

## **Mechanisms of supporting logistic marketing as a guarantee to achieve Marketing quality at Egyptian Olympic committee**

**\* prof. Dr. Bassma Ibrahim Abdel Bassir**

### **Abstract**

The present study aims at developing mechanisms for supporting logistic marketing to ensure achieving marketing quality for activities and services of Egyptian Olympic committee . the study community is represented in beneficiaries from Olympic committee, general society, employees, technical, management bodies for the national leagues of (112) with a percentage of (63.57%) . The researcher used (2) questionnaires , the first aims at recognizing indicators of applying logistic marketing in Egyptian Olympic committee . The most important results are the deficiency in the ability of Egyptian Olympic committee on practicing different marketing logistic activities, lowering the level of marketing quality inside Olympic committee, logistic marketing in predicting marketing quality inside Egyptian Olympic committee.

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Recently, sport marketing was resorted to as a substitute for funding in which the government failed to offer for different sport organizations .The importance of marketing began to appear as being present beside the government support to help rising the sport level , but it's role was increased to become the basis and the source to obtain money and became a fundamental axis for sport work , after sport marketing was a part of sport movement , it became

now an industry serves sport process and yields much income arriving several billion dollars and it became also a source of national income for several countries .

It became imperative for the nation as a national goal providing a professional management inside sport organizations in which it's basic goal is the ability to manage sport industry that is regarded as one source of national income that is not to

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\* Assistant prof .sport management– faculty of physical education–  
Minia university

be taken lightly . In spite of this, the system of sport marketing in Egypt is still suffer from a lack of interest in spite of it's huge returns that can contribute in economic development plans on the level of the nation as a whole .

The term marketing in the present time appears as if it was the magic word in which all sport organizations direct that can open doors of happiness and solve the problems . Marketing is one of the basic activities for any organization and the first step that should be started with and under it the rest of business can be planned . Hence it is necessary that marketing should be based on scientific fundamentals and technical and management rules . It is an important component in succeeding any sport organization . Marketing in sport institutions is restricted in achieving financial return or profit and the continuity of obtaining the income and working on it's increase continuously and guaranteeing cash flow to cover work requirements (Alshafae , 2006: 22) , (Shalby, 2005 : 18 ) .

The term "logistics" is considered a military term in original, where it began to use it

in French Army on 1905 in purpose of securing the arrival of supplies and ammunitions in the suitable time with a possible ideal way. After the second world war, studies began to appear aiming at applying logistics in the field of business for what is known as " Business Logistics", where it is shown from studies in this field that about 40% of the average cost production of any good in the advanced countries can be returned to the logistics activities (Rommert , 2010:22) .

Logistics is considered a relative new field. It is a science integrates management sciences with other fields such as marketing, production and financial management. Logistics activities were practiced individually for several years, but recently it began to concern with logistics in organizations generally to make use of the advantage in which these organizations get from improving it's competitive position in markets and increasing the profit generally through integrating logistics activities with marketing and production activities to achieve the maximum benefit (Ronald,

2004:25). This is what Ellinger, et al., study (2000) confirmed strongly indicating when logistics and marketing work together for the benefit of both the organization and its clients.

In general, marketing activities as well as logistics activities can be considered a continuum of independent complementary activities to facilitate the exchange processes between sellers and purchasers participating in the ascending and descending activities all over marketing channel. Consequently logistics and marketing include a set of interrelated and contradictory activities such as the product, promotion, sales and distribution (Sezen, 2005: 425).

This is what Gimenez & Eva study (2005) confirmed and its most important results are: there is a positive relation between complementary of logistics production and marketing and both of them affect each other positively as well as Green & Anthony study (2008) in which its most important results are that the logistic performance is related positively with the marketing performance

and influences positively on the strategy of managing supplies continuum.

The concept of logistic marketing was derived from the conventional concept of marketing representing in (determining beneficiaries, determine their needs, exploit the organization resources to meet their needs and satisfy their wishes). Recently, interest by sport organizations management in the field of logistics and logistic services presented for beneficiaries inside the organizations which requires that the relation between logistics and marketing management is more effective (Eric & Jason, 2008: 177). This is what Abdel Aziz study (2011) and its most important results are that the most important images of logistic marketing activities are: clients service, packing and financial distribution

Logistic marketing emphasizes methods by which the competence of clients service or beneficiaries can be increased to achieve a competitive advantage, where it seeks to manage the interrelated relations between marketing and logistics activities in the

institution so that strategies combine both fields inside the wider context of supplies continuum (Christopher & Helen , 2003:51) .

