





WHO ARE WE?

Our Introduction

Harcus Consultancy Group are a football consultancy company, based in Asia, working in football education & development. With several decades of experience in football across Asia and Europe, working with players, coaches, scouts, agents, clubs, associations and more, Harcus Consultancy Group are able to create and develop education programs and deliver workshops, events & pathway programs that are tailor made to address specific challenges faced across the diverse cultures and opportunities across the Asian continent. We understand the market, we know the challenge, we embrace the opportunity.

Richard Harcus is the CEO of Harcus Consultancy Group, he has a Masters Degree in Sport Management, AFC Football Management Diploma (with Distinction), EFL Business of Football, UEFA Financial Training Module, as well as a UEFA B coaching license & a series of elite scouting qualifications. Richard Harcus is also Safeguarding qualified to the AFC highest Safeguarding award "Level 4 Essentials" and also holds the highest FIFA Guardian level of "Platinum". Additionally, he has acted as the agent, and educational and career advisor, to many football players, coaches, football clubs, leagues and associations, most famously Manchester City FC & FC Barcelona player, Yaya Touré. He assists in delivering coach education courses with the Welsh FA & partners with several Football Associations to deliver coach & club education workshops/clinics as well as scouting courses and player care.

Premier Football Solutions for Emerging Football Markets





















What We Can Do

Harcus Consultancy Group are passionate about developing football in Asia and across the world. We do this through developing education and development opportunities. We are passionate about helping players progress, both young and old. We help players from all backgrounds and levels, from players looking to go professional, to players that are now looking to find alternative work in coaching, scouting, club administration, TV and more after retirement.

We assist players such as:

- Youth Players (Soccer Schools Level)
- Youth Academy Level Players
- Adult Amateur Players
- Semi Professional Players
- Professional Players
- Retired Players

18+ CURRENT PROFESSIONALS ONLY

The brochure is for (18+ Professionals ONLY):

- Professional Players
- Retired Players





How We Can Help You

These Professional Football Player Management, Careers & PR Assistance services are open to you if you are currently a professional footballer or a retired player.

Our services are always put together with the best interests of football players at heart. These services are created to help develop and assist players through our many football player management programs and delivered via one to one calls, group workshops and in some cases through meeting in person. These services often cross over and include topics such as:

- Commercial Opportunities
- Marketing Opportunities
- Education Opportunities
- Financial Advice
- Coaching & Other Football Career Advice
- PR & TV Service

These services are intended to assist our player clients by assisting in the advancement of their career, during and after their professional football career has ended.

*Please note, The "Football Player management & PR Assistance" service is ONLY for current professional players. We will reply if you are accepted.





Commercial Opportunities

At Harcus Consultancy Group, we recognise that a footballer's career is more than just what happens on the pitch. Our Commercial Services are designed to help players build their personal brand, secure meaningful partnerships, and create long-term financial stability.

We work individually with each client to develop a tailored commercial strategy identifying sponsorships, endorsements, and ambassadorial roles that align with their image and aspirations. From negotiating brand deals to managing appearances and licensing agreements, our focus is always on maximising value while protecting the player's reputation.

Our experienced team provides full support in marketing, media relations, and digital branding. We help players strengthen their presence across social media, engage with global and local brands, and explore opportunities beyond football. Whether through product collaborations, charitable ventures, or ambassadorial roles we can help.

Every partnership we manage is guided by integrity, professionalism and a clear understanding of each player's goals. We help players take control of their commercial potential and build a brand that lasts long after their playing days are over.







Marketing Opportunities

Our Marketing Services are focused on helping football players develop, grow and protect their personal brand in an ever-evolving sporting landscape. We understand that effective marketing is essential for shaping a player's public image, enhancing visibility and creating opportunities both during and after their playing career.

Our team works closely with each client to build a tailored marketing strategy that reflects their individuality, values and ambitions. From personal branding and storytelling to digital campaigns and social media management, we ensure every player's message connects authentically with fans, sponsors and the wider football community.

We provide full-service support, including content creation, media training, public relations, and partnership activation. Whether launching a new brand collaboration, managing press engagements, or expanding global reach through digital platforms, we guide players through every stage of their marketing journey.

