

# Paris Saint-Germain

FIA Team

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## Where are we?

QSI owned

- Winning local French league
  - No great competition in Paris - 10 million inhabitants
- Important history
  - Decrease of 24% on TV transaction
- Limited revenues (compared to other leagues)
- Frederic Longuepee as new Managing Director
- Looking for news stars

## Critical Issues

- Revenue development
- Increase number of season tickets by 13,5%
- Long term vision
- Real Brand: sophisticated and part of the elite group

## Where we want to be?

One of the most valuable sport franchise in the World

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Analysis

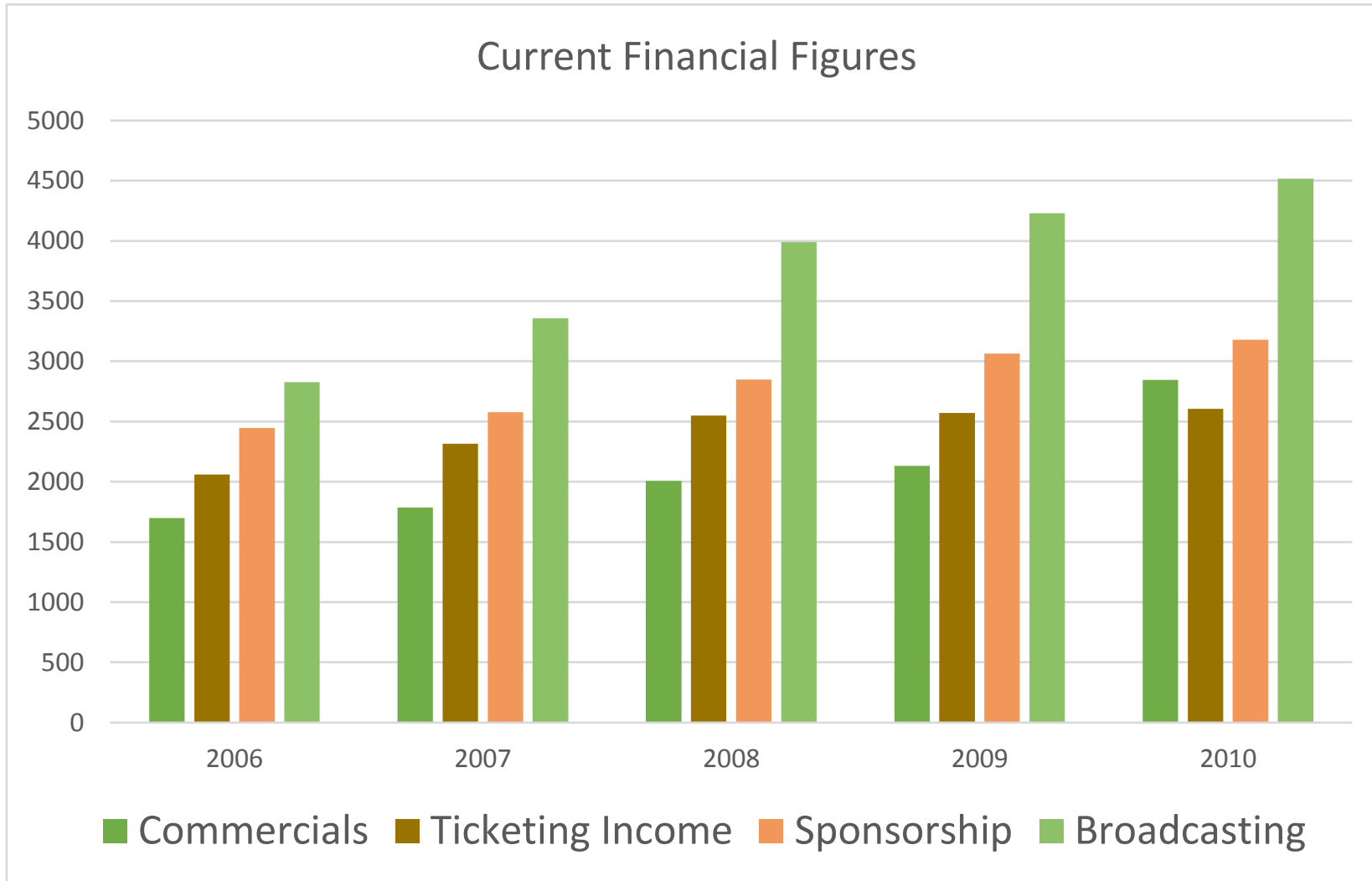
