



# HETA

## Huangshan Evert Tennis Academy

**Where East meets West -- China Tennis Dream**





HETA

黄山埃弗特网球学院

东西方完美的结合--中国的网球梦



# OUTLINE

- OVERVIEW
- OUR TEAM
- TRAINING PROGRAM
- CHINA TENNIS TRENDS
- COMPETITIVE ANALYSIS
- CHALLENGE AND FUTURE



**HETA**

Huangshan Evert Tennis Academy



# 目录

- 概况
- 我们的团队
- 培训项目
- 中国网球现状
- 竞争对手分析未来
- 挑战和未来



**HETA**

黄山埃弗特网球学院



# OVERVIEW



# 概况



# Executive Summary

Build a world class tennis training academy in the beautiful Huangshan region:

- **BRING** advanced US tennis training systems to China
- **DEVELOP** world class Chinese junior tennis players
- **PROMOTE** junior tennis competition between China and US
- **GROW** tennis in China



# 执行摘要

在风景优美的黄山，创建世界顶尖网球培训基地：

- **引进**最先进的美国训练体系和优秀教练,管理团队
- **培养**世界级的中国青少年选手
- **推动**中美青少年选手交流
- **促进**中国的网球发展





# Vision and Mission

***“Our mission is to accelerate tennis growth by blending eastern and western knowledge, relationships and values.”***

We are focused on meeting the tennis growth demands and driving opportunities in China by incorporating western coaching systems and talent while building lasting relationships using academics and sports.



# 我们的展望和使命

**我们的使命:**

**东西方文化完美的结合**

**创造中国网球的未来**

为了满足中国网球快速发展的需要，我们融合美国先进的网球训练体系，优秀的教练队伍，和科学的管理方法，为国家建立一个一流的网球人才培养训练基地。



# OUR ADVANTAGES

- **Chris Evert: most powerful brand in the world of tennis**
- **Evert Tennis Academy**
  - One of the best tennis academies in the world
  - Provide Certified Master, Elite and Professional USPTA coaches for HETA
  - Run all tennis programs for HETA
  - [www.evertacademy.com](http://www.evertacademy.com)
- **Huangshan: A beautiful, scenic, clean and popular tourist destination**
  - Insulated from urban population density, fresh air
  - Easily accessible via Huangshan airport, high speed trains and major highway
  - Many major cities are less than 3 hours away by high speed rail
- **HETA is the only tennis resort in China**



# 我们的优势

- **克莉丝·埃弗特: 世界网球界最响亮的名字之一**
- **美国埃弗特网球学院(ETA)**
  - 世界最著名的网球学院之一
  - 为HETA提供USPTA认证教练员
  - 为HETA运营管理所有网球培训项目
  - [www.evertacademy.com](http://www.evertacademy.com)
- **黄山: 风景如画, 游人如织, 中国最著名的旅游度假胜地之一**
  - 远离都市的喧嚣, 空气清新
  - 交通极为便利: 航空, 高速公路, 高速铁路可以到达全国各地
  - 乘高铁3小时内可以方便到达许多主要城市
- **HETA是中国唯一的网球培训度假胜地**



# Master Plan

- Establish Center of Excellence based on western style training systems
  - Establish headquarter training campus at Huangshan Resort
  - Expand satellite training centers in major cities
- Address primary markets:
  - **Junior academy**: Train world class junior tennis players
  - **Professional academy**: Train Chinese professional tennis players
  - **College academy**: Train college players and promote college tennis competition
  - **Coach academy**: USPTA (CPTA) certification program
  - **Adult tennis resort**: Promote and develop tennis for middle class recreation



