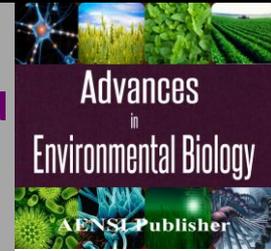




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### Identify the Strengths, Weaknesses, Opportunities and Threats of the Iranian Badminton Federation

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#### ABSTRACT

**Introduction:** The increasing demand for physical activity and sport participation has led to the growth and expansion of these activities worldwide. To meet this demand, various movements, organizations and bodies has emerged that suggests the importance of physical education and sport to improve and promote the health and vitality of the communities in general and international success, as well. Given the importance of exercise, the aim of this research is to identify strengths, weaknesses, opportunities and final threats of Iranian Badminton Federation. **Research Methodology:** Method is descriptive - analytical. The sample population consists of badminton board chairman and board members, heads of sports federations and badminton sport provincial elites, 51 subjects in total. Due to the limitations of the research community, a whole number of sample was considered equal to the population. Data was collected in the field using open-questionnaire and interviewing members of the research community to determine the theoretical saturation mission statement, vision, strengths, weaknesses, opportunities and threats. **Results:** The results show that there are 8 the strengths, 4 weaknesses, 8 opportunities and 7 threats in Iranian badminton. **Conclusions:** The current study states that the culture of continuous and effective information and awareness providing to the community and society can be effective in reducing badminton weaknesses and threats.

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### INTRODUCTION

The increasing demand for physical activity and sport participation has led to the growth and expansion of these activities worldwide. To meet this demand, various movements, organizations and bodies has emerged that suggests the importance of physical education and sport to improve and promote the health and vitality of the communities in general and international success, as well

In the nineteenth century, and in the year 1894 Pierre de Coubertin revived four goals compilation embodying the moral, educational, international and Olympic Games to enable exercise to the extent that it is able to maintain its independence and continuity; to carry out its role in the field of education, and to celebrate the athletes who exercise to keep the public in the spirit of athletic competition [1].

One of the most salient features of the developed world is to pay attention to the requirements of management as one of the undisputed economic growth and social development. Meanwhile, the main function of management (at all levels) in each country is planning and efforts to achieve anticipated goals planned for.

Events of the past few decades along with the new requirements are characterized by features that relying solely on conventional and non-flexible programs cannot keep pace dealing with the developments and requirements. Hence, since three decades ago, executives have been geared toward long-term planning, especially strategic ones [2], with emphasis on the strengths and weaknesses and exploiting opportunities to gain organizational success [3]. Today, many managers are faced with changes such as old facilities, changing technology, changing demographics characteristics, increased competition, rising costs and reduced income sources [4]. Also, environmental changes have made mankind use of some types of planning and new ways of thinking and acting strategically to achieve their goals (4). According to Lerner L. Alexandra, strategic planning

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is a process of organizational continuous and complex change. Fry and Stoner believe that strategic planning is a capacity management tool that is designed to help small companies to adapt to environmental predicted changes in a competitive basis [3]. Iranian Badminton Federation was formed in 1972 and currently the administrative structure of the federation consists of: the Federation President, Vice President, Women Vice President, Secretary, Senior Adviser, various committees and Accounting; with a 31 sport boards in the country. Badminton Federation main goal have been policy making, planning and implementing programs and activities to promote the sport of championship, and expanding the sport in the country. Strengths in this study include: the controllable significant activities that are being done in an excellent way by the organization [5]. Moreover, the weaknesses are the controllable activities that are being poorly done by the organization [5]. The opportunities are events, economic, , social, cultural, ecological, environmental, political, legal, governmental, technological and competitive processes that can greatly benefit sports organizations [6] and the threats are events, economic, social, cultural, ecological, environmental, political, legal, governmental, technological and competitive processes that can greatly harm sports organizations(6). Accordingly, this study aims to plan a program benefiting from scientific approaches to strategizing Badminton Federation, with the hope that its results can be used to gain greater efficiency and promotion of Badminton Federation and the total growth and development of badminton sport of in the country.