Recommendations

Action Plan

Financial Analysis

Risk Assessment

## Current Financial Figures



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# Recommendation

**PSG**

More than  
just a club

Enhance customer experience  
through brand equity

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# Industry

## EUROPE

Professional Football: EUR 12 Billion

## FRANCE

French club average: EUR 52 Million - less than 1%



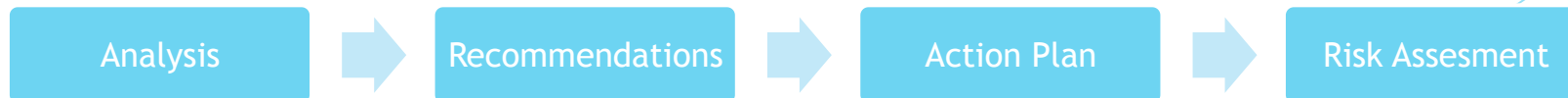
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# SWOT Analysis



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# SWOT

## Strengths

New clear vision  
Investments and new management- QSI  
New stadium  
PSG :First French Team  
History

## Weakenesses

Local league is not strong  
Past management issues  
Stadium attendance dropped (violence)  
Limited revenues compared to other clubs in Europe

## Opportunities

Size of industry  
Low presence in the European scenario  
Qatar - connections to Arabian investors and sponsors  
New Stars in the team  
No competition in Paris  
Europe: mobility  
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## Threats

Great competition in Europe  
Difficult to attract talents

Analysis



Recommendations



Action Plan



Risk Assesment

# Recommendation

**PSG**

More than  
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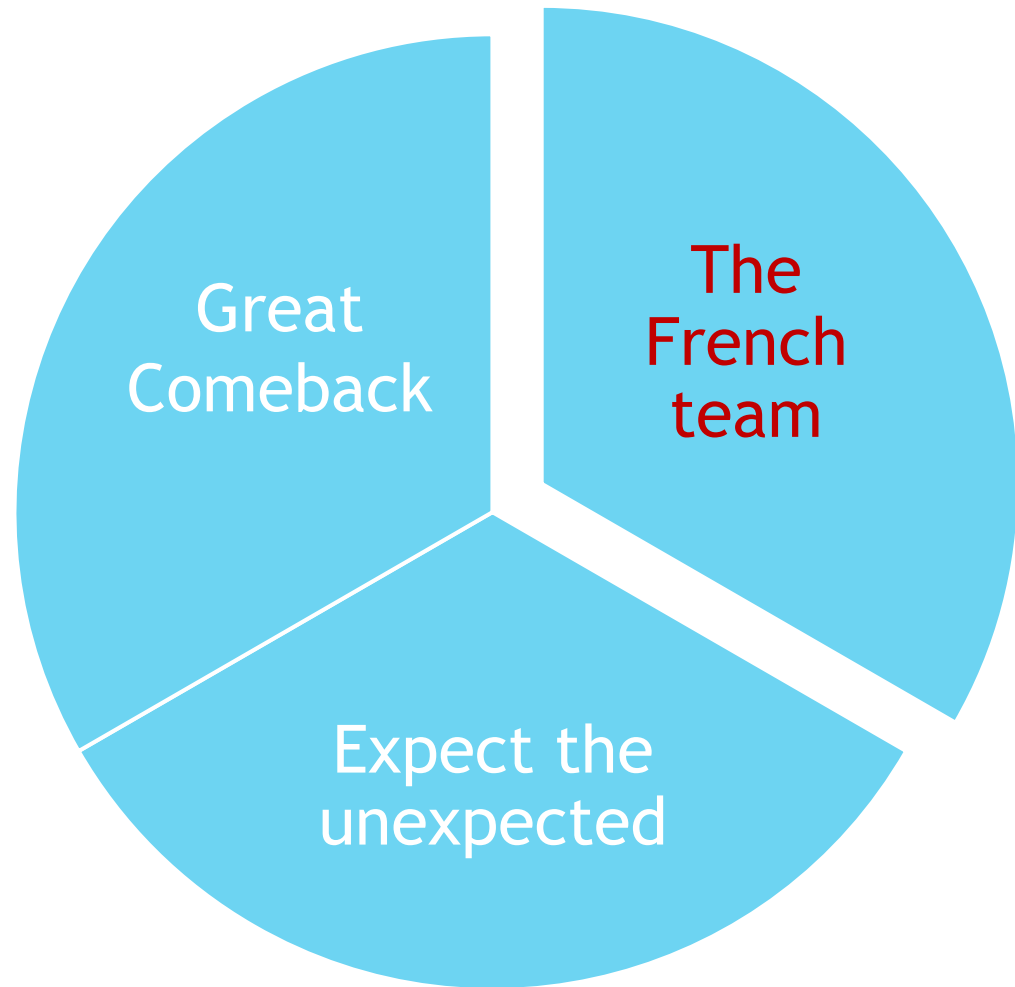
Enhance customer experience  
through brand equity