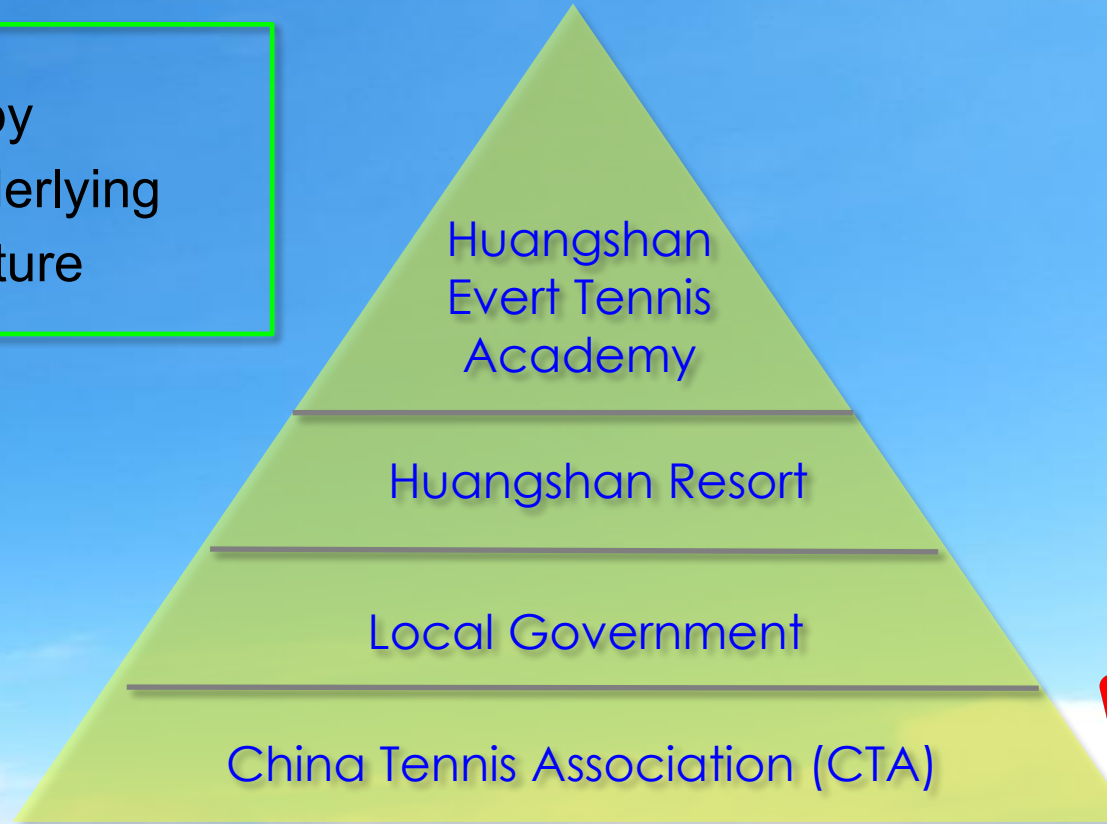
# 我们的规划

- 采用美国先进的训练体系，建立顶尖的网球培训系统：
  - 创建训练基地的大本营：黄山—墨韵堂
  - 吸引全国最优秀的网球教练员、运动员及青少年到本基地接受训练
  - 推广网球训练到一线／二线城市：上海，南京，杭州，重庆，昆明.....
- 我们的主要市场规划：
  - **精英青少年部**：培养世界顶级网球运动员
  - **职业球员／职业队部**：提高中国职业网球运动员竞技水平
  - **大学网球部**：训练和提高中国大学网球水平
  - **教练员培训部**：美国网球教练资格认证
  - **成人网球培训度假**：以休闲与网球结合，推广和提高中国大众网球运动



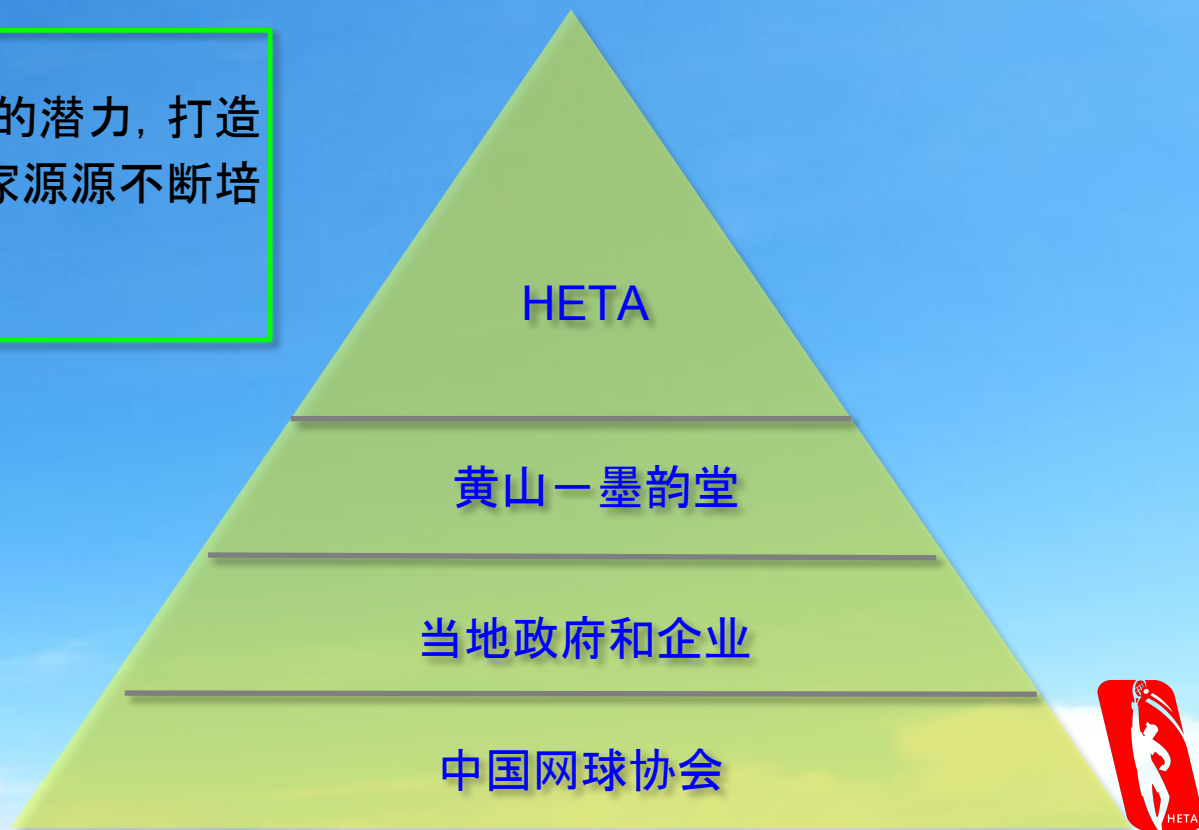
# Organizational Value Chain

Building new synergy by leveraging existing underlying foundation & infrastructure



