

Table (5)
The proportional Importance of the investors' opinions about the impediments of sports marketing in Bahrain regarding technical and administrative aspects

N= 30

Topic	P No	Phrases	M	SD	Yes		Somewhat		No		Probability	%Importance
					No.	%	No.	%	NO.	%		
Technical and administrative aspects	1	There are no technicians specialized in the economic sector to work in sports marketing.	2.60	0.67	21	70	6	20	3	10	78	86.66
	2	There is no available data that help making research and studying the benefits of sports marketing in Bahrain.	2.33	0.88	18	60	4	13.33	8	26.66	70	77.77
	3	There is no previous experience in Bahrain concerning sports marketing.	2.56	0.77	22	73.33	3	10	5	16.66	77	85.55
	4	Are there any special centers for making studies about the benefits of sports marketing?	2.4	0.62	14	46.66	14	46.66	2	6.66	72	80
	5	The standard of work & activities of the main clubs discourages investors from entering the sports marketing field.	2.6	0.62	20	66.66	8	26.66	2	6.66	78	86.66
	6	It is difficult to define and realize the amount of profit in the long run.	2.33	0.88	18	60	4	13.33	8	26.66	70	77.77
	7	The financial organizations do not grant investors fiduciary facilities to invest in sports marketing.	2.66	0.71	24	80	2	6.66	4	13.33	80	88.90
	8	Media coverage of sports events in Bahrain does not contribute to success in sports marketing.	2.73	0.58	24	80	4	13.33	2	6.66	82	91.11
	9	The multiplicity of authorities that grant permits, for the lack of coordination.	2.6	0.60	22	73.33	6	20	2	6.66	80	88.89

It is inferred from Table (5) that the percentage of the investors' opinions about the impediments of technical and administrative aspects is (77.77% - 91.11%).