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# New Value Proposition



The football team that represents the French spirit and is perceived like that

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# New Value Proposition

Inspired by its history

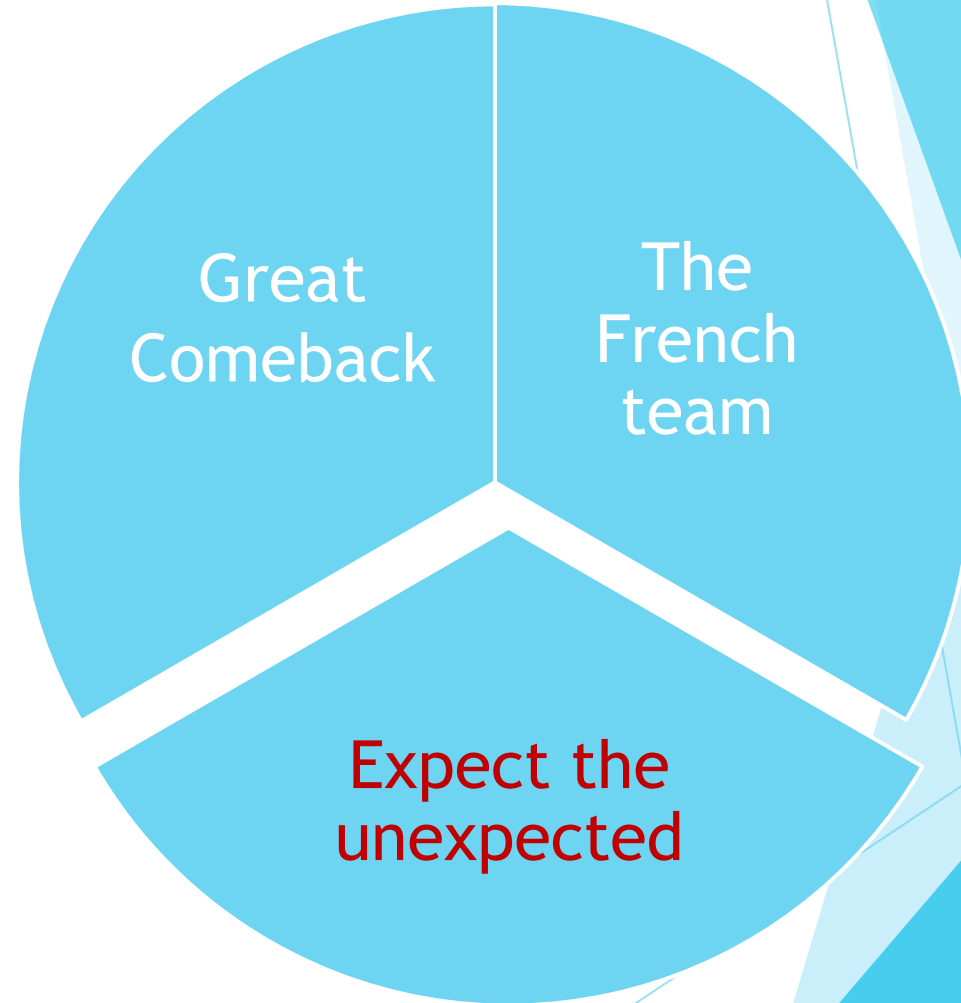


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# New Value Proposition

Won in the past against all the odds  
Create a new experience for football fans



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# Market Segmentation

**Local French  
supporters**

**European  
Supporters**

**International  
Supporters**

**Experience  
takers**

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Analysis



Recommendations



Action Plan



Financial Analysis