# 结构价值链

最大限度挖掘现有基础设施的潜力，打造全新的网球训练基地，为国家源源不断培养顶尖网球人才





# Huangshan Region

## This region is a top tourist destination

- UNESCO World Heritage Site
- Known for scenery, hot springs and air quality

## Insulated from urban population density yet easily accessible

- Accessible via Huangshan airport, high speed trains and major highway
- Major cities by high speed rail:
  - Shanghai: 2.5 hours
  - Nanjing: 1.5 hour
  - Hangzhou: 1 hour
  - Hefei: 1.5 hour



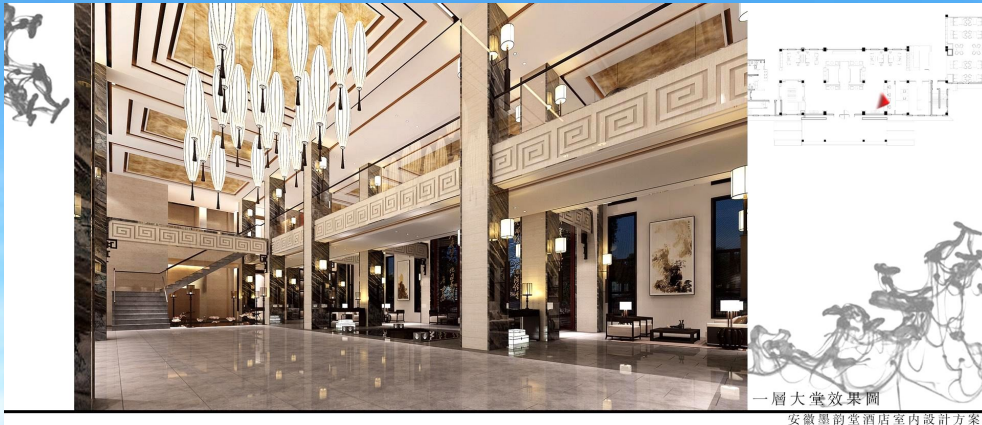
# 黄山

- **最受世界游客青睐的自然景区**
  - 联合国教科文组织承认的世界遗产地
  - 闻名于世的如画的风景, 温泉, 清新的空气
- **远离都市的喧嚣, 但交通极为便利**
  - 航空, 高速公路, 高速铁路可以到达全国各地
  - 乘高铁可以方便到达下面主要城市:
    - 上海: 2.5 小时
    - 南京: 1.5 小时
    - 杭州: 1 小时
    - 合肥: 1.5 小时



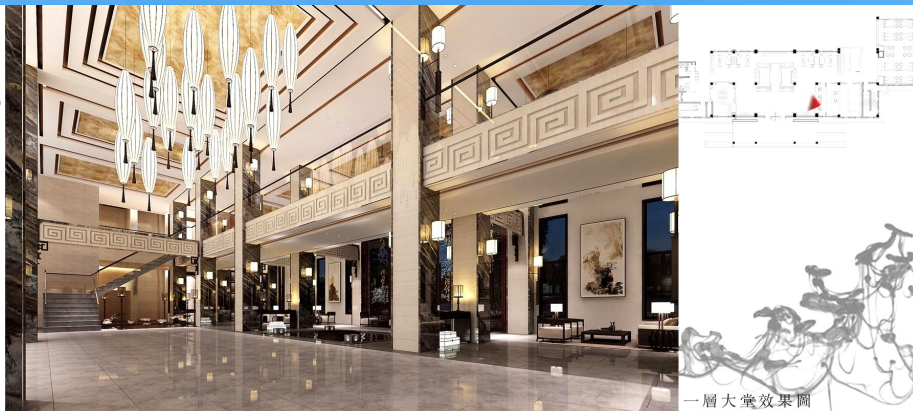
# Huangshan Resort

- The 100 acre Huangshan Resort is located in the storied and beautiful Huangshan region in eastern China
- 4-star hotel with 50 guest rooms
- 13 villas built, up to 70 more planned
- [www.huangshanresort.com](http://www.huangshanresort.com)



# 黄山-墨韵堂

- 占地100英亩(600亩)的墨韵堂度假村坐落在中国东部风景优美的黄山脚下, 杨之河畔
- 50个客房的四星级宾馆
- 已建成13套独栋别墅, 还有70套在规划中
- [www.huangshanresort.com](http://www.huangshanresort.com)



安徽墨韵堂酒店室内设计方案



# Facilities and Amenities

Huangshan Tennis Academy will be a state of the art facility:

- Indoor courts / outdoor courts
- Hard courts / clay courts
- Pro shop
- Men's/Women's locker rooms
- Spa/Hot tub
- Fitness room
- Room/board and other amenities provided by Huangshan Resort



# 基础设施

HETA将是设施最为先进的网球训练基地：

- 室内／室外标准网球场
- 硬地／沙土地标准网球场
- 网球运动服装／网球运动器材营销部
- 男女更衣室
- 水疗室／热水浴池
- 健身房
- 墨韵堂度假村(4星级)提供食宿和其它服务



