

Case study: Sports Franchise- Footprint Expansion

Objective

Mission: Create a viable commercial model (through a PE fund) to grow the franchise brand in and beyond cricket, including in football- domestically and internationally.

Vision: Develop and promote the domestic market host as a sporting nation, with a view to positively changing the country's image, reputation and narrative.

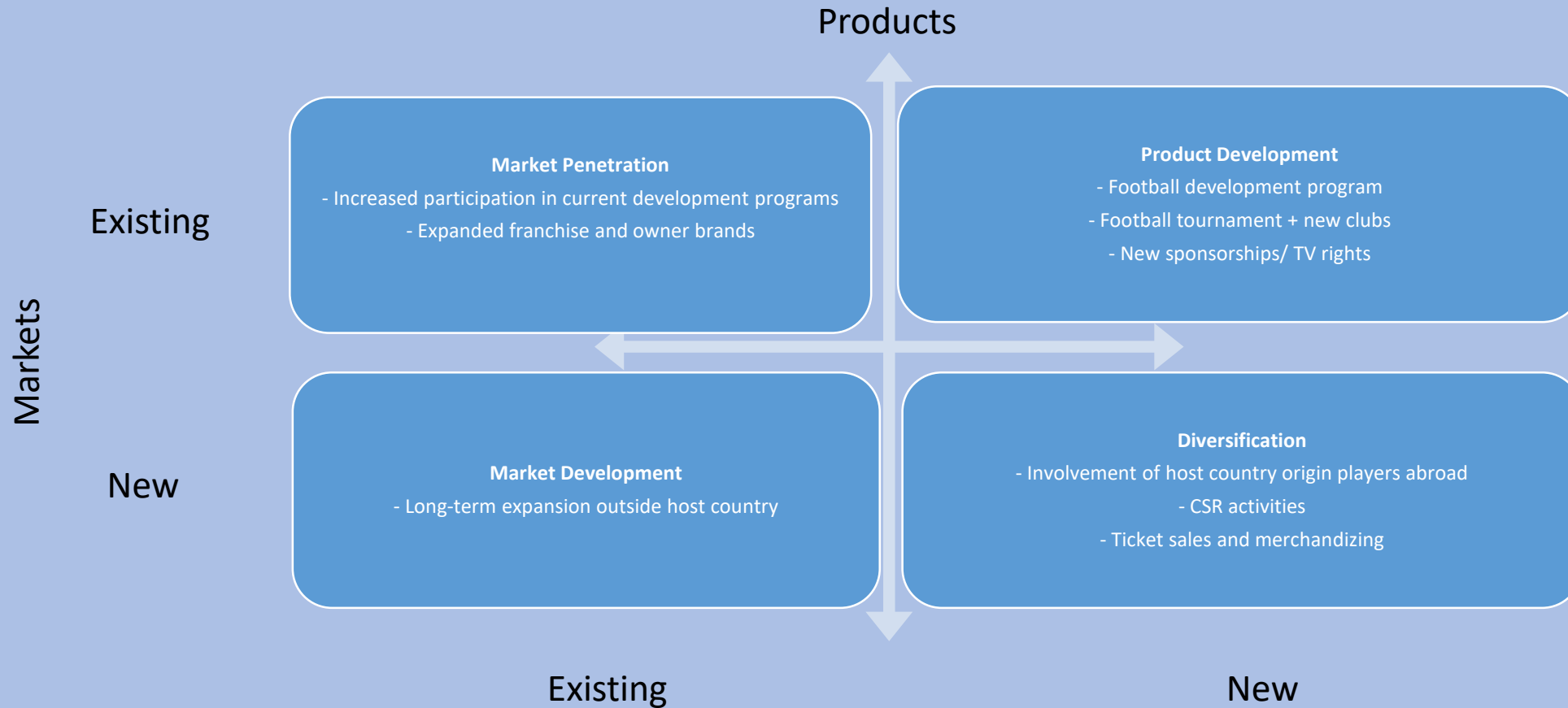
Values: Connection to people of the host country; apolitical; development centered; talent oriented.

Concept:



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Ansoff matrix applied



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Impact



Stakeholders



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Required actions

- Development of financial model
- Development of business plan including scope of activities
- Brand development and alignment
- Stakeholder engagement in other sport(s)
- Engagement with CSR service providers

