19, 21].

Considering the issues outlined in the sports programming seems to be crucial, especially in the field of football; therefore, it is necessary to develop a comprehensive plan to achieve fitness goals, develop a more systematic and professional athletics, gaining a better position in the international arena and increase public participation.

Methodology:

This was a descriptive survey and conducted a case study to evaluate the current situation to determine the localization of Strategic SWOT football. For this study, we held meetings with officials of the Football Federation, which was introduced in the general topic and then confirmed by conducting research and implementation model.

After it was determined 14 persons as members of the Steering conducting research with Football Federation officials. Then collected by a number of strategic programs for library and Internet World Football Federations and relationship with former football managers and use them in conducting research. The required data were collected after Study of documents and strategic programs of the Strategic Council poll Football Federation and several selected countries by Using questionnaires made with Confirmed Cronbach's alpha [Inventory internal factors, external factors and form scale localization strategy based on the pattern of David] [8, 13]. In addition to the implementation of the Strategic Research Council, composed of 14 persons, Sample included 96 executives and committees Football Federation officials, scholars and experts in sports management, which were selected by Snow ball.

Results:

The results showed that football is a different strengths in different domains as shown in Table 1. The mean, standard deviation and rank each according to Friedman test at $P < 0/05$.

The results in Table 5 and 6, and Figure 1 shows that the football federation is strategically located in terms of WT's position. In other words, due to the dominance of the strengths and weaknesses of the Federation inability to use the opportunities and possible threats disposal should adopt a defensive strategy to be worse than the current situation of football.

Conclusion:

In conclusion, the Iranian Football Federation has strengths in different areas. However, these strengths are not satisfactory with regard to the quantitative and qualitative terms, cannot properly facilitate access to the mission of the Federation.

Also, the results showed that football is a major fundamental weaknesses in the legal, managerial, technological, organizational structure, international communications, and does not have sufficient independence, it is in a worse situation than the countries studied. Therefore, it seems necessary to adopt ways to address these gaps.

Table 1: Evaluation Matrix of internal factors in Iran Football.

		Internal factors	Coefficient of important	Rank	Coefficient of Rank
Strengths	1	Regarding training courses, referees, coaches and ...	0.02	3	0/078
	2	Developing new organizational structure for the Football Federation with the duties and responsibilities	0.01	4	0/045
	3	Ability and knowledge of teachers Iranian Football Federation	0.04	3	0/123
	4	Note Football Federation to the social and cultural effects of football	0.04	3	0/135
	5	Ability Football Federation Referees	0.06	3	0/195
	6	Be transparent financial performance Football Federation	0.02	3	0/075
	7	There is a football academy and professionals in this area	0.05	4	0/204
	8	Management of Football Federation [effective leadership]	0.04	4	0/168
	9	Interactions Federation and the AFC and FIFA	0.08	4	0/328
	10	Holding a weak league football	0.05	4	0/26
Weaknesses	1	Financial dependence on government agencies, and lack of education and financial independence	0/06	1	0/065
	2	The lack of a fundamental attitude to football development manager with regard to sport	0.04	2	0/094
	3	Roles and responsibilities are not compatible with the new organizational structure Football Federation	0.04	2	0/084
	4	Lack of facilities and hardware for the development of football	0/04	1	0/048
	5	Shortage of skilled manpower in the Football Federation	0.04	1	0/043
	6	Weak relationship of international Football Federation with the world of football	0.03	1	0/035
	7	Lack of independence of the country's football federation	0.04	2	0/082
	8	Lack of information technology in football	0.03	2	0/070
	9	Poor management of the national team	0.06	2	0/126
	10	High dependence on government funds and weaknesses in attracting sponsors and marketing	0.03	1	0/032
	11	The lack of a comprehensive program of performing in football	0.01	1	0/018
	12	Lack of meritocracy in football management appointments	0.05	2	0/106
	13	Lack of attention to women's football	0.01	1	0/013
	14	The lack of scientific research in the field of football and not the database	0.02	2	0/032
Total			100		2.45

Table 2: Evaluation Matrix of external factors in Iran Football.

		External factors	Coefficient of important	Rank	Coefficient of Rank
Opportunities	1	Monitor the football authorities and regulations and strict ethical guidelines	0.05	4	0/05
	2	increased attention to the football world by the media, sponsors and spectators	0.06	3	0/204
	3	Its young population and abundant talent	0.03	3	0/076
	4	The possible application of sport science and physical education specialist and experienced in football	0.06	4	0/063
	5	Technology development in sports	0.02	4	0/046
	6	There is a comprehensive plan of exercise, twenty years after the visions, visions of Asian Football	0.07	3	0/142
	7	Financial support from the government and football	0.02	4	0/057
	8	International Communications in displacement players and coaches along with professional approach to football	0.04	4	0/038
	9	Due to the commercialization and privatization of clubs	0.04	4	0/037
	10	The presence of women in football	0.02	4	0/025
Threats	1	Lack of appropriate media in the exercise of Country	0.05	1	0/083
	2	Changing life style to the lack of physical activity	0.06	1	0/085
	3	The lack of private sector capital investment in Iran football	0.05	1	0/072
	4	Parallel and interference of PEO	0.08	1	0/178
	5	Influence of politics and the politics of Country football	0.04	1	0/038
	6	View of consequentialism first level officials	0.03	1	0/034
		The financial crisis which the world economy	0.04	2	0/031
		Weak government payments such as credit facilities, land, tax exemptions and the private sectors	0.04	1	0/049
	7	Problems immoral, violence and doping in sport in the country	0.03	2	0/056
	8	Development of competition and the emergence of new competitors in Asian football football	0.02	1	0/012
9	Lack of coherence and cooperation between organizations and institutions to sport	0.02	2	0/028	
10	Legal obstacles to a comprehensive system of football	0.02	1	0/022	
Total			100		1.43

[O]	Conservative strategy [WO]		Aggressive strategy [SO]
	Defensive strategy [WT]		Competitive Strategy [ST]
1.43			
[T]	1	2.45	[S]

Fig. 1: The strategic location of Iran Football.

On the other hand, showed similar results among the countries studied further opportunities in football. But the important point is that it has limited opportunities facing football and this requires more attention and effort to the football federation to good use given the strength of existing opportunities.

The important point is that when opportunities are related to the concept of a federation with respect to strengths to the best use of opportunities. Or use the opportunities, overcome their own weaknesses. Perhaps the lack of opportunities at the right time to guide the strategic situation unfavorable. Perhaps the lack of opportunities at the right time can lead to the undesirable strategic position and opportunities linked to the threats.

According to the results, the main threats in the field of football, especially the impact of political issues, lack of capital investment, private sector involvement and development of physical education in the Asian football is facing competitors that if they do not find ways to deal with them can create major challenges and the current status of football in Asia and the world will be severely threatened.

Finally, in order to determine the location of football strategy, internal and external factors matrix scores Football Federation has indicated that the strategic situation in the position of WT. In other words, due to the dominance of the strengths and weaknesses of the Federation inability to use the opportunities and possible threats disposal, it is better to adopt a defensive strategy to football status of the current situation does not get worse. Due to the rapid growth of football in the world [18] and in Africa [13] and the growth of Asian rivals such as Japan, China, Australia and South Korea [16], the situation is very bad football strategy for growth and planning needs realistic based on the current situation and avoid any activity based on personal opinion and taste.

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