



FOCUS GROUP IN BOSNIA AND HERZEGOVINA

Developed by:

Olympic Committee of Bosnia and Herzegovina



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FOCUS GROUP ANALYSIS

Focus group in Bosnia and Herzegovina was organised by the Olympic Committee of Bosnia and Herzegovina on the 4th June 2020 via Zoom platform. The elite athletes who participated the Focus group were:

1. Elvedina Muzaferija – alpine skiing
2. Meris Muhović – Karate
3. Miloš Čolić – Biathlon and Nordic skiing
4. Stefan Anić – Nordic skiing
5. Strahinja Erić – Cross country
6. Sanja Kusmuk – Biathlon
7. Marko Rudić – Former elite athlete and a successful entrepreneur

The moderator of the Focus group was the Coordinator of BiH project team, who greeted the athletes and gave a short presentation on the project and its expected results.

Focus group

1.

Moderator: Lately you will have heard a lot about entrepreneurship, but do you know what it means?

Athletes are all well knowledgeable in regards to entrepreneurship, in a sense that it stands for a venture of starting one's own business. However, when asked if athletes at this point are thinking of starting their own career, most of them answered that they are currently focused on their sporting careers, which is not unusual.

2.

Do you know any close person or enterprising athletes?

Athletes could not think of any athlete who can be characterized as a successful entrepreneur, apart from one elite athlete participant at the Focus group.



3.

Would you like to be an entrepreneur? Do you have any business ideas?

All athletes responded positively to this question. They would like to be entrepreneurs, and yes they have some ideas as to what type of entrepreneurship they would like to launch. The ideas ranging from starting up a company which will deal with a specialized sport equipment, starting a legal consultancy firm, setting up a beauty parlor chain, establishing their own sport clubs for children, and setting up their own real estate business.

4.

Do you think that as athletes you have necessary knowledge to start a business during or at the end of your sports career?

Athletes responded negatively to this question. They all believe they lack significant knowledge in this area, and there are even those who said they have no knowledge in starting their own business.

When asked as to what skills they would like to acquire, most of the athletes opted for human resource management, financial management, marketing and communication.

5.

Do you know what a social enterprise is?

Athletes did not know about social entrepreneurship, neither have they ever heard of that term. After explaining what social entrepreneurship is, athletes still could not think of any example of social entrepreneurship.

6.

What are the main characteristics of social enterprise?

Athletes did not know of any characteristics of social entrepreneurship.

7.



Do you know any company of social entrepreneurship in sport?

Athletes could not think of any company of social entrepreneurship.

The moderator explained to athletes that an organization Sarajevo Half-marathon is a type of social entrepreneurship in sport. It is a company which generates just enough profit to make it self-sustainable, and its cause is directed solely to social benefits. Still athletes had difficulties differentiating from social entrepreneurship/volunteerism and NGOs!

8.

Do you have any knowledge or would like to know more about how to create a social enterprise in sport?

Athletes have no previous knowledge on social entrepreneurship. The idea of having a profit making business which is at the same time socially beneficial is something they are very interested it!

