



## ENTERPRISE LEISURE SPORTS "PRIVATE CUSTOMIZATION" HEALTH MANAGEMENT SERVICE PRODUCT DESIGN RESEARCH

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### Abstract

In this paper, the literature and information method is used to conduct theoretical and empirical research on the development of enterprise leisure sports. From the policy level and the macro-environment level to "private customization", analysis of the possibility of health management products based on the enterprise market, design and provide products and services for enterprises to carry out leisure sports activities, including physical fitness testing health management, sports fitness management, sports event management, sports equipment management. In order to improve the interest and awareness of sports of enterprise employees, develop the habit of taking part in physical exercise for life, and promote the development of national fitness, thereby improving the overall mental outlook of the enterprise, improving labor productivity and economic benefits.

Keywords: corporate leisure sports, private customized health management services. product design.

### Introduction

With the "Several Opinions of the State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", the introduction signifies the national fitness entry strategy, which requires the creation of a fitness atmosphere, encourage daily fitness activities.

Government agencies, enterprises and institutions, social organizations, schools, etc. should all implement a fitness system between workshops and classrooms, advocate one hour of fitness per day, and encourage units to take up their jobs create conditions for industrial fitness. However, the function of leisure sports in improving the quality of employees, etc. the role of

employees' physical and mental development and their impact on the future development of the company have not caused the enterprise employee and enterprise managers pay enough attention to it, and their attitude towards participating in leisure sports is not very positive. Ping-An Health Insurance's "2015 Chinese Enterprise Employee Health The Status and Medical Benefits Report lasted for half a year and was mainly targeted at 15 cities and 8 banks in China 499 senior human resource managers and 2099 corporate employees in the industry. The survey found that over 90% of the employees are in a state of illness and sub-health, and the health of the employees of the company is worrying. Under these circumstances, it is particularly necessary for enterprises to develop leisure sports [1]. "Private" health tube management services are market-oriented, focusing on customers' individual needs, highlighting customized light transportation for enterprises to promote the development of the national fitness and sports industry.

#### Analysis of Private Customized Health Management

##### *Policy Analysis*

The policy is mainly reflected in three aspects. First, since 1995, China promulgated the since the "Planning Outline", there has been a wave of national fitness, community sports, corporate sports. It has also been widely

developed, and leisure sports are also booming. The second is "National Tourism and Leisure the promulgation and implementation of the "Outline (2013-2020)", tourism and leisure consumption levels of urban and rural residents will grow substantially, the "health, civilization, environmental protection" tourism and leisure concept will become a common knowledge. So far, "Leisure Tourism" is writing with a vigorous vitality "Travel" under the new situation the new chapter of the tourism health industry. The third is the "State Council several Opinions on Sports Consumption ", Guofa [2014] No. 46 [2]. Document promotes the second generation of national fitness the path is fully constructed, and by 2025, it will basically establish a reasonable layout, complete functions, and a full range of categories the entire sports industry system, sports products and services are more abundant, and the market mechanism is constantly completed. The consumer demand is more and more vigorous, and the role of promoting other industries is significantly improve, the sports industry with a total scale of more than 5 trillion Yuan, it has become an important force to promote sustained economic and social development.

##### *Analysis of Macro Environment*

Environmental analysis is mainly manifested in four aspects: (1) with relevant news reports that China's Super 9 employee sub-health in an established enterprise-Employee sub-health

affects corporate effectiveness. Enterprise Health Management makes full use of and integration various fitness methods and medical resources, from physical, psychological, and social, we should continue to pay attention to and maintain the health of employees in many aspects, such as ability and scientific and effective preventive measures to reduce and eliminate the possibility of disease improve the production efficiency of the enterprise; (2) The current situation of the industry is scattered and the resource allocation is uneven. Currently, with the vigorous economic development, the establishment and improvement of the economic circle and economic development zone groups have become a mainstream. More and more companies are located in the suburbs, away from the urban area, through sports increase, health management has become an unrealistic wish of enterprise employees [3]. In the current health service and the service industry, there is still a relatively scattered situation, the concentration is not high, which also implies a large number of opportunities for integration; (3) Social demand has increased dramatically. The change in the concept of the employees themselves, from treatment-oriented to prevention-first, both are equally important. This profound change in civic consciousness also provides a broader development space for the development of the health industry. Taking Wuhan as an example, there are 279,550 enterprises of various types, the number of employees reaches

1,927,100, and the market potential huge; (4) Extreme lack of health management. The country is promoting the implementation of the "National Health Management Project" is a large series of serialized and digitized projects. The work must be done by people, and the specific work must be completed by a health manager. So far, conservative estimates the plan requires at least 2 million professional health managers, and China's professional health management there are only about 100,000 employees.

#### Private Customized Health Management

#### *Physical Examination-Health Management*

##### (1) Product development.

Physical examination is different from general medical examination. Physical fitness testing is not for people we check and diagnose diseases; the purpose of physical examination is to help people understand their own health physical fitness, and provide subjects with scientific principles and methods of fitness [4]. It can reflect whether the test taker participates in physical exercise, and whether the exercise method is proper, and whether the exercise effect is obvious with. Physical fitness test is to remind people to pay attention to their own health and improve people's sports.

The importance of exercise al-

lows people to accept an active and active healthy lifestyle and wake people up our awareness of participating in sports: sports are good for health, and sports prevent disease before they happen.

(2) Product settings.

①Physical report: provide physical fitness, morphological function, cardiopulmonary function, body composition, More than ten physical examination services including bone density, vascular function, sub-health, etc.

②Sports plan: According to the overall physical fitness of the employees, the conditions of the company's premises, the employees' transportation Active tendency, provide professional and feasible sports health plan, and adjust in time [5].

#### *Sports Equipment-Equipment Management*

(1) Product development.

The gym in the office space is currently considered by most companies. But in reality the situation is that, for many subjective and objective reasons, most corporate gyms have been reduced to furnishings. I once did a small-scale survey, and the conclusions are nothing more than most when an enterprise establishes a gym, it purchases equipment at will, causing employees to feel that the equipment is too difficult or too easy, not suitable for your sports needs; fitness equipment can't be used without professional leadership use; no continuous

sports partners, etc.

(2) Product settings.

①Sports "renovation" in office premises; for those with sports activity room or gym conditions

Enterprises, according to the actual needs to provide the most cost-effective sports facilities equipment consultation and advice;

②Consultation and group purchase of fitness equipment for employees; provide for employees in need

"One hour per day fitness" sports equipment purchase consultation and provide group purchase services [6].

#### Conclusion

Today, more than 90% of employees in China are in a sub-health state, and the impact of employee sub-health enterprise benefits, companies need to focus on the development of leisure sports, enterprise leisure sports is a civilization, healthy, scientific, and casual working atmosphere and lifestyle, "private customized" health management products the four aspects of health management, sports management, festival management and equipment management are not only can promote the health of employees and meet the needs of employees, and at the same time help to establish a complete personality, cultivating employees' moral sentiments and correcting employees' attitudes towards life, and improving the quality of life. High-efficiency production and lifestyle will definitely bring a high degree

of physical and mental tension to employees and fatigue, while leisure and sports activities mainly based on entertainment and fitness can just meet the needs of employee daily needs. The development of enterprise leisure sports has the effect of improving the competitiveness and creativity of enterprises importantly, companies can use the four health management models based on their actual development style, develop leisure sports, fully mobilize employees 'interest in leisure sports, and make leisure sports can effectively play its role, to ensure that enterprise leisure sports can be effectively developed, for contribute to improving the economic benefits of the enterprise

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