



BRIEF OVERVIEW BASIC DECK

SUPPORTING ASIAN FOOTBALL DEVELOPMENT



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Who Are We?

Our EXPERIENCE

After a combined 40 plus years in the industry of Football Management, Coaching, Scouting, Marketing, Development & Education, we decided to share this knowledge. Our love & passion for the game is core to our fundamental beliefs. This begins by helping others. We truly care about the development of football in the region, on and off the pitch. Our mission is to provide people with the tools they need to succeed. Talk to us today about how we can support your growth, whether that is to boost your commercial revenue, better your global image, find you the best education pathway, find you that player and much more. Our mission is to put you on a clear path to your goal!

Meet the Team



Richard Marcus MSc

CEO - Qualified Intermediary,
Masters in Sports Management,
UEFA coach and IPSO elite scout.



Leigh Ann Jones Ph.D.

Director - Advanced Sports Nutrition
Advisor & Evidence Based
Practitioner.



Kevin Fox

Director - Sports Business
Management & FA certified Football
Coach.

Football Consultancy Services to Better Football Education

Our VISION, MISSION, ETHOS & VALUES

Our **VISION** is to help develop football, both Commercially & Operationally, across Asia through better Education & Opportunities.

Our **MISSION**. Working with Clubs, Federations, Associations, Coaches, Scouts & Business Partners. We strive to better Marketing, Social Media, Sponsors, Communications, Safeguarding, Community Relations, Fan Engagement, Technology, Education, Tours, Tournaments, Leagues, Talent ID, Intermediary assignments, CSR Programs and much more...

Our **ETHOS** is to deliver honest, transparent, accountable, dedicated & qualified services to our clients.

Our **VALUES** are to drive the development of Asian football, on & off the pitch, ensuring that our services have a lasting impact across the continent.

Premier Football Solutions for an Emerging Asian Market

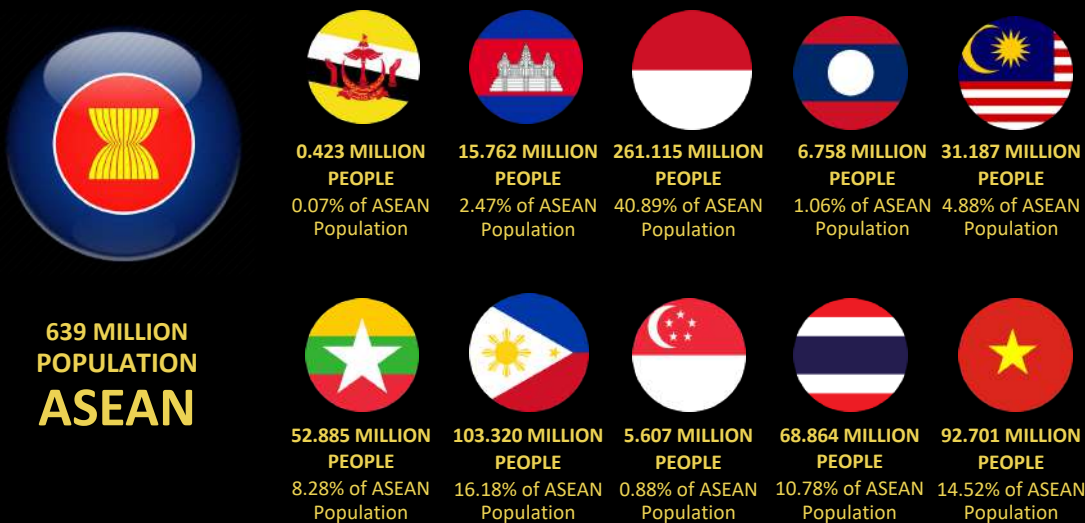


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Asia in numbers: Harcus Consultancy Group are based in Ho Chi Minh city, Vietnam. We work primarily in South East Asia and across the larger Asian continent, with professional clubs, players, coaches, scouts, regional & member associations across the globe. In order to understand the scale of opportunities open to clients working with Harcus Consultancy Group, in South East Asia, and Asia as a whole, first you must look at the numbers below and then understand the growing middle classes in each of these countries, with a disposable income and an ever increasing love for football.



*Based on 2016 census

Harcus Consultancy Group also work with clubs, intermediaries, Coaches, Scouts and/or Federations and Football business professionals in the following countries...