In the light of previously mentioned, the researcher sees that the sport organization must concern with integration and coordination between logistics and marketing work inside these organizations so that they can offer the required productions, services and activities that are characterized with competition and high quality .

The basic goal of marketing is to undertake two basic roles , the first one is to maintain the present clients and the second is to detect new clients .In all cases organizations seek to gratify their clients, this isn't done but through adopting modern trends of marketing (Alshafy, 2006 :65) .

Managing total quality represents an important access in developing marketing activity that contributes effectively in succeeding organizations so that they are directed to serve the clients , since marketing plays a prominent role in terms of the

market interaction , determine clients and plays an important role in finding a real value for it's clients .

Mele (2007) adds that the principles of managing the broad quality contributed largely in the developments occurred recently in the field of marketing particularly relations marketing , where tools and technicalities of managing the broad quality contribute considerably in competence of implementing marketing programs through relating quality with marketing by creating a common basic value to concentrate on clients as a basic cornerstone in building marketing activities (Mele, 2007: 245). This accords with Nwokah study (2010) in which it's findings indicated that managing the broad quality seek to establish long term relations with the clients by creating an added value to satisfy the clients needs each time

Quality was defined by American society for quality (ASQ) as "the sum of features and properties of a product or a service that affects the ability to satisfy particular needs, hence it is a basic condition to meet society members needs of services/ Some researchers

presented a thesis that the quality is an excellence, a value, level of reliability, specifications match, harmonization and excess of clients expectations and finally satisfying clients. Consequently, these concepts match with the concept of marketing quality, this revolutionary thinking for marketing that has the ability to change the basic factors of marketing activity (Kotler & Kotler :2009:34) . Mele study (2007) added that both managing broad quality and marketing share impressively in protecting and applying the organization strategy of clients.

Managing marketing quality is considered a marketing philosophy seeks continuously to meet clients that was agreed through unleashing the employees potentials and managing organizational structures that depend mostly on connecting between the client and the organization that is enhanced with relations skills between the organization and the members ( Nwokah , 2010:26) . This is what Abou Rahma study (2010) confirmed and it's most important results are the necessity of concentrating on

providing the requirements of managing marketing quality that contributes directly in improving the performance quality and meeting needs and requirements of the clients .

Egyptian Olympic committee represents International Olympic committee in Arab Republic of Egypt that replaces it to rise the Olympic movement in Egypt and make sure of executing rules and regulations in which the international Olympic committee issues fully . It selects the athletes and prepares them to participate in Olympic games . It is the supreme authority of Olympic movement in Arab Republic of Egypt (Hassanien &Gaber, 2013 :56)

Recently, sport plays an effective and important role in the world and local economy. Sport field in general is in badly need to develop economical systems they follow to improve its financial positions to achieve its goals , so , several sport organizations on the local and world level directed to follow some modern marketing styles and methods .

Egyptian Olympic committee is considered umbrella organization for the

international and Olympic competitive sport through which world representation of Arab Republic of Egypt is made . This honorable representation needs a strong economic system to spend on it , where money is considered the backbone of sport organizations in general and Egyptian Olympic committee in particular because of the growth and complexity of it's activities and includes human forces that should be on the highest degree of competence .

In view of the economic crises in which Arab Republic of Egypt experienced recently , we find that it is possible a day will come that it is unable to spend on sport sector in general, particularly international and Olympic participations and what it holds from economic burdens on the nation .

So, the researcher sees the necessity of conducting this study particularly inside Egyptian Olympic committee for being the organization that is on the top to concern with the international competitive sport through adopting modern concepts of marketing and what related with it of innovative fields ( logistics / total quality ) to reach the

maximum degree of excellence and effectiveness in marketing performance and what it bears ensuring to provide funds necessary to spend on the international participations and transfer activities and services of Egyptian Olympic committee as well as international sport participations to a real industry and a huge economic structure enabling it to meet it's needs and technical, management and financial demands that is reflected on it's financial, technical and administrative performance and makes it occupies a competitive advantage between other sport organizations .

This is what Megahd study (2016) confirmed and recommended the necessity of operating the suggested logistic and marketing programs and activities with the strategy inside sport clubs to guarantee achieving the competitive advantage, and Abdel Tawab study (2014) and it's most important results are the necessity of guiding the suggested strategy for marketing logistic activities at the Egyptian federation of volleyball to achieve self financing .