# Economic Trends in China

- **Booming middle-class**
- **Increase of tourism within China**
- **40 million tourists visit the Huangshan area annually**
- **Chinese government encourages developing cultural and sports industries**



# 中国经济状况

- 中产阶级的快速成长
- 国内旅游业高速增长
- 黄山每年有四千万人次的游客
- 政府鼓励发展文化体育产业





# Investment

- \$30M for Huangshan Resort
- HETA will invest additional \$20M
- Local government/business support
- Other investors



# 投入资金

- 墨韵堂度假村现已投资三千万美元
- HETA计划投资二千万美元
- 当地政府和企业合作支持
- 其它投资人



# OUR TEAM- Huangshan Evert Tennis Academy



**HETA**



# 我们的团队- 黄山埃弗特网球学院



# HETA



# Chris Evert

## Honorary Dean of HETA



- **One of the best female players of all time**
- **18-time Grand Slam singles champion**
  - 7 French Open
  - 6 U.S. Open
  - 3 Wimbledon
  - 2 Australian Open titles
  - Reached 34 major finals, most in tennis history
- **Match record 1309 – 146 (90% wins)**
- **7 years ranked world #1**



# 克莉丝·埃弗特

## HETA名誉院长



- 公认为迄今最优秀的网球女选手之一
- 18次大满贯单打冠军
  - 7次法国公开赛
  - 6次美国公开赛
  - 3次温布尔登
  - 2次澳大利亚公开赛冠军
  - 打进34次大满贯决赛, 超过网球史上的任何选手
- 比赛记录1309—146(90%胜)
- 7年排名世界第一



# John Evert

## Dean of HETA

- **Established Evert Tennis Academy with his family in 1996**
- **Managing partner and Head coach at ETA**
- **2009 Developmental Coach of the Year by US Olympic Committee**
- **Developed many top junior players who won and competed in grand slams at the Academy:**
  - Andy Roddick (world #1, U.S. Open winner)
  - Madison Keys (world #8)
  - Sloan Stephens(world #36)
  - Peng Shuai (world #108)
  - 9 other women presently on the WTA Tour



# 约翰·埃弗特 HETA院长

- 于1996和家族成员一起创建埃弗特网球学院
- 负责埃弗特网球学院的运营和管理
- 埃弗特网球学院主教练
- 荣获2009年美国奥林匹克委员会最佳教练
- 培养多名在重大赛事中夺魁、竞争的顶尖职业选手
  - 安迪·罗迪克 (赢得美国公开赛)
  - 麦迪逊·基思 (世界第8)
  - 斯洛恩·斯蒂芬斯 (世界第36)
  - 彭帅 (世界第108)
  - 和其他9名女子出席国际女子网球协会巡回赛。





# Tony Kong

## CEO

- **Equity partner in Huangshan resort with his family**
- **Over 20 years trading and management experience on Wall Street**
  - Goldman Sachs
  - Morgan Stanley
  - CSFB
  - Interactive Brokers.
- **Education**
  - Graduate study at MIT
  - Masters of Computer Science from Cornell
  - Bachelor's University of Science and Technology of China



# 托尼·孔

## 首席执行官

- 和其家族共同拥有黄山墨韵堂度假村
- 华尔街20多年的股票交易，系统开发和管理经验，曾任职于下列公司：
  - 高盛
  - 摩根斯坦利
  - 瑞士信贷第一波士顿银行
  - 盈透证券
- 教育背景
  - 麻省理工大学研究院
  - 康奈尔大学计算机科学研究院
  - 中国科技大学



# Dan Sheinin

## CMO

- **Marketing professor specializing in brand equity management**
  - Over 30 years experience in marketing
  - Including brand and product management, advertising, and management consulting
- **Education**
  - B.A. Economics Amherst College
  - M.M. Finance and Marketing Kellogg Graduate School of Management (Northwestern University)
  - Ph.D. Marketing Columbia University



# 丹尼尔·舍伊宁

## 营销总监

- **市场营销终身教授, 擅长品牌资产管理**

- 超过30年的市场营销经验
- 包括品牌和产品管理、广告和管理咨询

- **教育背景:**

- 阿姆斯特学院 经济学学士
- 西北大学凯洛格管理学院金融和市场营销硕士
- 哥伦比亚大学市场营销博士



# CHINA TENNIS TRENDS

CHINA OPEN  
#20161022-29

WTA  
premier event

500  
ATP

MY COURT  
我的主场  
2016 中国网球公开赛 9.25-10.09



# 中国网球现状

CHINA OPEN  
9.25-10.09

WTA premier event

500 ATP

MY COURT

我的主场

2016 中国网球公开赛 9.25-10.09



# Tennis in China Today

- **3rd most televised sport (behind football and basketball)**
- **Booming middle class drives growth**
  - 14 million players (1 million in 1988)
  - 15-20% annual growth target (CTA)
- **\$4 billion market**



JanetTV.com

Huangshan Evert Tennis Academy

Potential = Preparation + Performance

# 中国网球现状

- 电视收视率第三的体育运动（在足球和篮球之后）
- 快速增长的中产阶级推动网球发展（中国网球协会）
  - 一千四百万网球人口（1988 只有1 百万）
  - 每年增长15-20%
- 40亿美元的市场





