GENERAL INPUT					Version -	- 2024v1			
		<u> </u>	ess Case Analysis - AF	IMSC FM/FMC					
Title	Notional Case Study - I	ootball Club Step Fund	tion						
Requestor	Football Club Ownersh	ip		Project #	9				
Objective Statement	To acquire new talent to the player roster.								
Scope (2-Liner)	The scope of this analysis is limited to adding this player to the team. The player, known for exceptional skills and high potential, is expected to strengthen the team's performance on the field, increase fan engagement, and enhance the club's brand value.								
Status Quo (2-Liner)	After a decade of disappointment, no trophies or finals, a steady decline in support/attendance as the team has failed to rise above mediocrity. The once vibrant stadium is filled with empty seats and disillusioned fans, leaving the club desperate for a breakthrough. The signing of a talented player is seen as a final hope, but the risks are considerable.								
Future State (2-Liner)	With the talented player leading the charge, the team's fortunes have dramatically turned around, breaking free from years of failure and advancing to the finals. Fans are returning in droves, their renewed passion filling the stadium as the team reclaims its place among the elite. The likelihood of winning major trophies has increased, positioning the team for on-going success.								
		Football	Club Strategic Alignm	ent					
OI 1: Club Vision Aligns with the club's vision of nurturing and showcasing top-tier talent									
		Cost Compar	ison: 5-Year Period of	Analysis					
Projected Costs	FY25	FY26	FY27	FY28	FY29	Total			
Status Quo	1123	1120	1127	1120	1123	Total			
Base Salary	£ 70,000,000	£ 70,000,000	£ 70,000,000	£ 70,000,000	£ 70,000,000	£ 350,000,000			
Status Quo Total		£ 70,000,000	£ 70,000,000	£ 70,000,000	-,,	,,			
COA - Future State	7 0,000,000	2 / 0,000,000	2 / 0,000,000	2 / 0,000,000	2 / 0,000,000				
Base Salary	£ 80,000,000	£ 80,000,000	£ 80,000,000	£ 80,000,000	£ 80,000,000	£ 400,000,000			
Sign-on / Transfer Fee		£ 2,500,000	£ 2,500,000			£ 15,000,000			
Sponsorship		£ 5,000,000	£ 5,000,000	£ 5,000,000		£ 25,000,000			
Total COA Cost		£ 87,500,000	£ 87,500,000	£ 87,500,000	, ,	£ 440,000,000			
Net Return		-£ 17,500,000		-£ 17,500,000					
		Return on Investn	nent (ROI) in Relation	to Status Quo					
			Net Return	Total Idea Costs	ROI				
ROI = Net Return / Total Idea Costs		-£ 90,000,000	£ 440,000,000	-20%					
		Non-Mo	netary Benefits Identi	1					
Brand Reputation Retention		Ticket Volume	Engaged Community	Team Morale					
	Risk a	nd Uncertainty Elemer	nts Identified (associat	ed with this alternative	e)				
Injury	Cultural Barriers	Team Dynamics	Performance	Cost	N/A				
			y: 5-Year Period of Ana	alysis					
	5 Year Cost	5 Year Cost Change	Payback Period	ROI	-	FMC Analyst Funding Recommendation			
Status Quo	£ 350,000,000	N/A	N/A	N/A	N/A				
Future State	£ 440,000,000	26%	N/A	-20%	Fu	nd			

Cost Analyst Summary

The acquisition of a talented football player presents a strategic opportunity to revitalize the club's performance, enhance its marketability, and secure long-term financial stability. The scope of this initiative includes a significant investment in transfer fees, wages, sign-on bonus, and associated costs, estimated at £20 million in FY25 and £17.5M in subsequent years. In return, the club anticipates substantial benefits, including improved on-field results, increased fan engagement, higher merchandise sales, and the potential for lucrative sponsorship deals. Additionally, non-monetary benefits such as enhanced brand reputation, improved ticket volume, stronger community engagement, and elevated team morale are anticipated. If the player develops as expected, resale potential could be significantly higher, potentially reaching £50-70 million in 3-5 years.

The player's adaptation to the league, potential injuries, and the impact on the club's wage structure poses challenges. Additionally, the financial outlay comes with the risk of market fluctuations and the possibility that the player may not deliver the expected performance. If the player fails to meet fan expectations, it could lead to disappointment and affect fan loyalty. The risks of acquiring a talented player are present but manageable, with challenges like injuries, cultural adaptation, and team dynamics requiring attention. The financial investment is significant, but the potential return, both financially and in terms of brand growth, far outweighs these risks. Given the club's need for revitalization, this calculated risk could lead to substantial rewards.

Given the club's current struggles and the potential upside, it is recommended to proceed with the acquisition. The long-term benefits, including the increased likelihood of winning major trophies and positioning the club for future success, outweigh the risks. To mitigate risks and uncertainties, it's advised to structure the deal with performance-based incentives and ensure a robust support system for the player's integration into the team. Recommend a follow-on cost analysis after the end of year 1 to re-validate performance and assumptions.

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Year	Annual Totals Cumulative -£ 5,000,000 −£ 5,000,000 Initial Invest			Notes						
0	-£				Initial Investment (Sign-on Bonus)					
1	-£ 15,000,000 - -£ 17,500,000 -				Net Loss					
2					Net Loss Net Loss					
3	· · ·									
<u>4</u> 5	-£ 17,500,000 -£ 72,500,000 Net Loss -£ 17,500,000 -£ 90,000,000 Net Loss									
5	-L	17,500,000	- <u>r</u>	90,000,000	Net	LOSS				
Category	Non-Monetary Benefits									
Brand Reputation	Opportunity for positive brand recognition through enhanced global media coverage.									
Retention	Low player turnover rate is a significant strategic advantage in continuous player development.									
Ticket Volume	Potential increase in overall ticket volume by attracting a new diverse audience with enhanced player engagement.									
Engaged Community	Opportunity to significantly grow and strengthen existing and new community partnerships.									
Team Morale	Integrating talent ca	n boost overall team sp	irit and motivation, fos	tering a positive and dy	namic winning enviro	nment.				
Weighted Benefits	Brand Reputation	Retention	Ticket Revenue	Community	Team Morale	Total				
Weights	10	9	8	7	9	43				
Status Quo	20%	20%	20%	40%	20%	10				
Preferred Alternative	90%	100%	90%	100%	100%	41.2				
Category		Risk	and Uncertainty Eleme	ents		Risk Rating				
Injury	Joining a new environn	ct performance.	Minor							
ultural/Language Barriers						Minor				
Team Dynamics										
Performance	Uncertainty fitting into the new team's style of play and team dynamics such as perception of inequality. Coaches and players face significant pressure to capitalize on new player investment. Significant									
Cost	Uncertainty with investment impact in scouting, facilities, & coaching staff may not yield immediate returns. Minor									
	, , ,		0,,	, , , , , , , , , , , , , , , , , , , ,		N/A				
			Pid Deficition							
Co. co.	Futura malu hinh libeli	hand of anyone decreade	Risk Definition							
Severe	Extremely high likelihood of severe degradation in supportability.									
Significant	High likelihood of major shortfall in supportability w/ moderate impact on program success.									
Moderate	Moderate likelihood of supportability shortfall w/ impact on program success.									
Minor	Minor likelihood of s	supportability redux. Ca	n be tolerated w/ little	impact on program suc	ccess.					
Minimal	Minor likelihood of s		n be tolerated w/ little	impact on program suc	ccess.					
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