The findings of Shehata study (2015) indicated that there is a positive and direct effect of marketing quality dimensions on the financial performance in swimming schools at Egyptian clubs, where it recommended the necessity of applying the whole marketing (managing the marketing quality) in managing swimming schools. This also what Hussein study (2015) confirmed and one of his most important recommendations is the necessity of applying marketing quality management in Egyptian federation of handball .

Hence came the idea to the researcher in studying logistic marketing inside Egyptian Olympic committee and studying marketing quality inside Egyptian Olympic committee in preparation for developing a conception for the mechanisms of supporting logistic marketing as a guarantee to achieve marketing quality in Egyptian Olympic committee .

### **Key Words**

#### **Marketing Logistic**

Activities that have common limits between managing marketing and managing logistics. Coordination is made between them in purpose of not duplicating activities, achieving satisfaction and loyalty of clients and maximizing the market and profit share of organizations

(Kotler & Gary , 2004:361) .  
**Total Quality Marketing "TQMK"**

A modern marketing philosophy works on integrating between two orientations (managing total quality /marketing) connected by a common basic value that is concentrating on the client and functioning all organization components to reach a high quality in meeting needs and desires of the client (Kotler&Keller , 2009:151).

#### **Goal of The Study**

The study aims at developing mechanisms to support logistic marketing ensuring achieving marketing quality for the activities and services of Egyptian Olympic committee .

#### **Questions of The Study**

**In the light of the study goal , the researcher develops the following questions :**

- 1- Are there statistically significant differences between study sample opinions in indicators of applying logistic marketing inside Egyptian Olympic committee?
- 2- Are there statistically significant differences between study sample opinions in the extent of marketing quality availability inside Egyptian Olympic committee?

3- Does logistic marketing contribute in predicting marketing quality inside Egyptian Olympic committee?

4- What are the suggested mechanisms to support logistic marketing as a guarantee to achieve marketing quality inside Egyptian Olympic committee ?

### **Procedures of the study**

#### **Method of the study**

The researcher used the descriptive method (survey studies, a case study) for its appropriateness to achieve the study goal and its suitability for its procedures by describing what is being, analyzing it and deriving the facts from it .

#### **Population and sample of the study**

The study sample is represented of employees in Egyptian Olympic committee, technical and administrative bodies of the national leagues of (179) individuals. The researcher selected the sample randomly from the study community of (120) individuals with a percentage of (67.04%). After distributing the questionnaire, incorrect questionnaire were excluded . The number of the study sample were (112) individuals

with a percentage of ( 62.57%) from the study community as a whole . The researcher selected (20) individuals for the pilot study and outside of the original study sample.

### **Tools of data collection**

#### **Firstly: Marketing logistic Questionnaire (prepared by the researcher)**

The researcher acknowledged several of the scientific references and Arabic and foreign previous studies in fields of management and sport management that revealed of designing a questionnaire in purpose of recognizing indicators of practicing logistic marketing inside Egyptian Olympic committee . (15) axes were determined (appendix2). Then the researcher presented them on a set of experts (appendix1) in the field of sport management of (7) experts to show opinion in the extent of its suitability . (2) axes were deleted and agreed on (13) axes, where axes that got a percentage of (70%) and more were selected from the sum of the experts opinions .

The researcher developed a set of sentences for each axis of the



questionnaire of (80) sentences distributed on the questionnaire axes (appendix3) then presented on the experts where sentences that got a percentage less than (70%) from the experts agreement. The deleted sentences were (8) sentences so that the final image consisted of (72) sentences (appendix 4). To correct the questionnaire, the researcher developed a triple estimated scale as follows "yes" (3) scores, "somewhat" (2) scores, "no" (1).

#### **The scientific coefficients of the questionnaire**

#### **Secondly: Total Quality marketing (TQM)(prepared by the researcher)**

The researcher acknowledged several of the scientific references and Arabic and foreign previous studies in fields of management and sport management that revealed of designing a questionnaire in purpose of recognizing the level of marketing quality availability inside Egyptian Olympic committee. (4) axes were determined (appendix 5). Then the researcher presented them on a set of experts (appendix 1) in the field of sport management of (7) experts to show opinion in

the extent of its suitability. All axes were agreed, where all got a percentage of (70%) and more of the sum experts opinions.

The researcher developed a set of sentences for each axis of the questionnaire of (80) sentences distributed on the questionnaire axes (appendix 6) then presented on the experts where sentences that got a percentage less than (70%) from the experts agreement. The deleted sentences were (6) sentences so that the final form consisted of (59) sentences (appendix 7). To correct the questionnaire, the researcher developed a triple estimated scale as follows "available" (3) scores, "somewhat" (2) scores, "non available" (1).