We believe every player has a unique story to tell. Our role is to help them communicate that story powerfully and consistently building a strong, positive profile that attracts commercial opportunities and leaves a lasting impression.

VARIOUS SERVICES VARIOUS COSTS CONTACT US FOR INFO

- One to One Calls (booked on website)
- Group Workshops (booked on website)
- Specific Long Term Programs (booked on website)





Education Opportunities

At Harcus Consultancy Group, we believe that education is a vital part of every footballer's development, both during their playing career and beyond. Our Education Services are designed to equip players with the knowledge, skills, and confidence to make informed decisions on and off the pitch.

We provide tailored educational programmes that focus on personal development, financial literacy, leadership and life after football. Working with trusted academic and professional partners, we help players pursue qualifications, vocational training, and professional certifications suited to their interests and long-term goals.

Our team also offers workshops and one-to-one mentoring in areas such as communication, media handling, business management, and entrepreneurship. These sessions prepare players for the challenges of modern football while building a strong foundation for future success outside the game.

At Harcus Consultancy Group, we see education as an investment in every player's future empowering them to take control of their career, make smart choices, and transition smoothly into life beyond the sport

VARIOUS SERVICES VARIOUS COSTS CONTACT US FOR INFO

- One to One Calls (booked on website)
- Group Workshops (booked on website)
- Grad/Post Grad Courses with Our Partners (booked on website)



Financial Opportunities

At Harcus Consultancy Group, we understand that a football career can be both financially rewarding and unpredictable. Our Financial Services, working with our qualified partners, are designed to help players manage, protect, and grow their wealth responsibly ensuring long-term stability and security beyond their playing days.

We work with trusted financial advisors and industry experts to deliver bespoke financial planning tailored to each player's needs and ambitions. From budgeting and investment advice to tax planning and wealth management, we provide clear, practical guidance that supports every stage of a player's career.

Our team also assists with contract analysis, property investments, savings plans, and retirement preparation, ensuring players make informed choices about their finances. We prioritise transparency, professionalism, and trust, ultimately helping players avoid common pitfalls and maintain full control of their money.

At Harcus Consultancy Group, our goal is to give players peace of mind, allowing them to focus on their performance while building a secure and prosperous future for themselves and their families.



VARIOUS OPTIONS
VARIOUS COSTS
CONTACT US FOR INFO



Coaching & Other Football Career Opportunities

At Harcus Consultancy Group, we recognise that a football career doesn't end when a player stops playing, it simply evolves. Our Career Services are designed to help players plan and prepare for their next chapter within the game and beyond.

We provide tailored guidance and career planning to help players explore opportunities across all areas of football, including coaching, scouting, analysis, and executive roles. Through our network of industry contacts and professional partners, we support players in gaining the qualifications, experience, and connections needed to transition smoothly into new positions.

For those interested in media and communications, we also offer support in developing the skills required for punditry, commentary, and broadcasting. From media training to professional placement advice, we help players present themselves confidently and professionally in the public eye.

At Harcus Consultancy Group, our focus is on long-term career development. We ensure every player has a clear pathway after their playing days, empowering them to stay involved in the sport they love and continue contributing to the football industry in meaningful, rewarding ways.



CONTACT US FOR INFO





PR & TV Service

At Harcus Consultancy Group, we understand the power of public image and the growing influence of media in modern football. Our PR and TV Services are designed to help players build, manage and protect their reputation while maximising opportunities in broadcasting and public engagement. We can also assist you to get public appearances.

We offer full public relations support from media training, public appearances and interview preparation to crisis management and reputation building. Our experienced team works proactively to craft each player's public narrative, ensuring their image reflects their personality, values and ambitions both on and off the pitch.

For players pursuing a future in television, punditry, or digital media, we provide expert guidance and access to leading industry professionals. We assist with presentation coaching, broadcasting opportunities, and career development within media networks and production companies.

At Harcus Consultancy Group, our goal is to ensure that every player feels confident in front of the camera and respected by audiences. We help our clients communicate effectively, manage their public presence with professionalism, and establish a lasting profile in football's media landscape.



CONTACT DETAILS





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