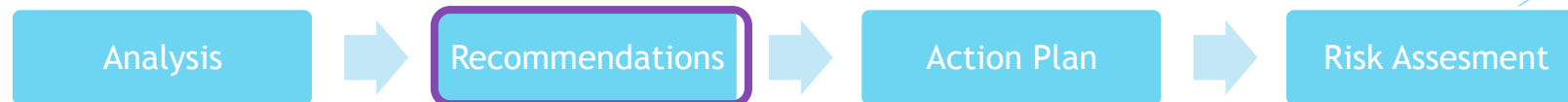


Risk Assessment

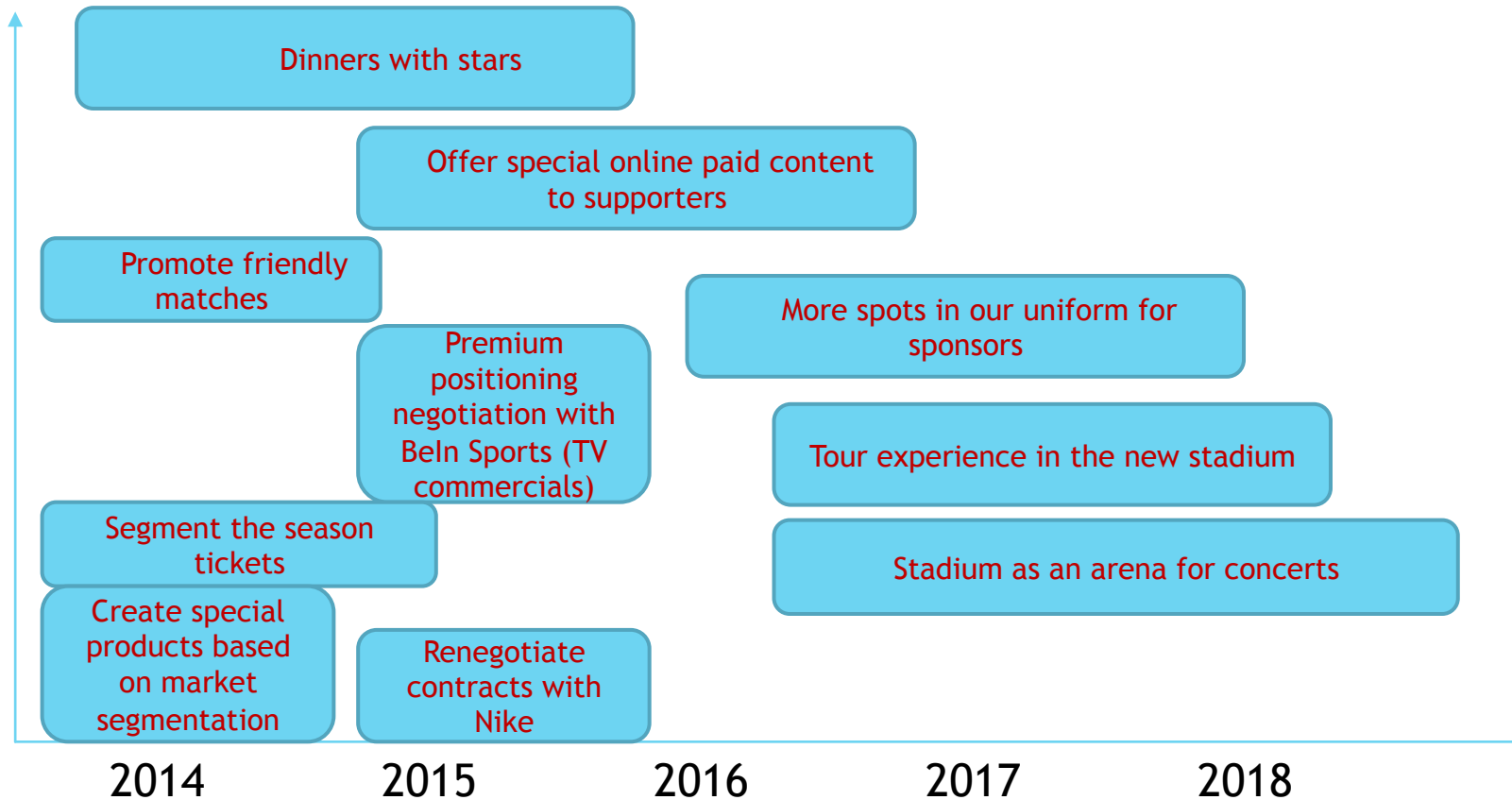
# Sales: Implementation Plan

- Segment the season tickets to families, companies, long term fans, youngsters, etc
- Promote friendly matches
- Tour experience in the new stadium
- Offer special online paid content to supporters
- Create special products based on market segmentation (in regions in France)
- Dinners with stars
- More spots in our uniform for sponsors
- Premium positioning negotiation with BeIn Sports (TV commercials)
- Renegotiate contracts with Nike
- Stadium as arena for concerts, shows and performances

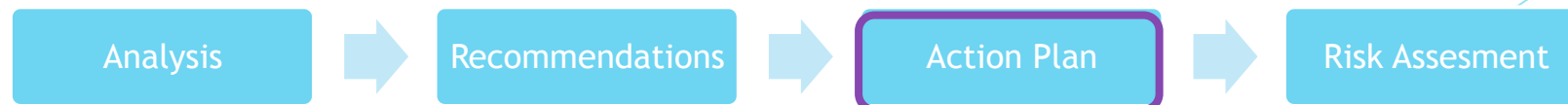
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# Sales: Timeline for the action plan