#### **The scientific coefficients of the questionnaire**

**The researcher calculated the scientific coefficients of the questionnaire as follows (appendix 8)**

#### **The statistical treatment and mathematical**

The researcher used the following statistical treatments:

- The percentage
- Pearson correlation coefficient
- Cronbach Alpha coefficient-
- The relative weight

-Mean response  
 - Confidence limits  
 -Multiple regression analysis  
 The researcher used (Spss) program to calculate some statistical coefficients and accepted a significance level at (0.05).

### **Presenting and Discussing the Findings**

#### **Answering the first question stating that**

#### **-What are the indicators of practicing logistic marketing inside Egyptian Olympic committee ? ( appendix 9)**

It is shown from table (1) the following :

-Means response for the study sample opinions in the questionnaire statements of logistic marketing ranged between (0.36: 0.63), means response of the axes ranged between (0.38: 0.56), whereas the percent of mean response of the questionnaire as a whole was (0.54)

-Means response for all the questionnaire statements were less than the confidence minimum indicating not achieving as indicators for logistic marketing, except the statements ( 9/12) of the first axis (analyzing the beneficiaries needs), statements (14/15) of the

third axis (determining positions of the productions and services) , statements (25/26) of the fifth axis (promoting the productions and services) , statements (35/38) of the seventh axis (logistic marketing communications) , the statement ( 44) of the eighth axis (managing the cost of the productions and services), statements (45/47/48) of the ninth axis (purchase), statements (67/ 70) of the thirteenth axis (logistic marketing supervision ) came between confidence minimum and maximum indicating it's achievement somewhat as indicators of logistic marketing .

- Means response for all axes of logistic marketing questionnaire as a whole was less than confidence minimum indicating not achieving as indicators of the logistic marketing indicating not practicing logistic marketing inside Egyptian Olympic committee .

Results of table (1) showed a deficiency in the ability of Egyptian Olympic committee in practicing different logistic marketing activities in which it's achievement in the light of the study sample opinions , where the study sample opinions

revealed that means response of the axes ranged between (0.38: 0.56), whereas mean response of the questionnaire as a whole was ( 0.54 ) and all of them are less than confidence minimum .

All statements of the first axis (serving the beneficiaries) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , the percent of the axis as a whole was ( 0.54) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this to the inability of Egyptian Olympic committee on making the beneficiaries needs as a logistic marketing goal that can contribute in providing the varied productions and services that help in satisfying desires and needs of all the targeted classes , as well as it's negligence of some beneficiaries suggestions that can contribute in developing the level of what it presents of productions and services in a form making the beneficiaries satisfaction is a product of all logistic effort , and

this is what the findings of Ellinger ,et al., study ( 2000) confirmed strongly indicating that when logistics and marketing work together it may be beneficial for both the organization and it's clients .

All statements of the second axis (predicting productions and services demand) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing, except statements (9/12) came between confidence minimum and maximum indicating to it's achievement as indicators of the logistic marketing the percent of the axis as a whole was (0.54) and it is less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the weakness of Egyptian Olympic committee for providing accurate information of the beneficiaries future needs in a way that can guarantee the logistic system for the presence of the productions or the services that are necessary to meet the beneficiaries needs and

demands that affects predicting unspecific information and data, timing and the size of the utilities in which the beneficiaries want. Without this kind of information, the logistic system may risk its ability on achieving the beneficiaries satisfaction. Alshafy (2010) sees that predicting the demand in sport institutions means determining the production or the service amount in which the users or the beneficiaries will demand in sport institutions in a specific future point. ( Alshafy , 2010 : 65,66 ). The findings of Abdel Aziz study (2011) indicated that one of the most important forms of logistic marketing activities is the clients service .

The researcher attributed statements related finding ( 9/12 ) to Olympic committee obligation with time tables related with International and Olympic championships and competitions determined by International Olympic committee or International sport federations , as well as Olympic committee is keen to develop an initial budget for its activities in the light of the governmental financial support and the financial resources presented by International

Olympic committee for the organizations that participate in its championships and competitions .

All statements of the third axis (determining position of the production and services) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing, except statements (14/15) came between confidence minimum and maximum indicating to its achievement somewhat as indicators of the logistic marketing, the percent of the axis as a whole was (0.52 ) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed statements related finding (14/15) to the presence of a time table for Olympic and International championships and competitions . In the light of this it should be obliged the appropriate preparation and equipping for different national teams .

