

THE PRACTICAL IMPLEMENTATION OF THE PROJECT DEVELOPMENT CHEER-DANCE STUDIO «GRATSIYA» LLC

Natalia Ivanova

Yaroslavl State Technical University

Abstract. This article examines the practical implementation of the project development LLC «Cheer-dance studio» Gratsiya», which is engaged in the production of paid health and fitness services based on cheerleading. At the initial stage were studied all the external aspects of the direct impact of the project on development of small enterprises. Also investigated the penetration of Western youth subculture cheerleading on sphere the Russian youth and analyzes the trend of the spread of subculture in modern Russia. Services is physical culture and sport based on cheerleading. Cheerleading is a form of support for a sports team. Nowadays cheerleading has taken place between individual sport that combines elements of dance, gymnastics, and acrobatics, and commercial show, competitions by the Russian, European and world level. In contrast to the production activity of the service process is characterized by a high degree of consumer involvement, responsive to any change in the characteristics of services. Therefore, sustainable development of the company, operating in the service sector should be achieved by applying the principles and methods of quality management.

Keywords: small business, youth subculture, sports, cheerleading services, project quality management.

JEL codes: L830; L840.

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Contact

Natalia Ivanova

Yaroslavl State Technical University

39-17, Building 2, Str. Kalinina, 15003, Yaroslavl, Russia

bertolini666@mail.ru