

The la galaxy soccer club



**ASSIGN
BUSTER**

The LA Galaxy Soccer club was founded by an American investor by the name of Philip Frederick Anschutz who has a diverse portfolio by getting investments in areas such as stock market, railroads, real estate and entertainment sectors. Though the investor has a history where some ventures have failed and others succeeded, Frederick recently lost big money in some complicated tax case in terms of oil share as part of the tax dodge a decade ago. The investor has also interests in entertainment where he has a company known as the Anschutz Entertainment Group (AEG) which is the leading entertainment and sports presenter in the world. AEG is believed to be having stakes in 9 sports teams such as the LA Lakers, the LA Kings etc. AEG is the proud producer of the 33 films which include the Chronicles of Narnia series and the Ray .

It is a well articulated fact that each organizational structure is associated with some merits and demerits. With rich history in sports management, AEG has the bragging rights of two major sports ventures in golf and soccer and the soccer venture includes the Los Angeles Galaxy Soccer Club. LA Galaxy is under the management of the AEG investment which is the subsidiary of the Anschutz Company. The LA Galaxy was initially organized in a simple manner where there was Sales, Administration and the team division. The simple structure was later diversified by the AEG to accommodate the vertical and the horizontal dimensions as a result of the expansion of their operations. The new LA Galaxy is broadly divided into the Head Coach or the General Manager and the President of Business Operations on the horizontal scale. Under the Head Coach we have the Associate Coach, the Director of Player Development and the Director of Soccer Operations. Under the President the

LA galaxy structure allows for the existence of the directors of the project, director of community, the director of communication, director of administration, director of operations and the director of marketing. All the various sub divisions have some other levels below them in a hierarchical order.

We can see from the vertical dimensioning that AEG allows for the creation of the span of the management to attain the objectives of the organization especially when it comes to speeding up decision making exercise which will be helpful in attaining the organizations goals in the long run. The AEG has establishing a functional structure when looked in the horizontal dimension. The functional structure allows for the further development of the AEG especially in expanding the business and the soccer operations. The only task on the AEG will be to explore an alternative structure that to be able to cope with the possible expanding demands resulting from the growing employees and the need for staff controlling in different locations and the decision making across the wider number of the operational areas.