All statements of the fourth axis (prizing the productions and services) were less than confidence minimum indicating not achieving it as

indicators of the logistic marketing , , the percent of the axis as a whole was (0.56) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the inability of Olympic committee on studying and analyzing all the benefited classes from the offered productions and services preparing to determine the productions and services prices to be appropriate with the biggest slide, there are no previous experiences in the field of selling the rights of radio and TV broadcasting for the championships as well as selling the licenses by using trade marks and logo that contribute in increasing the profit, where the pricing of great importance in attracting the clients and the beneficiaries to be appropriate with the nature , quality and the size of the offered activities and services .

The statements (24/27) of the fifth axis ( promoting the productions and services) were less than confidence minimum indicating not achieving it as indicators of the

logistic marketing, whereas the statements (25-26) of the same axis were between confidence minimum and maximum indicating to it's achievement somewhat as indicators of the logistic marketing, the percent of the axis as a whole was (0.56) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed statements related result (24/27) to a deficiency in the ability of providing human components of competence to promote the activities , services and productions, the weakness of exploiting public and social relations to promote the services, productions and activities offered by Egyptian Olympic committee .

The researcher attributed statements related finding (25/26) to it's dependence in some Olympic and international championships on organizations use that call for participating in these meetings on modern methods to promote the productions, activities, services and championships

and appropriate advertising and advertisement methods .

All statements of the sixth axis (determining the places of the productions and services) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing, the percent of the axis as a whole was (0.54) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the inability of Egyptian Olympic committee on scrutiny, studying and analyzing in the places of holding championships, activities and the offered services to be appropriate with the events, lack of modern presentation methods, not knowing the temporal and spatial utility for the beneficiary so that it can prepare a system for distributing the offered productions, services and activities , Olympic committee unwillingness to create new branches representing it in all governorates to make it's services, activities and

productions in the focus of beneficiaries interest , it's weak ability on good management for outlets of selling tickets of sport championships and events as well as the weakness of exploiting places of championships activities and services to maximize the marketing process This is what Abdel Aziz study (2011) and it's most important results were that the forms of logistic marketing activities is the material distribution .

All statements of the seventh axis (logistic marketing communication) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing, except statements (35/38) came between confidence minimum and maximum indicating to it's achievement somewhat as indicators of the logistic marketing, the percent of the axis as a whole was ( 0.54) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the weak ability of the Olympic committee to

make an effective system of communication between the employees, board of directors and different committees, the limit of developing the official site continuously, not spreading communication methods, also lack to variation, novelty and effectiveness in communication methods between each other and between the indoor and outdoor beneficiaries and the absence of logistic marketing information system to flow data and information easily .

The researcher attributed statements related finding (35/38) to participate sport federations members in communication system , writing communication protocols with each other , in addition to the times in which regulations and laws organizing the work to hold periodical meetings in which some issues are presented and discussed .

All statements of the eighth axis (managing the cost of productions and services) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , except the statement (44) came between confidence minimum and maximum indicating to it's

achievement somewhat as indicators of the logistic marketing, the percent of the axis as a whole was (0.51) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the littleness of the exerted efforts in reducing the cost of the productions , services and activities offered by Egyptian Olympic committee so that it can make the offered productions and services of competitive advantage and not lower it's quality as well as analyzing the cost related with the processes for all productions , services and activities to evaluate and re-structure them to be appropriate with the profit to make the cost of inputs and processes of the productions and the offered services appropriate with it's outputs .

The researcher attributed this finding related with the statement (44) to the presence of limited proportion not reaching to the level of achievement of the level of the offered productions and services quality with it's cost .

The statements (46/49/50) of the ninth axis (purchase) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , whereas the statements (45/47/48) from the same axis were between confidence minimum–maximum indicating to it's achievement somewhat as indicators of the logistic marketing , the percent of the axis as a whole was (0.56) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed statements related finding (46/49/50) to the absence of the sufficient experience to select the companies based upon the quality of what it presents as well as the weak ability on developing purchase policies to provide needs with easy and best conditions and not depending on the internet in purchase contributing in destroying the geographical hurdles .

The researcher attributed statements related the finding (45/47/48) to the

presence of purchasing department inside Egyptian Olympic committee that in turn selects the companies that are more obliged with times , selects the companies that conform with specifications and least price and forming technical , financial and law committees of purchasing .