# Professional Tennis Tournaments

**Home of 8 WTA and 4 ATP professional tournaments**

- **China Tennis Open**
  - WTA Premier Mandatory event
- **Shanghai Rolex Masters**
  - An ATP 1000 event
- **Wuhan Tennis Open**
- **Shenzhen Tennis Open**
- **Tianjing Tennis Open**



# 职业网球赛

8个女子网球协会和4个职业网球协会锦标赛的主场

- 上海劳力士大师赛(1000分)
- 北京中国网球公开赛(500分)
- 武汉网球公开赛(国际赛)
- 深圳网球公开赛(国际赛)
- 天津网球公开赛(国际赛)



# Elite Professional Tennis Players

- **Li Na was China's first major champion**

- 2011 French Open
- 2014 Australian Open
- Reached #2 in the world

- **Other women in WTA top 100**

- Peng Shuai #14 (08/2011)
- Zheng Jie #15 (05/2009)
- Zhang Shuai #27(10/2016)
- Sun Tiantian #77(3/2007)

- **6 women and 1 man ranked 101-200**

- **6 women and 1 man ranked 201-300**



# 中国优秀职业网球选手

## • 李娜

- 2011 法国网球公开赛冠军
- 2014 澳洲网球公开赛冠军
- 世界排名 #2 (02/2014)

## • 其它国际女子网球协会排名前100的女选手:

- 彭帅 #14 (08/2011)
- 郑洁 #15 (05/2009)
- 张帅 #27(10/2016)
- 孙甜甜 #77(3/2007)

• 6 位女选手和1位男选手世界排名100 — 200

• 6 位女选手和1位男选手世界排名200 — 300



# Elite Junior Tennis Players

- **Chinese players among world's top juniors in ITF rankings**
  - 5 boys in top 200
    - Yibing Wu #16
  - 12 girls in top 200
    - Xiyu Wang #11
- **Growing number of competitive teens training abroad (*Global Times*, 6/28/15)**



# 精英青少年选手

- **国际网球联合会排名靠前的中国少年选手：**
  - 5位男选手世界排名前200
    - 吴一兵 #16
  - 12位女选手世界排名前200
    - 王曦雨 #11
- **越来越多的优秀青少年选手选择到国外受训**  
**(世界时报, 6/28/15)**



# CHINESE TENNIS ASSOCIATION

- **Government entity**
- **Located at Beijing Olympic Center**
- **9 divisions**
  - Coaches Commission
  - Referees/Judges Commission
  - Junior and Youth Development Commission
  - Scientific Research Commission
  - Press and Publicity Commission
  - Marketing, Management & Development Commission
  - Professionalization and Specialization Commission
  - Amateur Activities Commission
  - Disciplines & Arbitration Commission



# 中国网球协会

- 政府机构
- 北京奥林匹克公园网球中心
- 九个委员会：
  - 教练委员会
  - 裁判委员会
  - 青少年发展委员会
  - 科研委员会
  - 新闻与宣传委员会
  - 营销、管理与发展委员会
  - 职业化和专业化委员会
  - 纪律和仲裁委员会





# OUR PROGRAM - HETA



# 培训项目介绍-HETA



# OUR CUSTOMERS

- Junior player
- Professional player
- Tennis coaches (club, high school, university)
- College player
- Adult: player and tourist



HETA



# 主要的客户群

- 青少年网球选手
- 职业网球选手
- 网球教练员(俱乐部, 中小学, 大学)
- 大学网球运动员
- 成人: 运动员和游客



HETA



# ELITE JUNIOR PROGRAM

- **ETA Elite Junior Training Program**
  - **Head coach from ETA**
  - **All coaches with USPTA certification**
  - **Train and compete at US (ETA) one month per year**
  - **Scholarship**
- 
- **Fee: \$40,000 - \$50,000 per year**
    - Full time with room and board
    - Education
  - **Forecast:**
    - 2018-2019: 50 - 100 students
    - After 2019: 100 - 200 students



# 精英青少年培训

- ETA精英青少年培训系统
  - 美国埃弗特网球学院主教练执教
  - USPTA认证教练员
  - 每年一个月在美国埃弗特网球学院培训和比赛
  - 设立一定数量奖学金
- 
- 学费: \$40,000 - \$50,000 / 年
    - 包括食宿
    - 包括教育
  - 市场预测:
    - 2018-2019: 50 — 100
    - 2019后: 100 — 200



# JUNIOR TENNIS CAMP

- ETA junior training program
- All coaches with USPTA certification
- **Weekly Program (6 Days)**
  - Fee: \$1000
  - Four days of tennis training
  - One day tour Huangshan
  - One day visit Local Attractions
  - room/board/transportation
- **Holiday Camp**
- **Summer/Winter Camp**
- **Forecast:**
  - 2018 - 2019: 100 - 500
  - After 2019: 500 - 1000



# 青少年网球训练营

- ETA青少年培训系统
- USPTA认证教练员
- 周训项目(6天)
  - 培训费: \$1000
  - 四天网球训练
  - 一天游黄山
  - 一天参观著名旅游景点
  - 包食宿/交通
- 假期网球训练营
- 夏令营/冬令营
- 市场预测:
  - 2018-2019: 100 — 500
  - 2019后: 500 — 1000