#### Methods:

This is a descriptive study. The sample population consists of badminton board chairman and board members, heads of sports federations and badminton sport provincial elites, 51 subjects in total. Due to the limitations of the research community, a whole number of sample was considered equal to the population. Data collection method in the current study is of field type using mixed methods of combined quantitative and qualitative methods of data collection. Beginning with documentation study, (document mining) data were collected. In addition, an open questionnaire was used to survey community members to get feedback on assignments, weaknesses, strengths, opportunities and threats throughout Badminton Federation. Based on the strategic studies techniques, the following questionnaire was used in the study:

1. Open questions for inquiry of participants commented on the mission, vision, strengths and weaknesses, opportunities and threats and to prepare an initial list of SWOT.
2. Scoring internal factors table that were completed by members of the Strategic Council, The table was adjusted in the form of a multi-column matrix so that the first column shows the titles of Badminton Federation strengths and weaknesses; the second column corresponds to the importance and sensitivity of each strengths and weaknesses. The importance factor was included with regard to the views of members in the Strategic Council, So that the sum of all the strengths and weaknesses should be equal to the number 1( $\sum=1$ ). In the third column of the matrix grades 1 or 2 was given to weaknesses according to the severity, and grades 3 or 4 was given to strengths. In the fourth column of the matrix, coefficients of the second and third columns of each of the factors were multiplied together to calculate a score for each factor separately. Then the sum of calculated scores of all factors was obtained to find final score of badminton federation external factors. All the calculations have been conducted according to strategic study technique. The external factors scoring table were completed by members of the Strategic Council. The table was adjusted in the form of a multi-column matrix so that the first column shows the titles of Badminton Federation strengths and weaknesses; the second column corresponds to the importance and sensitivity of each strengths and weaknesses. The importance factor was included with regard to the views of members in the Strategic Council, So that the sum of all the strengths and weaknesses should be equal to the number 1( $\sum=1$ ). In the third column of the matrix grades 1 or 2 was given to weaknesses according to the severity, and grades 3 or 4 was given to strengths. In the fourth column of the matrix, coefficients of the second and third columns of each of the factors were multiplied together to calculate a score for each factor separately. Then the sum of calculated scores of all factors was obtained to find final score of badminton federation external factors. First, the descriptive statistics were used to determine individual characteristics and then subjective comparison of subjects has been conducted. The initial list of strengths, weaknesses, opportunities and Badminton Federation threats gained by using data obtained from the questionnaire 1 (open) that had been completed by the target population; and the results obtained from interviews with senior officials of the Federation have been revised and rewritten according to guidelines by faculty advisors, and initial SWOT list was obtained as described in Table 1:

**Table 1:** Badminton Federation Initial List of Strengths.

1	Good interaction with federations in other countries
2	Good picture of the capabilities and capacities of the Federation in Asian and International Confederations
3	Strong provincial staff as administrative and technical arm of the Federation
4	Coherent and strong programs and annual calendar of national and international activities and events
5	To gain Important and strong international seats in the WBF
6	Badminton halls at the state level
7	Having Badminton Academy standalone office building and appropriate Badminton Federation
8	Educated and technical Coaches at Badminton Federation

9	Regular national championships in all age groups
10	Regular fajr Festival international matches annually according to the WBF calendar
11	Elected and single job Federation president
12	Clear organizational structure for
13	Proactivity of all committees of the Federation
14	Female Athlete of medalist Despite the limitations of the International Badminton Federation
15	Having a strong and effective relationship with the Asian Badminton Development Committee

**Table 2:** Badminton Federation Initial List of Weaknesses.

1	High dependence on limited resources and weak state of marketing and revenue creation of the Federation
2	Impossibility of national team players participating in practice and competition
3	Poor communication with media and press
4	Lack of national talent recruiting in badminton
5	Lack of academic and professional badminton schools at the state level to support the national team

**Table 3:** Badminton Federation Initial List of Opportunities.

1	The importance of exercise stressed by Religious leaders
2	Several national sports media
3	Sports and athletics directors of various departments caring for professional sports
4	The sports included in the Asian, World and Olympic Games
5	Deep social and cultural look into this fun sport for the whole family
6	The possibility of playing the sport in the open and closed environments
7	Numerous teachers, coaches, and academics experts in this sport
8	Increasing tendency of families to play badminton in terms of easy implementation

**Table 4:** Badminton Federation Initial List of threats.

1	Increasing the cost of procurement teams to deploy to overseas competition
2	Limitations of existing ways to host the Asian and international games
3	The lack of a proper system of selection and promotion of elite coaches
4	Reduced societies leisure time due to the increasing problems
5	Economic problems of national athletes and national coaches
6	Lack of clubs tendency to participate in the badminton league
7	The competing and regions' nations increasing investment in the badminton sport
8	Global Economic and political developments

The list of strengths, weaknesses, opportunities and threats was discussed regarding the Strategic Council of the Badminton Federation view. The Council is composed of a research team, head of Badminton Federation and the Federation experts'. The final list of strengths, weaknesses, opportunities and threats of the Federation were identified as that of that of table 4 by the Council members.

