

On the Development Prospects of Shared Sports Warehouse in the Context of Sharing Economy

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Abstract

Shared sports warehouse emerges as a product of the sharing economy and people's lifestyle, but there are still layers of obstacles in the process of its development. This paper mainly discusses on its business model, profit model, publicity methods, After-sales service, etc., and strives to provide effective strategies and measures to broaden its development prospects.

Keywords

Sharing Economy; Shared Sports Warehouse; Development Prospects.

1. Introduction

As the wheels of sharing economy progress ahead, the public's recognition and acceptance of sharing are continuously increasing. Nowadays, different forms of resource sharing are emerging one after another, including shared power banks, shared bicycles, shared umbrellas, and so on. The idea of sharing has been applied to various fields, tremendously changing people's life. Shared sports warehouse is just another try in the context of sharing economy.

Shared sports warehouse, different from the traditional gyms, is generally smaller and more flexible. It has no fixed form. It could be a smaller enclosed space with only one running machine; it could be a container full of different kinds of balls; it could be a relatively larger space with several fitness equipment. Whatever its form, it aims to bring convenience to fitness lovers. In addition, it will be largely located around the community or sports centers, providing renting services to the customers nearby at a friendly price. Thanks to the development of modern information technology, customers now can use shared sports warehouse just by scanning the QR code and pay for it through the Alipay, WeChat, etc. After finishing exercising, they can also stop the renting service on their phone. As a product combining sport and the Internet, shared sports warehouse goes with the tide of sharing economy, leading the current sports trend and meeting the public's sports need.

In October 2016, the State Council of the People's Republic of China "issued a plan to develop fitness and leisure industry, setting up a goal to increase the output of the sector to more than 3 trillion yuan (\$442.5 billion) by 2025"¹. With its unique advantages in national policy, resources, locations, and customer groups, shared sports warehouse that emerged in the context of sharing economy is bound to have broad development prospects.

2. Operating Model of Shared Sports Warehouse

2.1. Business Model

Business model is the embodiment of the core development concept of the shared sports warehouse. Different from traditional gyms, shared sports warehouse mainly provides renting services of small and medium sized sports equipment. So, unlike ordinary gyms that need to be opened in areas with relatively dense crowds to attract more customers, shared sports warehouse is much smaller and more flexible and inclined to be set up around the community

or sports centers. Its target consumers are the sports lovers nearby. The sports equipment chosen for a certain place is based on our investigation on the consumer level and hobbies of the people nearby. One drawback of using shared sports warehouse is that it can't provide private coaches to the customers. But this problem can be perfectly solved by introducing online coaches into the App of shared sports warehouse. By doing so, customers will no longer be confined to the less qualified fitness coaches provided by the traditional gyms², especially in small cities. They can also compare among a wider range of choices at a relatively lower price. Normally, ordinary gyms tend to adopt a full-year membership system, while shared sports warehouses can provide customers with short-term membership services, which can not only alleviate customers' financial pressure, but also avoid the waste of resources because of the customers' failure to persist in exercising. Besides, shared sports warehouse will adopt a chain operation model so as to provide convenience to customers if they travel to another place and want to use the sports equipment there.

2.2. Profit Model

Shared sports warehouse makes money through the renting services. Compared with most gym's practice of charging membership fees on a yearly basis, shared sports warehouse also offers quarterly card and monthly card, which lowers the threshold and becomes more acceptable to the crowds, especially the younger generation who could be a big potential market. Besides, due to the convenience of its location, customers don't need to spend much effort to go to the exercising place. Combining the sports equipment with the Internet, shared sports warehouse also allows customers to choose the closest destination according to their own location. Therefore, it can maintain a relatively high stream of customers. The profit model of mass production leading to qualitative change can be effectively realized. The convenience of using a mobile phone to unlock the shared sports warehouse and the relatively low price are also attractive to the customers. Although its economic benefits may be not very high at first, the cost is also very reasonable. After years of accumulation, the operation and profit of the shared sports warehouse can grow stable.

2.3. Publicity Methods

The publicity of shared sports warehouse can be divided into two channels: online promotion and offline promotion³. Online promotion uses WeChat official accounts, Tik Tok, Little Red Book and other platforms to regularly publish related information. New media has the advantage of sending notifications more frequently and a wider audience. At the same time, the post-90s generation and the post-00s generation take up a large percentage of the users of new media platforms. They live a rather comfortable life, are independent in thinking, and can easily accept new things, which highly coincides with the target customers of shared sports warehouse. We can make full use of the new media to maximize the publicity effects. Offline publicity can be realized by organizing fitness activities or advertising in subways, commercial areas, and elevators, etc. With a large number of people, the publicity effect can be much better in these areas. The combination of online and offline publicity can facilitate the promotion of the shared sports warehouse.

2.4. After-sales Service

Shared sports warehouse adopts a real-name authentication system, and it allows the old customers to bring new ones to experience the service for free for the first time. By doing so, it can attract more potential customers. In addition, it will provide convenient renewal service. Old customers can renew their membership by scanning the QR code or through the links in the App. Making the membership card an all-in-one card to build a chain-style sports warehouse will make the shared sports warehouse more competitive in the market. This is also a manifestation of its advantages in the context of the sharing economy and is more in line with

contemporary consumption habits. Finally, through meticulous and thoughtful After-sales service, the user experience is improved, and the number of customers can be guaranteed.

3. Strategies to Expand the Prospects of Shared Sports Warehouse

3.1. Provide Various Suitable Equipment

Only by fully understanding customers and their real sports needs can we provide the right equipment for each community. Introducing the same equipment for different shared sports warehouses without taking the customers into consideration is detrimental to its development. Because it not only can't meet customers' sports need, but also can't guarantee a steady growth in the number of customers. In addition, customers' demand for the quality and variety of sports equipment also differs, which is closely linked to the location of shared sports warehouse and the customers' consumption level. A systematic survey and analysis should be carried out before choosing the sports equipment. In addition to the simple equipment such as basketball, football, badminton, table tennis, etc., a richer and more diverse sports equipment should be introduced to meet the needs of different customer groups and different types of customers, so as to realize the sustainable development of shared sports warehouse .

3.2. Upgrade the Information Application System

Shared sports warehouse emerges as a product of social development and people's desire. In an era of rapid technological change, if failing to keep up with the times and upgrade its information application system, shared sports warehouse will be quickly excluded from the sharing economy and be replaced by other better models. The function of the information application system will be reflected in almost every aspect of the shared sports warehouse, such as the overall atmosphere, customers' experience, and safety system, ect. It can be said that information application system is closely associated with almost every aspect of the shared sports warehouse and must be constantly upgraded and maintained.

4. Conclusion

The emergence and development of shared sports warehouse is a product of the times, which is in line with the market competition environment and the public's consumption habit. It boasts a promising future, but some drawbacks such as space limitations and safety problems still can't be neglected. Through the analysis, we can conclude that in the context of sharing economy, the idea of shared sports warehouse is not only feasible but also has a bright future.

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