# PROFESSIONAL PROGRAM

- **Head coach from ETA**
- **All coaches with USPTA certification**
  
- **Two Week Program**
  - Fee: \$3000
  - Ten days of tennis training
  - One day tour Huangshan
  - Two day visit Local Attractions
  - room/board/transportation
  
- **Weekly/Monthly program available**
- **Training program for ITF/WTA/ATP tournament**



# 职业运动员培训

- 美国埃弗特网球学院主教练执教
- USPTA认证教练员
- 两个星期培训
  - 培训费: \$3000
  - 10天专业网球训练
  - 一天游黄山
  - 二天参观当地著名旅游景点
  - 包食宿, 交通
- 周/月培训项目
- 为ITF/WTA/ATP锦标赛设置的训练项目



# PROFESSIONAL TENNIS ANALYSIS

- **Professional Players**

- National team
- Tennis team of Province
- Tennis team of City
- Tennis team of each Physical Education Institute
- Travel tennis team of club
- More than 50 teams in Anhui Province
- More than 200 teams within 3 hours of High Speed Rail
- Each team has more than 10 players

- **Forecast:**

- 2018-2019: 100 - 400 (10 - 40 teams)
- After 2019: 400 - 1000 (40 - 100 teams)



# 职业网球分析

- **职业网球选手**

- 国家网球队
- 省网球队
- 市网球队
- 体育学院网球队
- 职业旅行网球队
- 安徽有超过50个这样的专业网球队
- 在3小时高铁范围内, 有超过200个这样的专业网球队

- **市场预测:**

- 2018-2019: 100 - 400 (10 - 40 队)
- 2019后: 400 - 1000 (40 - 100 队)



# TENNIS COACH PROGRAM

- HETA is the first Coach Academy in China
- John Evert trained hundreds of Chinese Coaches in China
- USPTA coach certification
- ETA coach certification
  
- **5 Days Program**
  - Fee: \$1000
  - Three days of class/court training
  - One day tour Huangshan
  - One day visit Local Attractions
  - room/board/transportation



# 网球教练员培训

- HEAT是中国第一家网球教练员学院
- 前几年埃弗特在中国训练过很多教练员
- 美国职业网球协会教练认证
- 埃弗特网球教练员认证
  
- **5天培训**
  - 费用:\$1000
  - 三天课堂和网球场教学
  - 一天游黄山
  - 一天参观当地著名旅游景点
  - 包食宿和交通



# TENNIS COACH ANALYSIS

- **Tennis coach:**
  - coaches of professional teams
  - club pros
  - college and school tennis instructors
- **Forecast:**
  - 2018-2019: 200 - 500
  - After 2019: 500 - 1000



# 网球教练员分析

- **网球教练员:**

- 职业网球队教练
- 网球俱乐部教练
- 大学, 中小学网球老师

- **市场预测:**

- 2018-2019: 200 - 500
- 2019后: 500 - 1000





# COLLEGE TENNIS PROGRAM

- **HETA is the first college tennis academy in China**
- **HETA will promote college tennis training throughout China**
  - Work with each college to provide specific training program
  - Organize college tennis tournament (similar to NCAA tennis program)
  - Send qualified junior players from HETA to colleges
- **One week training program (7 Days)**
  - \$10,000/Team (up to 12 people), \$1000/Person
  - Five Days of training
  - One day tour Huangshan
  - One day visiting local attractions
  - Room/Board/Transportation
- **College Tennis Tournament**



# 大学网球培训

- HETA是中国第一家大学网球训练营
- HETA在全国推广大学网球训练
  - 提供适合每个大学合作的训练项目
  - 组织大学网球锦标赛(类似美国大学网球竞赛体系)
  - 提供大学优秀网球入学新生
- 一周训练项目(7天):
  - \$1000/个人\$10,000/队 (12 人)
  - 5 天网球训练
  - 1 天游黄山
  - 1 天参观当地著名旅游景点
  - 包食宿/交通
- 大学网球锦标赛



# COLLEGE TENNIS ANALYSIS

- **College tennis growing rapidly as a more competitive sport**

- Some colleges begin to provide scholarship for talented tennis players
- Each college has multiple tennis teams for students and professors
- Each college has between 100 to 1,000 players
- All colleges have funding for tennis training
- Over 700 colleges within 3 hours HSR
- Over 2,000 colleges within 5 hours HSR

- **Forecast**

- 2018-2019: 10 – 50 team
- After 2019: 50 – 100 team
- Tournaments: 5 – 10



# 大学网球分析

- **中国大学网球发展迅猛**

- 部分大学开始录取网球特长生
- 每个大学有多个学生和教授网球队
- 每个大学有百名甚至千名网球爱好者
- 每个大学都提供网球训练基金
- 三小时高铁车程内有700所大学
- 五小时高铁车程内有2000所大学

- **市场预测**

- 2018-2019: 10 – 50 队
- 2019后: 50 – 100 队
- 锦标赛: 5 – 10



# ADULT TENNIS RESORT

- **7 days program (\$1250)**
  - 4 days of tennis training
  - One day tour Huangshan
  - Two day visiting local attractions
  - Room/Board/Transportation
- **5 days program (\$1000)**
  - 3 days of tennis training
  - One day tour Huangshan
  - One day visiting local attractions
  - Room/Board/Transportation
- **3 days weekend program (\$750)**
  - 3 days of tennis training
  - Room/Board/Transportation



