

## SHORT REPORT

# Swot Analyse of Football School “2 Korriku”

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## Abstract

The purpose of this work is the information about the hierarchical (structural) organizing of football school “2 Korriku”, and doing it more clearly and effective we used SWOT analyze which presents in details the current situation, positive performances (achievements) the negative ones, possibilities and risks that is the characteristic of this analyze. In the context of this problem not only the analyze of SWOT clarifies everything about the activities, the school itself, but also the purpose of it, adequate insurance of every subtlety in details of the school, staff, volunteers activity, time, date, place and participants where this football school “2 Korriku” activity is taking place. Football school’s coaches “2 Korriku” that are doing their professional and educative job in the advancement of this school, we have used this analyze, where we notified the staff and the coaches in advance about this analyze, who then they gave their opinions in the charts which we present in our work. From these recommendations that we present below, this school is in a good way of organizing, establishing financial stability, infrastructural and the professional one, based on some other investments that are done, and in the future they are planning to do more, so to accomplish all of these, it’s good to manage them in time by rational use from the management to the coacher of age groups. So the activity of other football schools should be based on football school “2 Korriku” as a model, because to those who are interested, and to the other coaches would be useful based on the results that this educational and sport institution has, where these results will be evident later, whether they are in education, courtesy, donations-sponsorship, infrastructure and afterwards in formation of players.

**Key words:** SWOT analyze, football school, organizing, infrastructure

## Introduction

The Football Club “2 Korriku” was founded in 1957 named after Football Club Proleter. As a great success and important event for the club is considered the foundation of the football school in 1992, which gathered around itself a large number of children who, despite the difficult conditions showed their talent and steadfast determination. It was exactly these children, who became the basis of the first team of 2 Korriku, thus starting the stage of success for this club. In the 1996/1997 championship, Football Club “2 Korriku” was the winner of the Kosovo Cup in football. Despite the challenges and problems that it faced, even after the last war in Kosovo, “2 Korriku” survived and became a determining factor for the quality of football in Kosovo.

High achievements can be achieved in the sport only if the

systematic process of training is applied and young people are involved, and if they are to be oriented towards certain sports branches. Especially for football this should be done as early as from the early ages, but this can not be done if there isn’t a football school that would advance and educate the student. Therefore, the “2 Korriku” football school wants to transfer real values to children such as: getting work habits, respect, joining, tolerance, character strengthening, winning the winning mindset and team spirit. This football school needs to enter a process where the process is most often performed using a tool called SWOT analysis and a shortened example of such an analysis for strategic decision making (Skoric & Bartoluci, 2011).

The SWOT analysis is about four pillars, which are the strong side, the weaknesses, the opportunities and the risks



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associated with the sports organization in this case where many authors have talked about in their work they have analyzed (Bartoluci, 1997; Dumancic & Siric, 2013; Dugalic, 2005; Novak, 2006).

The purpose of the paper is the situation about the hierarchical and structural organization of the club in relation to the school of "FC 2 Korriku". SWOT analysis closely reveals the positive, negative outcomes of the sports organization, the opportunities and risks that can be threatened from outside

the organization of the sports organization, in this case of the football school.

Within this problem, not only does the SWOT analysis clarify everything about the school's activities, but at the same time its purpose is to provide sufficient information about any subtlety within the school. This is preceded by a detailed knowledge of the activities of the school, staff, volunteers of the time, date, place and participants where this activity of the football school "2 Korriku" takes place (Figure 1).



Figure 1. Logo of club

The purpose of the management school and staff's "2 Korriku" football school is to educate children to build their personality through work, entertainment and accompaniment at the same time, then making the player in the future where in a delicate atmosphere the kids will feel comfortable and confident so that they can show all their potentials. Then, through professional pedagogy and educational work, the basic needs of children for the game and movement can be met, in the encouragement and proper development of all pupils in the school as well as in the psychic motor development and in the teaching of the basic elements of the soccer technique in fair way

### Swot analysis characteristics

SWOT analysis is an internal and external environmental analysis of sports organizations. The analysis of the strengths and weaknesses of the sports organization allows to see the internal resources valid for its sporting activity plan, while the analysis of opportunities and risks provides complete and critical information for the assessment of situations (Lalazi, 2011). A comprehensive environmental analysis and internal characteristics of a sports organization (strong and weak) is called SWOT analysis (modern sport, 2014). SWOT analysis is a powerful technique to understand the advantages and weaknesses, to look at the opportunities and threats you will face with, also SWOT helps: detect priorities, reveal opportunities, understand weaknesses, manage and eliminate threats (Krasniqi, 2014). This analysis is a detailed examination that helps to look at the internal aspects of the sports organization, sporting activities, and external variants that can affect a full success in all directions.