**Table 5:** The Ultimate SWOT List of Badminton Federation.

Badminton Federation Strengths	
1	Acquiring effective international seats with 3 BWF membership and good International relations with other nations and Asian Confederation of
2	Active elements in the structure of both the Federation Board and Committees
3	Badminton specific locations and venues across the count
4	Regular national tournaments, leagues, and International (Iranian Fajr) tournaments according to schedule and calendar
5	Increasing badminton in schools, universities and parks
6	Experts and experienced staff in the federation and the national team in all categories
7	Women 's active participation and medals winning in international competitions
8	Talent recruiting of boys and girls across the country
No.	Badminton Federation Weaknesses
1	High dependence on state limited resources and weak marketing and income making creation of the Federation
2	lack of full-time national team players participation in training and tournaments
3	Lack of academic and professional badminton schools at the state level to support national team
4	Credit limitation for Training and Research
No.	Badminton Federation Opportunities
1	The importance of exercise stressed by Religious leaders
2	Several national sports media
3	Sports and athletics directors of various departments caring for professional sports
4	The sports included in the Asian, World and Olympic Games
5	Deep social and cultural look into this fun sport for the whole family
6	The possibility of playing the sport in the open and closed environments
7	Numerous teachers, coaches, and academics experts in this sport
8	Increasing tendency of families to play badminton in terms of easy implementation
No.	Badminton Federation Threats
1	Increasing the cost of procurement teams to deploy to overseas competition
2	Limitations of existing ways to host the Asian and international games
3	The lack of a proper system of selection and promotion of elite coaches
4	Reduced societies leisure time due to the increasing problems

5	Economic problems of national athletes and national coaches
6	Lack of willingness by clubs to participate in the badminton league
7	The competing and regions' nations increasing investment in the badminton sport

#### *Discussion and conclusions:*

Results of this study were the answer to the research question. The first research question was Badminton Federation's mission statement, which was designed using open questionnaires and interviews and statements of other countries. The main pillars were development and provision of sporting opportunities for elite athletes in badminton as well as secure improvement of the high performance of athletes in this sport, sports' staff development in the country, and development and promotion of sports ethics to serve the community. According to the study, the content on the mission statement is consistent with the Federation's goals and tasks. The second research question was based on Badminton Federation's perspective, the survey conducted studying sample and other countries perspective shows that Badminton Federation prospects include: an increase in international competitions in next 5 years, being placed among the top teams in Asian and international fields of medals winning, Badminton large-scale development among the public and professionals. It should be considered that achieving this vision is within our reach with the correct performance of operational plans. The third to the sixth questions relates to strengths, weaknesses, opportunities and threats of the Federation upon completion of the SWOT initial list, Strategy Council of the Federation held a meeting and after reviewing the final list 8 Strengths, 4 Weaknesses, 8 Opportunities and 7 threats were identified. When the SWOT final list completed, much strength, capabilities, shortcomings and inabilities of Federation have been identified that they are all described in the previous section. Badminton Federation shall retain the strengths and to increase their strength while resolving weakness and disabilities. In the shadow of this study it is hoped that Badminton Federation to become a non-governmental public entity in the next five years. Taking advantage of opportunities ahead by the Federation authorities, such as the existence of numerous media and press in the sport in the country, increasing family tendency toward badminton, social and cultural deep look to this fun sport and educational improvement make federation to act in its strategic plan gaining more successfully and avoid threats such as increasing costs of procurement teams to deploy to overseas competition, the lack of proper system to improve the selection and retention of elite coaches, reducing leisure time because of growing problems, economic problems of national athletes and coaches of the national team.

#### *Conclusions:*

Given the above, taking advantage of the opportunities ahead as multiple media Federation officials could reduce weaknesses in the sport. Regarding the growing trend for families to play badminton, social and cultural deep look at the sport for the whole family can also contribute to the development of the sport in the country.

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