# 成人网球度假

- **7天网球度假培训 (\$1250)**
  - 4天网球培训
  - 1天游黄山
  - 2天参观当地著名旅游景点
  - 包食宿和交通
- **5天网球度假培训 (\$1000)**
  - 3天网球培训
  - 1天游黄山
  - 1天参观当地著名旅游景点
  - 包食宿和交通
- **3天周末培训 (\$750)**
  - 3天网球培训
  - 包食宿和交通



# ADULTS TENNIS ANALYSIS

- **HETA is the first adult tennis resort in China**

- **Tennis Players**

- 2,000,000 players within 2 hours HSR
- 5,000,000 players within 5 hours HSR
- At least 14 million tennis players in China
- 40 million annual tourists in Huangshan
- Corporate sponsored tennis retreat

- **Forecast:**

- 2018/2019: 1000 - 2000
- After 2019: 2000 - 5000



# 成人网球分析

- HETA是中国唯一网球培训度假村
- 业余网球爱好者
  - 2小时的高铁车程内有两百万
  - 5小时的高铁车程内有五百万球员
  - 一千四百万球员(上文已说过)
  - 黄山每年有四千万游客
  - 公司支付网球度假培训
- 市场预测:
  - 2018/2019: 1000 - 2000
  - 2019后: 2000 - 5000





# TENNIS TOURNAMENT

- **Each tournament: 16 teams**
- **7 Days package:**
  - Fee for each team: \$7,500 (up to 10 people)
  - Five days of competition
  - Five hours free professional training at HETA
  - One day tour Huangshan
  - One day tour local attractions
  - Room/Board/transportation
- **Forecast:**
  - 2018/2019: 10 - 20
  - After 2019: 20 - 40



# 网球锦标赛

- 每个锦标赛参赛队数: 16
- 7 天比赛项目:
  - 参赛费: \$7500 (up to 10 people)
  - 5 天比赛
  - 5 个小时HETA免费训练
  - 一天爬黄山
  - 一天参观其它著名旅游景点
  - 包吃住, 交通
- 市场预测:
  - 2018/2019: 10 - 20
  - 2019后: 20 - 40



# COMPETITIVE ANALYSIS



# 竞争对手分析



# SANCHEZ – CASAL

- **Established in Nanjing (2016)**
  - Partner with China Tennis Academy
  - 40 tennis courts: hard courts, clay courts, and grass courts
  - located at Nanjing, 1.5 hour HSR from HETA
  - 4 foreign coaches
- **Junior training program**
  - \$30,000/year, \$3,000/month, \$1,000/week not all-inclusive
  - No education programs/No room and board
- **Training base for Chinese National team**



# 桑切斯卡萨尔学院

- **南京分院创办于2016年**
  - 中国网球学院合作伙伴
  - 40片标准网球场: 硬地, 沙土地, 和草地 网球场
  - 位于南京, 1.5小时高铁
  - 4位外国教练员
- **青少年培训项目**
  - 每年三万美元, 每月三千美元, 每周一千美元
  - 不包括食宿, 教育课程
- **中国国家队训练基地**



# POTTER'S WHEEL INTERNATIONAL

- **Started in Beijing (2003)**
  - 15 acres land/176 dorm rooms (\$50/day for room/board)
  - 25 Courts with light: 14 outdoor/5 indoor/2 clay/4 mini
  - soccer field, basketball court, and swimming pool
  - physical trainer/doctors/physiotherapists
  - foreign coaches
  - 80,000 visitors annually
- **Carlos Rodriguez**
  - Joined in 2009
  - Dean of the Academy in 2011
  - Coached Justin Henin, Na Li
- **Junior program (half day)**
  - monthly program: \$1000 - \$2000
  - yearly program: \$10000 - \$15000
- **Professional training program**
  - national team/province team/individual professional player
  - \$1000/Week, \$3000/Month, \$30,000/Year
- **New location at Kunming in 2016**



# 匠心之轮国际网球中心

- **2003创建于北京**

- 占地15公顷/拥有176宿舍(食宿每天\$50)
- 25片灯光网球场: 14片美网硬地/5片室内/2片沙土地/4片小型场地
- 小型足球场, 篮球场, 游泳池
- 备有体能教练/医生/理疗师
- foreign coaches
- 80,000 visitors annually

- **卡洛斯·罗德里格斯**

- 曾经是贾斯丁·海宁/李娜教练
- 2009加入匠心之轮
- 2011成为院长

- **青少年培训(半天)**

- 月培训费: \$1000 - \$2000
- 年培训费: \$10000 - \$15000

- **职业网球培训**

- 国家队/省队/职业网球选手
- \$1000/周, \$3000/月, \$30,000/年

- **2016 开办昆明训练中心**





# Others

- **CETA**

- 6 locations in Shanghai
- Elite junior program/After-school and holiday camps
- Summer Camp at Australia
- ATPCA (Australia) certified coaches
- Home to many tennis tournaments
- Adult and junior professional travel teams
  - 15 players total
  - 4 top 200 WTA players
  - 6 ATP players