All statements of the tenth axis (packaging the productions and services) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , the percent of the axis as a whole was (0.52) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to Olympic committee unawareness of the importance and necessity of highlighting positive properties and information in which the services and activities offered for the beneficiaries are characterized considering tastes of all beneficiaries from the productions and services in the way of it's presentation the weak ability to concentrate on the utilities in which the



beneficiaries will acquire from obtaining the offered services and productions , not interest in the external form and the way of presenting the productions and services and this is what Abdel Aziz study (2011) indicated and it's most important finding is that the most important forms of marketing logistic activities is packaging .

All statements of the eleventh axis (storing the productions and services) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , the percent of the axis as a whole was (0.38 ) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to employees unawareness in the Olympic committee of the very important role in which the department of storing plays in the logistic system . The store cost affects considerably on the cost of logistic works, the structure of total costs for the offered of productions, services and activities as well as profit,

productivity and marketing through storing the productions and services offered for the beneficiaries in a proper scientific way ,classifying the productions and services according to the size nature, type and the targeted class , providing factors of safety and security in places, apparatus and instruments of storage, storing data, information and files related with the offered services in a suitable way , storing with the least costs and highest degrees of maintaining the productions and services .This is what Gimensez & Eva study (2005) confirmed in which it's most important results are that there is a positive relationship between integration of logistics, production and marketing and both of them affect each other positively .

All statements of the twelfth axis (treating the returns of the productions and services ) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing , the percent of the axis as a whole was (0.40) and it is also less than confidence minimum indicating not achieving the

axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to the weak ability of Olympic committee to treat with the faulty and unaccepted productions and services by the beneficiaries in a way making them acquire the confidence in treating once again , rejecting the beneficiaries opinions in the case of their criticism or dissatisfaction for the productions and the offered services, uninterested in surveying the beneficiaries opinions in the productions and the offered services continuously, not concentrating on presenting the faulty and unaccepted productions and services once again to be appropriate with the beneficiaries opinions and satisfaction, uninterested in getting rid of the companies supply the faulty productions as well as incompetent services providers .

All the statements of the thirteenth axis (logistic marketing supervision) were less than confidence minimum indicating not achieving it as indicators of the logistic marketing, whereas the

statements (67/70) from the axis were between confidence minimum– maximum indicating to it's achievement somewhat as indicators of the logistic marketing, the percent of the axis as a whole was (0.55) and it is also less than confidence minimum indicating not achieving the axis as a whole as an indicator for practicing the logistic marketing .

The researcher attributed this finding to Olympic committee inability to follow the scientific bases and standards in a broad supervision system for all the departments, procedural operations and activities, establishing a center to measure the quality of the productions and the offered services , conducting periodical studies to measure the beneficiaries satisfaction level of the productions and the offered services and conducting periodical studies to measure the level of functional satisfaction of the employees .

The researcher attributed statements related finding (67/70) to the presence of accurate statistics somewhat for the expeditions numbers

participating in Olympic and international meetings but it may neglect the visitors numbers on the rest activities and the offered services in addition that the achieved accomplishments for Olympic and International participations are considered a partial system for measuring the level of athletes competence and the technical bodies .

The mean response of the questionnaire as a whole was less than confidence minimum indicating not achieving logistic marketing indicators in Egyptian Olympic committee .

The researcher attributed this finding to the unawareness of those in charge of managing Olympic committee for practicing logistic marketing activities during , before and after presenting them and their participation for the available productions and services that is reflected on the quality of marketing performance to maintain the sufficient financial resources that appears in it's institutional performance . This is what Megahd study (2016 ) confirmed and recommended the necessity of operating the suggested logistic marketing programs and activities in the strategy inside sport clubs to

ensure achieving the competitive advantage, as well as Abdel Tawab study (2014) in which it's most important results is the necessity of guiding with the suggested strategy of the marketing logistic activities in Egyptian federation of volleyball to achieve self funding .

**Answering the second question stating that :**

**- What is the level of marketing quality availability inside Egyptian Olympic committee? (appendix 9)**

-The means response for the study sample opinions in the statements of the marketing quality ranged between ( 0.36:0.63 ) and the means response for the axes ranged between ( 0.45:0.52 ) , and the mean response for the questionnaire as a whole was ( 0.52 ) .

The means response for all the questionnaire statements were less than confidence minimum indicating to not achieving it as indicators of the marketing quality , except the statements (11) of the first axis (the integrated marketing) and statements (23/30) of the second axis (internal marketing)

and the statements (32/35/40) of the third axis ( social marketing ) .

- The means response for all axes of marketing quality questionnaire were less than confidence minimum indicating to not achieving it as practices of the marketing quality , and the mean response for the questionnaire as a whole was also less than confidence minimum indicating lowering the level of the marketing quality inside Egyptian Olympic committee.

