

Example of manchester united ltd case study

[Business](#), [Marketing](#)



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Introduction

It is undeniable that the football industry in the United Kingdom has thrived and has been a phenomenal success in the last couple of years (<http://www.manutd.com>). The study of Manchester United football club is a case in point. Manchester United FC is one of the most famous football clubs not only in the UK but across the world. Most of the information presented in this case is sourced from the club's official website for our analysis of the company's capacity and performance. The club's mission is to be the best football club in the globe. The vision is to monetize on its huge fan base from merchandize.

Manchester United is the most successful team in the premier league having won the title a record twelve times. All this success is owed to Sir Alex Ferguson who ended the dry spell that the club had experienced for over twenty six years before lifting the premier league crown (Andrews, 2004). The club's memorable time in history was in 1999 when the club took a

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treble – winning the FA, premier League and the European championships League. Chelsea broke the club's dominance briefly in 2005 and 2006 leagues. However, the red devils as they were commonly known were able to roar back to regain the champions leagues in 2007, 2008, 2009 and 2010.

SWOT Analysis

Strengths

1. Rise of England's population
2. 80 million Asian supporters
3. Most commercially focused club in European football
4. Global fan base
5. Profitable business
6. Winning reputation

Weaknesses

1. Management future plan
2. Memorabilia
3. Strategies on situating their products
4. Saturated English football market

Opportunity

1. Coalition with Yankees
2. Merchandising

3. New Coaches

Threats

1. Other top football clubs buying out good players
2. Problems between players and management
3. Debt incurred by expensive player transfer

Manchester United has an average internal factor based on the evaluation on several factors. Manchester scores highest in its sources of management. This allows the team the opportunity to acquire and retain talent in the club. Also advertisements and investments have shown rapid a climb over the years. Manchester United has expanded its fan base in Asia to the extent that it has become its strongest fan base.

On the other hand, poor management has affected the club chances to become a strong based team in the internal factor evaluation. The way they handled the situation of Ferguson retirement has shaken the foundation that he built over the years. They need to find a successor for Ferguson will push them into a strong internal organization.

Manchester United has a strong external force. They have a loyal fan base, with a growing number of Asian supporters. Also they have the support of well-known companies like AIG, Audi, Budweiser, and Nike.

A factor that affects the club rating is high Unemployment rates - if the economy is bad then luxuries like going to soccer games, buying jerseys etc would be affected the most. The only other outside competition comes from rival teams including Real Madrid, Arsenal, and Bayern Munich.

Manchester United is one of the most competitive football clubs in Europe. It is not just a sports club but an international iconic brand. The importance of strategic positioning and management decisions are on the global stake given the high stakes. In the past the company has branded itself as Fred the Red to children, MUFC to teenagers and Red Devils to adults. The club management endeavors are to constantly expand fan base and penetrate new markets. Other brands include the Red Café's and Theater of Dreams restaurants (<http://www.bbc.co.uk/dna/606/A31197170>).

Manchester United is in an intensely competitive position (Andrews, 2004). Nonetheless, it is vital for the club to be cautious. They should not become complacent instead focus on the requirements and needs of their clients. The club should roll out products that its fans can identify and keep the advertisers interested. Manchester United must embark on research and new product development to continue enjoying the competitive advantage. These efforts should ensure that the club consolidates its leadership position in the football market industry. The club should investigate their existing products and ensure that these products are performing well into the market (White, 2010).

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