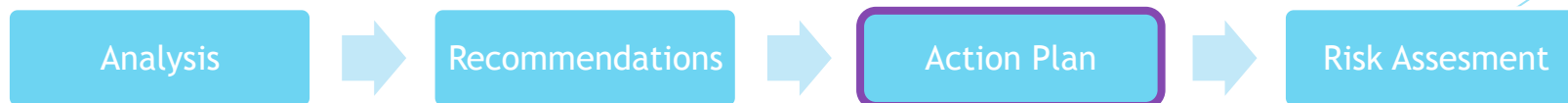
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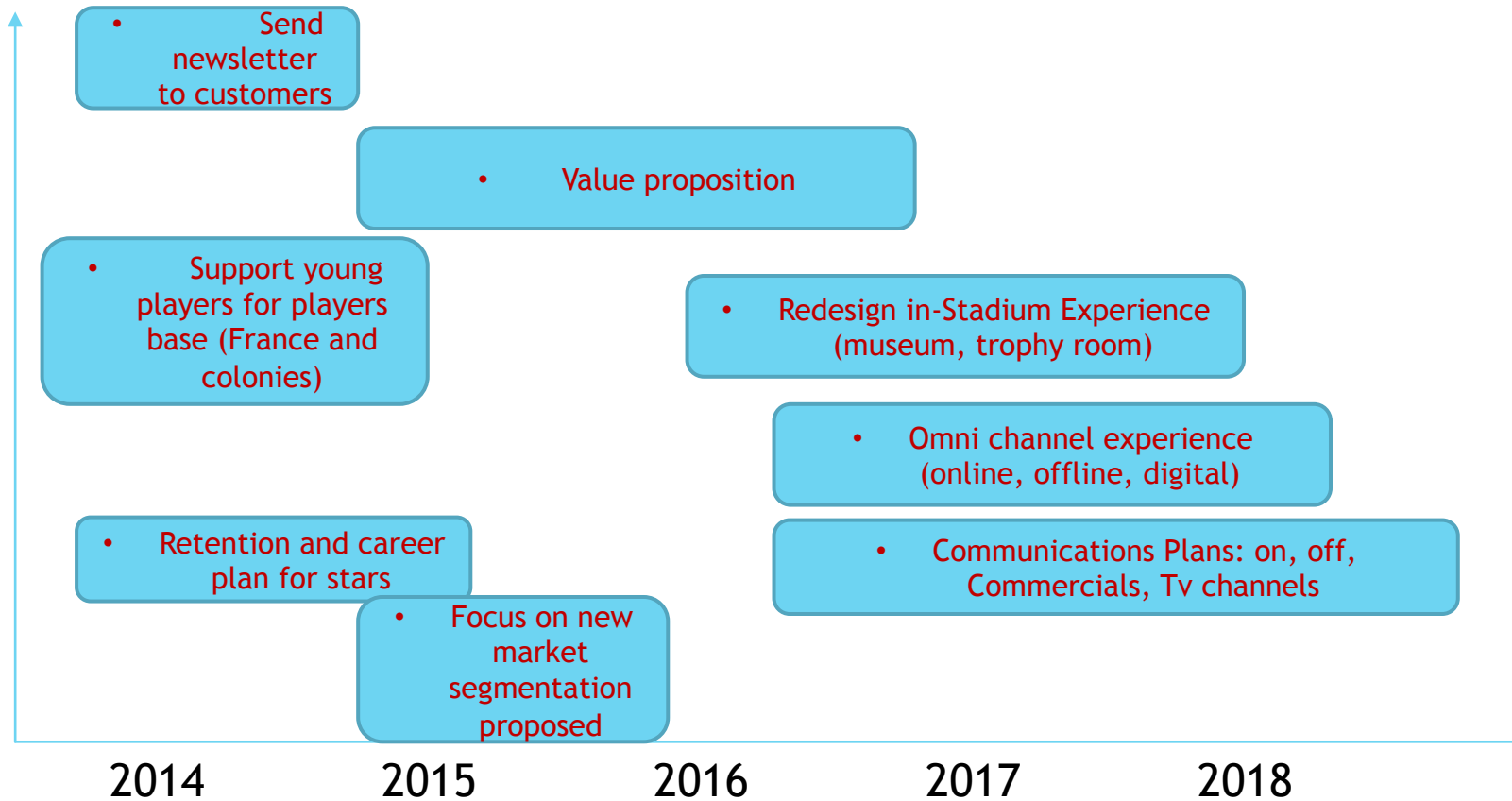
# Marketing: Implementation Plan

- Communications Plans: on, off, Commercials, Tv channels
- Value proposition
- Support young players for players base (France and colonies)
- Send newsletter to customers
- Omni channel experience (online, offline, digital)
- Redesign in-Stadium Experience (museum, trophy room)
- Retention and career plan for stars
- Focus on new market segmentation proposed

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# Marketing: Timeline for the action plan



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# Risk Analysis

Risk	Mitigation Plan
Injuries of new stars	Improve medical support Proper training
Youngers do not become great players	Close development monitoring Players will play as PSG players in junior divisions Reward program
Lack of safety becomes an issue	Improve security actions

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Thank you

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