The findings of table (2) illustrated lowering in the level of the marketing quality in Egyptian Olympic committee in which the extent of it's achievement was measured in the light of the study sample opinions, where the study sample opinions revealed that axes means responses ranged between (0.45: 0.52), whereas the questionnaire mean response as a whole was ( 0.52) and all of them were less than confidence minimum .

All the statements of the first axis (the integrated marketing) were less than confidence minimum indicating not achieving it as implications for the marketing quality availability , whereas the

statement (11) from the same axis was between confidence minimum– maximum indicating to it's achievement somewhat and the percent of the axis as a whole was ( 0.52 ) and it is also less than confidence minimum indicating not achieving the axis as a whole as an implication for the marketing quality unavailability .

The researcher attributed this finding to the weakness of Olympic committee practices to establish the integrated marketing as one of the basic dimensions to achieve the marketing quality representing in it's inability for providing the productions and the offered activities as soon as possible for the beneficiaries, insufficient productions, services and activities that are appropriate with all the targeted classes, insufficient awareness with the necessity of using the official site of Olympic committee to communicate with the beneficiaries, unawareness with the importance of free information service to answer the beneficiaries inquiries as well as the rarity of the studies and researches in purpose of inventing and developing the

productions and the offered services for the beneficiaries, the weakness of using different methods of promotion through both of: radio, television, social networks on the internet, E. mail and short messages through the mobile and fix and moving billboards.

In addition to the weakness of its ability to persuade the beneficiaries with the productions and the offered services through the followed recreational activity, a deficiency in the communication base with all the targeted classes, not persuading with the positive role in which the agents (branches) play through providing a sufficient numbers of branches (agents) on the republic level to present the productions and services, in addition to the weak ability to provide channels to distribute the productions and services according to the nature and size of the beneficiaries. The researcher attributed the finding related with the statement (11) to the provision somewhat sufficient number of employees to achieve the suitable number of employees to achieve the suitable service for the

beneficiaries for the employees proportion with the work size .

All the statements of the second axis (the internal marketing) were less than confidence minimum indicating not achieving it as implications for the marketing quality availability, whereas the statements (23/30) from the axis were between confidence minimum – maximum indicating to its achievement somewhat and the percent of the axis as a whole was (0.52) and it is also less than confidence minimum indicating not achieving the axis as a whole as an implication for the marketing quality unavailability . The researcher attributed this finding to the practices weakness in which the Olympic committee performs to establish the internal marketing as one of the basic dimensions to achieve the marketing quality representing in not including the department of marketing as an administrative unit in the organizational structure , uninterested in polishing the employees in the department of marketing for the appropriate skills of planning to meet the beneficiaries needs in the future, the weakness of providing the sufficient support

for the employees at the marketing department, not holding sufficient courses for developing the marketing skills for the employees in the marketing department .

In addition to the inability of the effective communication between agencies and companies of propaganda and advertisements , uninterested in making marketing campaigns for the productions and the offered services, lack of ability to coordinate internally between departments to exchange information and cognitions, unawareness of the importance of interaction with the beneficiaries, solve their problems and communicate with them quickly and easily . Unawareness of the importance of stimulating work with team spirit, the weak ability to train employees, developing their skills in treating with the beneficiaries , as well as functioning the employees according to their competencies, experiences and skills, uninterested in the commercial works of Olympic committee, a deficiency in determining internal strengths and weakness of the offered

activities, services and productions .

The researcher attributed the finding related with the statements (23/30) to obliging Olympic committee to hold periodical meetings for the board of directors and the general society according to the law by which international and Olympic marketing issues related with the practiced activities can be discussed that may allow encouraging to exchange personal opinions and new suggestions and ideas .

All the statements of the third axis ( the social marketing) were less than confidence minimum indicating not achieving it as implications for the marketing quality availability, whereas the statements (32/35/40/42) from the same axis were between confidence minimum – maximum indicating to it's achievement somewhat and the percent of the axis as a whole was (0.51) and it is also less than confidence minimum indicating not achieving the axis as a whole as an implication for the marketing quality unavailability . The researcher attributed this finding to the practices weakness in which the Olympic committee performs to establish

the social marketing as one of the basic dimensions to achieve the marketing quality representing in the inability to achieve the beneficiaries social demands through the offered productions and services, uninterested in the social effect of the marketing campaigns through observing interactions towards it, neglecting employees acquiring marketing morals followed in polarizing the beneficiaries. The weakness of the researches and evaluations based upon the social motives acquired from using the productions and services, not concentrating on social, healthy, environmental behaviors presented for the beneficiaries, not considering the demographical variables (age/ gender/ population number) in presenting the productions and providing opportunity for the government interfere in Olympic committee works.

