



FC Barcelona Strategic Plan - Consulting Proposal

MÉS QUE UN CLUB

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INTRODUCTION

FC Barcelona (Barca), is one of the most accomplished and prestigious football clubs in the world. Founded in 1899, and owned by its 144,000 strong membership, Barca has amassed over 400 million fan base worldwide and achieved a multitude of Championship titles. This success however, is coupled with challenges in the camp as Barca has been impaired with tough financial constraints due to a history of mismanagement and imprudent player transfer activity.



OVERVIEW

This proposal presents a comprehensive plan to bring Barca into a positive financial position by providing sustainable revenue generation strategies, attract sponsors from corporate collaborations, optimize player trading moves and leverage fan engagement.



ISSUES TO ADDRESS

1

Need for generation of new revenue streams. Attraction of strategic sponsorship and partnership deals.

2

3

Financial Optimization of Player Trading and Squad Management.

Addressing ticketing and fan engagement under global health restrictions.

4



HISTORY OF SUCCESS



Champions League
x5



Spanish League Championship
x27



FIFA Club World Cup
x2



Copa del Rey
x31



European Cup Winner' Cup
x4



European Super Cup
x5



Spanish Super Cup
x15



SOCIAL MEDIA



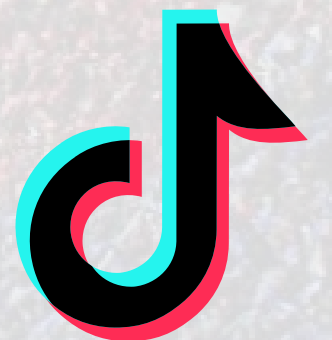
118M Followers

49.7M Followers



137M Followers

51.1M Followers



OBJECTIVE OF PROPOSAL

- To restore the financial stability of FC Barcelona through the implementation of a sustainable strategy plan
- To grow its fan base
- To enhance its competitive advantage
- To secure long-term revenue streams





Revenue Generation Tactics



MÉS QUE



Monetization of Digital Content

Expand digital content offerings: Investment in creating a digital library that will include:

- Weekly behind-the-scenes footage such as, exclusive interviews, match highlights and giveaways.
- Original content with the players being the center of attention in each type of production displayed in the application.

Monetization through:

Offer a premium yearly subscription in the club's application for exclusive content access to the digital library.



Expand into the Blockchain Industry

- Launch partnerships with blockchain companies.
- The aim is to create digital collectibles (NFTs) tied to iconic moments in the club's history such as important goals or iconic celebrations.

Monetization through:

Capitalize on marketing those NFT collectibles to emerging markets in the crypto sector such as Asia and India where Barcelona has an immense fanbase.



Innovative Digital Merchandising

- Reward the fans who have a yearly membership to the application.
- Achieve this through weekly discounts on the merchandise of the club.
- Allow fans to customize jerseys and gear as to drive up customer engagement.
- Create promotional activations with the team players to drive up the apparel on sale.

Monetization Through:

Profit from increased merchandise sales in the club's online store.



Sponsorship and Partnership Deals

Enhance Strategic Global Partnerships:

- Focus on securing high-value, long-term sponsorship deals, in emerging sectors such as tech and cryptocurrency.
- Seek partnerships with global brands that align with Barcelona's values and ethics, like sustainability and community development.



Strategic Regional Sponsorships

- **Formulate region-specific sponsorships** in order to enter growing markets such as Asia and the Middle East.
- Capitalize on new customer demographics that are significantly gaining traction in those areas.
- Promote in-stadium branding and digital activations on match days to drive up regional-sponsor visibility.



Activation of CSR Sponsorships

- Take advantage of Barcelona FC strong community footprint.
- Partner with global organizations for sponsorships focusing on sustainability, social justice and youth empowerment.
- Differentiate from competitors through attracting sponsors that strive for social impact and seek to be aligned with the club's core values.



Proposed Sponsorship Entitlements

- Logo placement on uniforms
- On-site activations at games
- Advertising during game streaming and on in-stadium screens
- Logo placement in stadium
- VIP Box named after the sponsor
- Use of rooms in stadium for corporate activities at preferential rates
- An allotment of VIP tickets, reserved seating and parking
- Logo placement and mentions on all Barca media - mobile app, website, digital platforms,
- Opportunities to host fan experiences during major games
- Giveaways during promotions
- Access to images for commercial placements
- Distribution of merchandise at matches
- Fan data for lead generation



Financial Optimization of Player Trading and Squad Management



FC BARCELONA

Buying Low, Selling High

In the summer of 2013, FC Barcelona signed Neymar from Santos for €88 million—a fee that, while not exactly modest, was justifiable for a player considered a future star. In 2017, they made a huge profit by selling Neymar for €222 million, more than double the amount they had paid for him.



PEDRI Case

- In the case of Pedri, FC Barcelona has made a significant profit from this transfer. Acquiring the player for a relatively modest fee of €20 million—an insignificant amount for FCB—they have managed to increase his current market value to six times his original transfer fee.
- Scouting teams play an undeniable role in managing football clubs, as identifying and developing talent is a crucial factor.
- FC Barcelona holds a significant advantage over other clubs due to their exceptional ability to scout and nurture young talents.
- The key factor that creates this advantage is La Masia, Barcelona's renowned youth academy.



