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## Business Introduction

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# Business

## INTRODUCTION

The business process is the least explored competency area. What are the processes that apply to the sport and leisure settings? Lack of understanding of the business process is the element that is often listed as the key to reduction of profits or even failure of the enterprise. Astute businessmen have often recognized this void and have hired individuals with a business background. The result is usually a loss of business because of not understanding the interface between the business process and content. This section examines the business process and how it applies to sport and leisure from a theoretician's, as well as a practitioner's viewpoint. The sequence of examination is the relationship between sport and leisure, adaptation of a business process, implementation and impact.