The researcher attributed the finding related with the statements (32/35//40/42) to obligation with societal values that may contradict with propaganda and advertising methods, interested in employees and beneficiaries

complains, the presence of supervision bodies such as Ministry of youth and sport, the international Olympic committee that imposes obligation with laws, regulations, rules and the decisions organizing the work as well as the appropriateness of the offered activities with the laws and controls developed by the international Olympic committee.

All the statements of the fourth axis (marketing with relations) were less than confidence minimum indicating not achieving it as implications for the marketing quality availability, and the percent of the axis as a whole was ( 0.45) and it is also less than confidence minimum indicating not achieving the axis as a whole as an implication for the marketing quality unavailability.

The researcher attributed this finding to the practices weakness in which Olympic committee performs to establish marketing with relations as one of the basic dimensions to achieve the marketing quality representing in weakness of skills to form relations with the beneficiaries, inability to improve relations continuously

with indoor and outdoor beneficiaries, not following the policy of concentration on the present beneficiaries is better than polarizing new beneficiaries, communication weakness with the beneficiaries to know their needs , not concentrating on supporting relations with the beneficiaries as a method to increase the profits .

The mean response of the questionnaire as a whole was less than the confidence minimum indicating the marketing quality unavailability in Egyptian Olympic committee .

The researcher attributed this finding to the weakness of the marketing quality level that is reflected on it's marketing ability, consequently the ability to provide sufficient financial resources after the government support doesn't meet needs and requirements of Olympic committee and it's honorable representation, in addition to achieve accomplishments in these international Olympic meetings, so it is obliged to improve the level of the practiced marketing activities quality through providing logistic marketing activities inside

Olympic committee .

**Answering the Third question stating that :**

**- Does logistic marketing contribute in predicting marketing quality inside Egyptian Olympic committee? ( appendix 9 )**

It is shown from table (3) that axes of the logistic marketing questionnaire have statistically significant contributions at the level (0.01) in predicting the questionnaire of the marketing quality in the light of the study sample opinions from Egyptian Olympic committee .

It is shown from the same table that total score of the logistic marketing questionnaire has statistically significant contributions at the level (0.01) in predicting the marketing quality questionnaire in the light of the study sample opinions from Egyptian Olympic .

The researcher attributed the finding related with table (3) to the effective role in which the logistics related with the marketing can contribute in the level of the marketing quality inside the Olympic committee, since in the light of these findings is considered one of the most variables that can predict the level of the practiced marketing quality



that is reflected on the financial performance of the Olympic committee, consequently increasing its productivity and its ability to managing Egyptian Olympic movement .

**Answering the fourth questions stating that**

**- What are the suggested mechanisms to support the logistic marketing as a guarantee to achieve the marketing quality in Egyptian Olympic committee ?**

In the light of the study problem, the theoretical readings and the previous studies and in the frame of the study community and sample, the tools that were applied during the study on different samples under study and through presenting, discussing and analyzing the findings and in the light of the study goal and its questions, the researcher concluded the following mechanisms (appendix 9).

**Conclusions :**

In the light of the study findings, the researcher concluded the following :

1- A deficiency in Egyptian Olympic committee ability to practice different logistic marketing activities .

2- The least logistic marketing achievement is (storing the productions, services, managing the store then

treating the returns of the productions and services ) .

3-Lowering the level of marketing quality inside Olympic committee .

4- The least implications available in the level of marketing quality is ( marketing with relations )

5- The logistic marketing contributes in predicting the marketing quality inside Egyptian Olympic committee .

**Recommendations :**

**In the light of the study findings the researcher recommends the following :**

1- Attempting to apply the suggested mechanisms to operate the logistic marketing to maintain the financial resources in Egyptian Olympic committee .

2- Including an administrative unit to manage marketing logistic activities in Egyptian Olympic committee .

3- Imprinting the concept of logistic marketing as a guarantee to achieve the marketing quality in Egyptian Olympic committee .

4- Establishing new centers of Olympic committee in all governorates to provide its services, activities and productions.

5- Establishing data base for the marketing companies that can be treated with them .

6- Directing the nation to interest in logistic sport activities particularly the logistic marketing for it's strong effect in providing the required financial resources to alleviate the economic burden on the nation .

7- The necessity of conducting such a study on different sport organizations for the effective effect in developing the performance of different sport organizations .

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