Premier Football Solutions for an Emerging Asian Market

Challenges: The challenge in South East Asia, that we are looking to address, is the lack of development pathways for players from Asia, into Europe, Australia and the USA. In addition to this, there is a lack of education (on and off the pitch) in Coaching, Scouting, Sport Science, Health & Safety, Fan Engagement, Marketing, Community capacity building and more.

Advantages: Harcus Consultancy Group has the benefit of over 15 years knowledge of Asia. We have a local, regional and global knowledge and network in football. Harcus Consultancy Group not only works with ex-players in the region, but also clubs, associations, confederations and companies that are deeply entrenched in football culture. Harcus Consultancy Group has also identified clubs in Europe and the US who are actively wishing to work and partner with clubs in Asia. These partnerships are not just to boost brand presence and increase fan awareness, but also to share knowledge and ideas. In the past, what has been the common rule of thumb has been for European clubs to source sponsor revenue, but to put very little back in. Harcus Consultancy Group will only work with likeminded clubs and organisations that share in a vision of trust, honesty and integrity, for the benefit of the game as a whole and the audience that follows it, not for any one individual, club or brand. We move together as one under a shared ethos.

Solutions: Harcus Consultancy Group plans to face the challenges in Asian football by sourcing and educating on sponsorship opportunities and also deliver Scouting and coaching workshops. In addition to this we hold educational workshops for grassroots upwards. Harcus Consultancy Group work with club partners around the globe to offer showcases to players and work with educational institutions to offer educational pathways and an access to qualifications as well as football. Additionally, Harcus Consultancy Group will use its extensive network to find sponsors and CSR friendly companies to financially assist players who come from a LMI background. Harcus Consultancy Group can offer camps and clinics and team tours/friendlies, not only across Asia, but across the globe to help players experience professional football, regardless of their own financial background. Finally, using qualified staff we can advice clubs on matters of communications, health and safety, safeguarding, fan engagement, strategy and community involvement.

Product: Our product exists as something tangible, something that can be seen, heard and felt. It exists in academic, scouting and coaching qualifications, it comes in the form of showcases, tours, camps, clinics, fan engagement and community initiatives. It is seen by the growing number of women playing football and the standard of football growing across Asia. It will be seen by more players going into the American and European market. It will be seen by the growth of academies and fan engagement, the increase number of fans at games and the safe match day experience that they will enjoy.

Traction: The measure of customers that set to serve and prove the viability and potential of our successful business is the uptake of players, coaches, clubs, federations and football industry companies that wish to work with Harcus Consultancy Group. The response from these has been overwhelming, as is shown in this document and continues to grow daily.

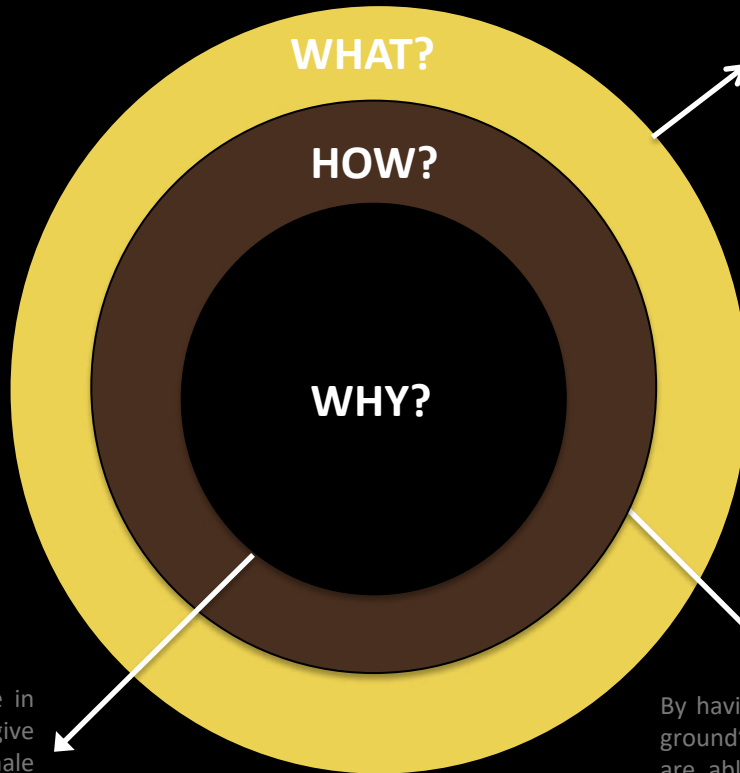
Market: In order to understand the size of the target market, first you must understand the size of Asia. One third of the Earth's population lives in Asia, yet it is massively under represented in professional football on the pitch. Asian football largely is poorly engaged by fan bases off the pitch and there is very little knowledge of Asian football outside of Asia. This is not down to a lack of love for the game as viewing figures for football have increased to over 100 Million views a month (**Dugout Statistics 2020*). Populations continue to rise in Asia, as they do in South East Asia, with the current figure being at over 642 million inhabitants. Football is officially the most popular sport in Asia and is the national sport in most of those countries.