#8 Pedri



120,00 mill. €
Última revisión: 21/03/2025

HISTORIAL DE FICHAJES

Temporada	Fecha	Último club	Nuevo club	Valor	Coste
19/20	31/07/2020	UD Las Palmas	FC Barcelona	7,20 mill. €	Fin de cesión >
19/20	03/09/2019	FC Barcelona	UD Las Palmas	-	Cesión >
19/20	02/09/2019	UD Las Palmas	FC Barcelona	-	23,00 mill. € >
19/20	01/07/2019	L. Palmas Juv. A	UD Las Palmas	-	- >
18/19	20/05/2018	J.Laguna F.base	L. Palmas Juv. A	-	? >
				Coste total:	23,00 mill. €

EVOLUCIÓN DEL VALOR DE MERCADO



Salary Cap Management

- With its current salary cap reduced to approximately €363.6 million—nearly €400 million less than Real Madrid's €754.8 million cap.
- In contrast, Real Madrid has strategically offloaded stars like Ronaldo and Ramos at the right time, maintaining financial stability. To remain competitive, Barcelona must improve its salary cap management, adopt a more rational approach to player sales, and build a cost-effective yet competitive squad.



LaLiga Salary Cap Regulations

LaLiga enforces salary caps for each club to ensure financial stability and fair competition. These limits are determined based on the club's revenues, expenditures, and financial health. For the 2024/25 Season as follows for Spanish giants:

1. Real Madrid: 754.89M€
2. FC Barcelona: 463.64M€
3. Atletico de Madrid: 314.28M€

LaLiga's salary cap includes expenditures on player wages, coaching staff salaries, and other team-related costs. The league periodically reviews and adjusts these limits based on each club's financial performance and compliance with regulations.



Based on Xavi's Interview In 2024

- "The situation is difficult, it is very complicated, especially to compete with the biggest rivals, such as Real Madrid in Spain or Europe,"
- "We have an economic situation that is nothing like 25 years ago, when a coach could come here and say, 'I want him and him and him'. It's not like that now,"
- "We aren't in the same situations as teams that have a better 'fair play' or economic situation as us. Fans have to understand this. I understand it and I have spoken to [club president] Joan Laporta and [sporting director] Deco,"



FC Barcelona's Strategies for Achieving Financial Sustainability

- Newly Developed Camp Nou Construction
- Leveraging La Masia for Cost-Effective Talent Development
- Reducing Wage Bill and Player Sales



Newly Developed Camp Nou Construction

- **Increased Capacity and Ticket Revenues:** A larger stadium means more tickets can be sold, leading to higher matchday income.
- **Enhanced Sponsorship Opportunities:** Modern facilities attract bigger sponsorship deals, increasing commercial revenue.
- **VIP and Premium Services:** More VIP seats and luxury services generate additional income from high-paying customers.
- **Tourism and Event Revenues:** The stadium can host events like concerts and tours, bringing in extra revenue beyond football matches.
- **Advanced Infrastructure for Youth Development:** Better facilities for training and development create long-term financial benefits through homegrown talent.



Leveraging La Masia for Cost-Effective Talent Development

- **Reduced Transfer Costs:** Developing homegrown players reduces the need to spend large sums on transfer fees.
- **Higher Resale Value:** Homegrown players often have higher resale values, creating potential profits when sold.
- **Stronger Team Identity:** Developing local talent fosters a stronger team identity and a connection with the fanbase.
- **Sustainable Financial Model:** Relying on La Masia players allows the club to operate within financial fair play regulations and avoid over-reliance on expensive transfers.



Reducing Wage Bill and Player Sales

- **Improved Long-Term Sustainability:** Lower wages and strategic player sales lead to a more sustainable financial model, ensuring long-term stability.
- **Reduced Financial Burden:** Cutting high salaries reduces the ongoing financial strain, helping the club manage debts more effectively.
- **Stronger Market Position:** A leaner squad allows the club to focus on high-impact signings without overspending, improving overall competitiveness.



Addressing Ticketing and Fan Engagement

- Create a **Hybrid Matchday Experience**
- Develop immersive experiences using VR for fans watching remotely.
- Allow them to “attend” matches from home and even "sit" in the stadium virtually.
- Offer virtual stadium tours and other interactive features, such as exclusive "watch parties" hosted by former legendary players.





Video unavailable

[Watch on YouTube](#)



Ticket Management

- Increase online ticket sales through promoting the **application as the go-to ticket selling platform** for the club's fanbase.
- Promote VIP premium events such as athlete meet-and-greets after the matches, potential ticket discounts for the application's members and exclusive family packages in more affordable prices, as to drive up ticket sales.



Digital Fan Engagement

- Organize exclusive digital fan events, where fans can interact with players and coaching staff via live Q&A, virtual meet-and-greets, or even virtual training sessions.
- Develop exclusive digital content tailored to different regions.
- Create language-specific content, and offer opportunities for fans living abroad to engage with the club in unique ways like virtual local meetups and local competitions.



QUESTIONS

THANK YOU FOR YOUR ATTENTION!



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