The SWOT analysis comes from the English language which consists of 4 letters which means: S-strength, strength points; W-Weaknesses, weak points; O-Opportunities, opportunities, T-threats, risks. Therefore, it is necessary for the management of any sports organization to clearly understand the strength (advantages) and weaknesses of your organization.

### School organization of football school "2 Korriku"

The football school "2 Korriku" from Prishtina has its own organization which has its own functioning, development, strategy, sections and management which is composed of a group of people with their own ideas and tasks to develop further to this sports organization for a longer period of time. Like every school, this school, "2 Korriku" from Prishtina is structured according to this hierarchy: 1) Assembly; 2) Leading Board; 3) The Supervisory Council; 4) President; 5) Vice Presidents; 6) Director; 7) Secretary; 8) Leaders of the football school

### Infrastructure of football school "2 korriku"

Successful sports organizations football school "2 korriku" must also have their own functionality in terms of the exercise function, games, technical-vocational staff, job development, staffing, marketing, profit and investment that are of particular importance to its infrastructure. As far as the infrastructure of this sports organization is concerned, it has the main field (playing field) which is used only for the development of friendly games and championships for all age groups and covered area (balloon hall) which field mainly serves for exercise and is mainly used from the football school during the time of atmospheric rainfall, while after school activities other times are free and it is used by recreational-sports teams which pay for these activities (Thaqi, Fazlija, & Tahiraj, 2011)

### Swot analysis of football school "2 korriku"

Prior to this, the trainers (professional staff) have been informed about what the SWOT is. Analysis with all the details and in the Table 1 have been presented by the school trainers about the condition of the club through the SWOT analysis. The "2 Korriku" school football coaches have given their professional and educational contribution to the advancement of this school, so we have asked the school staff through SWOT analysis about the situation of the school, the positive side, its shortcomings, what and how are the opportunities in its fut-

her advancement, the risk of competition.

In this analysis, we see a realistic overview of school members from professional resources to members and other vo-

lunteers so that this school is upgraded in all aspects of infrastructure, staffing, professionalism, financial and outcome, for which every sports organization, club or sports school aims.

**Tabela 1.** SWOT analysis presented by school staff "2 Korriku" Prishtina

<b>Strength (inside)</b>	<b>Weaknesses (inside)</b>
Motivation and hospitality	Fundraising problems
Volunteering and volunteering of parents	Marketing
Equipment and sports equipment	Lack of transfers
School Success	Not good planning
Work with young age groups	Lack of transfer benefit
Sport-historical activities (anniversaries)	Financial plan - budget
The student in considerable numbers	Sports infrastructure not at a satisfactory level
School work at the right level	Lack of donor-sponsors
Good geographical position (nearby park)	Organization of transport
School organization and professional staff	Lack of psychologist and sports physician
Balloon hall	Accompanying facilities (fitness, pool, offices for Doctor and staff etc.)
Memorandum of cooperation between several local clubs and abroad	
Risk and security management	
Education of children	
Participation with new generations on international tours and their international outcomes	
The emergence of many talents in the country and abroad	
<b>Opportunities (outside)</b>	<b>Threats (outside)</b>
Co-operation with other clubs with bigger names	Violence in sports and out of it (may be)
More stable sponsor and future partner	Socio-economic crisis or decline in living standards
Adult activities	Lack of financial means
Paying attention to businessmen or companies	Obstacle of the municipal administration for granting a longer term permit for use of the field
Investments in infrastructure - regulation of the stadium	Negative behaviors in teenagers
Develop a 10-15 year strategy	Atmospheric conditions (bad weather, unusual weather)
Increase the quality of workout	
Activities abroad	
Services (some clothing and gifts with club logo)	
Presentation of talents in the international arena	

## Discussion

This paper is presented through the SWOT analysis as the organization of the "2 Korriku" football school as a model football school for other schools in the country which has a very good organization and which holds the epithet as the best organized school for its results in the country which structure is in development. Considering some parameters like; the structure (hierarchy), the order and the obligations of club leaders, then the club itself will have to make some progress at home and abroad as well (Tahiraj, Miftari, Damo, & Shatri, 2014).

Efficiency, success and continuity of this school primarily depend on its leadership (management), but success will be achieved if from the board to the trainers they need to be good acquainted with their profession as; versatile and creative professions and pedagogues in the care of the realization of professional content. Therefore, in order to realize all these tasks and to function better and more successfully, should first of all take care to ensure the things mentioned above so that for younger or certain age groups it is still to be done their timely management and rational use of training time by the football school, the hierarchy to the age group coach. So, the work of

other football schools should be based on the football school "2 Korriku" because it will serve you how to organize it if you want the results and they will be seen later, whether in donations, sponsorships, infrastructure and the sale of players later or after the age of maturity.

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## Conflict of Interest

The authors declare that there are no conflicts of interest.

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