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Manchester United Business Strategy

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Written by Ashadi Zain, this book not only recounts the history of the football club alone, it is on the set of strategies undertaken by the management team of Manchester United. This book focuses on ideas and techniques of branding, sponsoring to increase profits, take advantage of intellectual property, in collaboration with other companies, trade and management talent, merchandising and publishing, the exploration of new markets and how to apply it in our business. This book contains nine strategies, namely Old Trafford Stadium as a revenue generators and increase brand image strategy, sponsoring increase revenues and brand reliability, generating income and improving brand through broadcast rights sales, establish cooperation to strengthen financial position and branding process generating revenue through commercial talent, merchandising and publishing, generating revenue and strengthen business branding through exercise marketing, branding and exploration for new markets and talent management to ensure outstanding performance. This book is best read by entrepreneurs, marketing or management executives, company managers and anyone else on how to apply the Manchester United strategy in your business.

Globally, the business entity began playing the sport as early as 1861 when the Australia catering company, Spiers and Pond bear the cost of the visit for a game of cricket team. In England nowadays, at least 160 companies implement campaigns associated directly or indirectly with the sport of football. Since the beginning of the 20th century, the England business entities began to get involved with sponsorship and promotional aspects of the football club. Most sponsors are private limited companies. There are also experts who set up businesses of their own clubs, as a private limited company. There is also a club that gained the sponsorship of non-profit organizations such as the Health Education Council, which had sponsored WBA and the University of Hull who had sponsored Milwall. In the 1930s, the best player in England such as Dixie Dean and Stanley Matthews began to advertise various products on their jerseys in return for sponsorship of the companies concerned. After the Second World War, with the increasing influence of the cinema and then television, the two media enables footballer advertise their sponsor products extensively. The implication is advertising partnership between football clubs with broadcasting stations also increased.

The 1960s saw the commercial value of football in England is increasing with the removal of the maximum salary for the player and the organization of the 1966 World Cup by England. In this era status of football players rose to celebrity status, with George Best from Manchester United as one of the highlights. In terms of the jersey sponsorship, Liverpool became the first England football club that sponsored jersey in 1978. Jersey sponsorship gained momentum in the early 1980s. At first, the Football League set a specific size for the sponsor's name or logo. Products that are considered inappropriate, such as cigarettes were not allowed to appear on the jersey.

Manchester United is not just a football club but is a brand and a global sports franchise. English club football history began in 1878 when a group of railroad service workers Lancashire and Yorkshire Railway took the initiative to set up a football club under the name Newton Heath. Four years after its inception, Newton Heath club began playing in Division One. At first, they looked encouraging performance. But by 1901, the deteriorating performance caused ticket sales resistance weakens. It thus gives effect to the position of club revenue. After 24 years of existence, namely in 1902, a tycoon, J.S. Davies, save Manchester United from falling to write with a capital injection of 2,000 pounds sterling. Simultaneously, the football team's name was changed from Newton Heath to Manchester United, inspired by a talent scout team, Louis Rocca. At the time, Davies saved destination Manchester United not for business but wanted to save the element that is the pride of the local community.

Since then, J.S. Davies or John Henry Davies began to invest a lot of money for the development of Manchester United, including building Old Trafford Stadium. By 1910, Old Trafford Stadium become among the best stadium in England. For Manchester United, since from its inception until the time of this writing, a total of 21 people have been playing the role of a manager, the manager considered the two best were those who came from Scotland Sir Matt Busby and Sir Alex Ferguson. In the 1998/1999 season, Manchester

United has received increasing attention once made history in the world of football by becoming the first English football club that won three championships as well as the Premiership, FA Cup and UEFA Champions League. In the same year, Manchester United won the Intercontinental Cup. The Manchester United as a business entity is increasing year by year. With the value of the pound sterling 100,000 in 1948, by 2007, Manchester United, worth USD 1.5 billion.