Competition: The alternative solutions to the challenges that Harcus Consultancy Group are looking to solve do not really affect the remit carried out by Harcus Consultancy Group, as populations continue to rise, education will always be needed. There is currently no such system in place to keep up with the demand for academia and football. Companies that offer a purely digital media benchmark focus more on the larger teams with the bigger budgets, thus they focus on “complete packages” and seldom look to assist in the development of players, coaches, scouts, leagues etc. for what is deemed as “smaller” clubs.

Harcus Consultancy Group works with what we describe as “Goldilocks football clubs”. These are teams that are not too big that they can't offer opportunities to players to develop, in a fast paced, competitive workplace and we do not work with clubs that are too small, that lack ambition and can not offer opportunities as a client and to our clients. Harcus Consultancy Group works with clubs that are “just right”. Football clubs that are small enough to be able to offer opportunities and big enough to have the vision, courage and goals to be forward thinking and aspire to greatness.



What? How? Why?



Promoting and assisting in the development, education and delivery of football in Asia, both on and off the field.

To develop the game in the region and give youth players, both male & female the same opportunities that others have in more developed leagues and structures. To offer education and provide opportunities, at all levels, to people in Asia.

By having a “feet on the ground” approach, we are able to engage and understand the various cultures and countries, we are able to understand and assist far better by knowing our clients and our clients culture.



SWOT Analysis

STRENGTHS

- REGIONAL KNOWLEDGE
- MARKET KNOWLEDGE
- PARTNERS
- CONTRACTS
- CONTACTS
- LOVE OF FOOTBALL
- GROWING POPULATION

WEAKNESSES

- SMALL BUDGET
- SMALL STAFF NUMBERS
- SMALL OFFICE
- SMALL SOCIAL MEDIA NUMBERS

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OPPOSITION

- BIGGER BUDGET
- BEEN GOING LONGER
- EXCLUSIVE CONTRACTS
- LARGER STAFF NUMBERS
- SEVERAL OFFICES
- HIGH LEVEL OF MARKETING
- GREATER SOCIAL MEDIA PRESENCE

THREATS

- LACK OF AMBITIOUS CLUBS
- CORRUPTION IN THE REGION
- BIGGER COMPANIES WANTING TO WORK THE SAME CLUBS AS US



Strategic Lines: These are the lines of business that Harcus Consultancy Group will conduct.

STRATEGIC LINES OF FOOTBALL OPERATIONS

YOUTH / ADULT PLAYER PATHWAYS	AGENT SERVICES	PLAYER COACH SCOUT MANAGEMENT	Football SHOWCASES / TRIALS	ASIAN PLAYER PR & ADVICE & TALENT AGENCY	CLUB TO CLUBS PARTNERSHIPS TOURS, CAMPS & CLINICS
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STRATEGIC LINES OF COMMERCIAL OPERATIONS

FAN ENGAGEMENT DIGITAL & PHYSICAL	SPONSORSHIP SERVICES	CSR ACTIVATION	TALENT MANAGEMENT	ACADEMY DEVELOPMENT	SOCIAL MEDIA SPONSORSHIP
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STRATEGIC LINES OF FOOTBALL EDUCATION

RECRUITMENT FOOTBALL JOBS BOARD	PLAYERS CV/RESUME SERVICE	CLUB COACH & SCOUT EDUCATION COURSES ONLINE & WORKSHOPS	RESIDENTIAL EDUCATION	LITERACY THROUGH FOOTBALL	COACHING RESOURCES
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SUPPORTING ASIAN FOOTBALL DEVELOPMENT



Our Asian Football Club Partners



Our European Football Club Partners



Our Partners & Affiliates



Residential Football Academy Schools, College & Universities



Our Hospitality Partners



Premier Football Solutions for an Emerging Asian Market



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EDUCATION