

Cyberlynx China

1. Football Market Report(PEST Analysis)

> **Politics:** With the new government leader Mr Xi coordinated plan for the football to be listed as one of the national sports. China government began a serious of conduct to make football the top priority of their duty. The Education ministry also enforced each school to have at least one football class every week for students to familiarize football and to develop an interest or hobby.

> **Economics:** With China's advancing and outstanding GDP growth, people are averagely a lot richer than before. Parents are becoming more concerned on the kid's education and learning environment. Football has been viewed by parents only as an physical excelsior and no more, not many can make a living out of playing football. But there are still many parents who could afford to send their kids to clubs or schools to learn how to play football.

> **Society:** It has been more than a decade of experience in football, China has yet make a breakthrough. Normal parents don't view football as an opportunity, nor does their education tell them that football as a sport industry is a bright and vast future. The future of the students only lies in the mountain of books and sports is just luck if you did really make it your profession.

> **Technology:** China has leap forward in technology, evidently proofing themselves in other areas of sports such as table tennis, badminton and diving. But for football, with no government policy and not so much support from the civilians. There isn't much growth in the ways of coaching and tactics.

2. Entering the China Market

The beginning of Cyberlynx here in China has been rough, with not even a proper brochure and a proper advertising method, I personally took this matter into hand. As a graduate, I know a few immature ideas which I know will work when it comes to interacting directly with students. I translated all the proper materials and re-designed every single brochure, which may yet still have some flaw within but it is a acceptable result. I took the materials to our China partners for re-evaluation and receive more than just criticism. I spent the entire month asking around and showing it to people, finally adjusting it to fit and got the approval from our partners.

Madam Chi also established partnership with two more areas of China, TienJing and ShanXi. Both partnership leader are all very interested and eager to cooperate with us in the recruiting of the students. However, both of them are working there best now to get the word out but was unable to get a good result. We arranged meetings with all partners and

got the result that without the JSJ approval, the schools don't take our campaign that seriously.

While Madam Chi is managing the working partners, I continue to upgrade our materials in China, adding information to the website and creating wechat platform for further advertising. We faces difficulties in all areas of advertising because we are nobody yet, people doubt of whether if we are even true, so we are seeking new ways to expose Cyberlynx.

3. Challenges

We have started visiting the schools one by one, only last week we went and visited the 25th middle school. However, we are challenged by parents as well because we can't offer a specific and convincing reason, to give them a guarantee that their kids will definitely have a career and a bright future. I know this is an outrageous request, not only the parents but our partners asked this same question as well. As we met more people, our ways of convincing them developed. Cyberlynx still face the same question which was mentioned above, the JSJ Approval which is vital for parents to believe that their kids future is secured and not having to worry there money was spent and the results were unrecognized. As no one has actually heard or seen Cyberlynx before, people need a clear and effective document to establish trust.

4. Possible Solution

The spring camp idea was given to us from the Guo Yue football club owner Mr Tsai, who created this club in 1997. They have clubs in six provinces of China , organizing football programs for student from 4-18 years old. They seek to give their students a better future in sports so we have agreed to cooperate with each other, introduce Cyberlynx as an opportunity not only in the academic studies but also in the future career as well.

The sports club recommended us to organize a spring camp as a start, so that their students can understand what is Cyberlynx all about and how is it like to study in Malaysia. This will bring out their interests and when they go home they will be our strongest ambassador. Cyberlynx can teach them that a hobby can become a profession, which many education system are still trying to achieve. Their parents need to understand that Cyberlynx can achieve this, but right now they are all having second thoughts.

In addition, Mr Tsai told us that it is vital to them to find a way to keep their students. Cyberlynx would be a great solution for them but they will need to see for themselves in order to convince the parents. They obviously want to benefit from the Spring Camp, by which we can also benefit and spread the word out to the parents of China. I look forward to see this proposal come to a happy ending.

5. Conclusion

The upcoming events and the April intake is crucial for us, we must do a splendid and excellent job or it will be hard for us to do well in the future. I personally thought that this “Spring Camp” will be the key to our survival here in China. Our partners here are also doing there very best to recruit students for April but there is only so much they could do. I will hold myself to do what I can do as well, with the resources and help I could get, to keep Cyberlynx China alive and growing.