- **CHODA TENNIS INTERNATIONAL**

- Established in 1998
- 9 locations in Beijing, Hebei,...
- Annual fee \$42,000 includes room/board/education
- Summer Camp at US
- Professional adult and junior travel team
- Strong placement in top China/U.S colleges

- **Mission Hills**

- Located in Shenzhen
- Former tennis academy of Michael Chang
- Now tennis academy of Boris Becker (March of 2016)
- LTA (Britain) Coaching Accreditation Program in 2016
- Home to many tennis tournaments
- Plan to establish a junior training program
- Adult tennis program

- **Tennis1123**

- 2010 Established in Beijing
- Supported by CTA and NSTC
- Sponsorship: PingAn, Agile, Pocari Sweat
- Adult and junior professional travel teams
- National team training facility
- Junior training programs
- Elite female junior program
  - Players sign lifetime contract / Free training
  - Train next Li Na



# 其它网球训练基地

## ● 天马CETA网球学院

- 6个训练场所位于上海
- 精英青少年项目 / 课后和假期训练营
- 举办多场网球锦标赛
- ATPCA(澳大利亚)认证的教练
- 澳大利亚暑假训练营
- 成人和青少年职业网球队
  - 15位职业网球选手
  - 4 top 200 WTA players
  - 6 ATP players

## ● 超达国际网球学院

- 创建于1998
- 9个训练中心位于北京, 河北, 昆明等地
- 年学费: \$42,000 包食宿 / 文化课教育
- 美国暑假训练营
- 成人和青少年职业网球队
- 多人进入中国 / 美国顶尖大学

## ● 观澜湖网球学院

- 位于深圳
- 前身是张德培网球学院
- 2016年3月, 成立鲍里斯·贝克尔网球学院
- 草地网球协会(LTA英国)的教练级别评定计划
- LTA (Britain) Coaching Accreditation Program in 2016
- 举办多场网球锦标赛
- 计划建立青少年培训项目
- 成人网球训练项目

## ● 北京壹壹贰叁青少年网球俱乐部

- 2010创建于北京
- 中国网球协会和国家Supported by CTA and China
- 赞助商: 平安保险, 雅居乐, 宝矿力水特。。。.
- 国家队训练基地
- 成人和青少年职业网球队
- 精英青少年培训项目
  - 终身合同 / 免费训练
  - 训练下一个李娜



# CHALLENGE AND FUTURE



# 挑战和未来



# CHALLENGE

- **Chinese Economy Risk**
  - uncertainty and slowdown
  - real-estate bubble
  - currency fluctuation
- **Competition Risk**
  - Existing competition: Sanchez-Casal/Potter's Wheel...
  - Future competition: Boris Becker tennis academy, maybe others
- **New Target Segment Risk — HETA is the only academy having the following training programs**
  - Adult tennis resort
  - College tennis training at a tennis academy
  - Coach training at a tennis academy
- **Other Challenges**
  - Language
  - distance
  - Management



# 挑战

- **中国经济风险**

- 经济不稳定、下滑
- 房地产泡沫
- 货币浮动

- **竞争对手风险**

- 目前竞争对手: 桑切斯-卡萨尔网球学院 / 匠心之轮国际网球中心
- 未来竞争对手: 鲍里斯·贝克尔网球学院 / 其它

- **新培训项目风险 — 只有HETA提供下面的培训项目**

- 成人网球度假培训
- 大学生网球训练营
- 教练员培训

- **其它挑战**

- 语言
- 距离
- 管理



# FUTURE

- **Short Term (year 1-2)**

- Establish HETA as premier tennis academy/Evert as the best brand in tennis
- Establish elite junior program
- Start College/Professional training program
- Profitable on Adult Tennis Resort and Coach Certification Program
- HETA profitable (10% annual return)

- **Mid Term (year 3-5)**

- Team of high rank junior players (top 10)
- Expand HETA to closeby major city centers: Hefei, Nanjing, Shanghai, Hangzhou
- Attain higher profitability at HETA for all categories (20% annual return)

- **Long Term(year 6-10)**

- Grand Slam contenders (top 10)
- Extend ETA to other major cities: Beijing, Chengdu, Chongqi, Wuhan,...
- Establish Huangshan as the tennis capital of China
- Expand HETA business: other sports, etc
- Attain higher profitability at all locations/categories (50% annual return)



# 未来

## • 短期规划(1-2年)

- 把HETA办成最好的精英青少年网球培训基地
- 把HETA办成中国著名网球学院 / 让埃弗特成为中国家喻户晓的网球品牌
- 开始职业和大学网球培训
- 成人网球培训, 教练员培训, HETA开始营利

## • 中期规划(3-5年)

- 培养出优秀的青少年网球选手(世界前10)
- 把HETA推广到附近大城市: 合肥, 南京, 上海, 杭州, ...
- 所有项目开始营利, HETA获取较高利润

## • 长期规划(6-10年)

- 培养出竞争大满贯的优秀网球选手(世界前10)
- 把HETA推广到其它大城市: 北京, 成都, 重庆, 武汉, 昆明...
- 把黄山地区打造成中国网球之都
- 扩大HETA经营范围: 其它体育项目, ...
- 获取较高额利润







**HETA**

**黄山埃弗特网球学院**