

Business Management IA

## ***Business Management Internal Assessment***

**How Can FCM Increase Their Customer Base For Their  
Low-End Games?**

**Word count: 1201**

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### Introduction

FC Midtjylland is a Danish soccer club in Denmark, and was found in 1999 when it was fused together of Herning Fremad and Ikast FS.<sup>1</sup> FC Midtjylland, which stands for Football Club Midtjylland. FCM's logo was developed in 1999 as a wolf, with the reason that a wolf is always looking for a new prey, a new target, which they think can make the club more successful. FCM also have a slogan "Whoever stops trying to be better stops being good", that focuses on always improving yourself if you want to succeed.

This written commentary will investigate different marketing strategies, that FC Midtjylland use today, to increase their customer base to low-end games. Promotion, segmentation, and SWOT analysis will also be looked into when making the analysis of FC Midtjylland. Market segmentation can be used to divide the market into smaller or distinct groups of customers to meet their desired needs and wants, and promotion is about communicating information about a firms product to the customers, and have a main aim of obtain new customers or to retain existing customers in the club.

This written commentary will be based on the following documents;

1. Martin Dons, May 27 2015, Lokal og international samarbejdsaftale på plads, <http://fcm.dk/nyheder/lokal-og-international-samarbejdsaftale-pa-plads> → Trains will be cheaper for the fans to different destinations
2. Historie, <http://fcm.dk/historie> → About their history
3. Martin Duus Horslund, August 30 2015, I aften: Studerende 50,- inkl. Vand/øl <http://fcm.dk/nyheder/i-aften-studerende-50-inkl-vand-ol>

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<sup>1</sup> <http://fcm.dk/historie> - see appendices

Business Management IA**Research Question**

*How can FCM increase their customer base for their low end games?*

**Analysis and discussion****FC Midtjylland (FCM)**

<i>Strengths</i>	<i>Weaknesses</i>
- They won the Alfa Superliga in Denmark last season	- Their former head coach Glen Riddersholm - Their website is only on Danish
<i>Opportunities</i>	<i>Threats</i>
- Playing in Europa League	- OB, AAB, FC Nordsjælland, FCK, Brøndby – they are at the same level as FCM with customers, all focusing on their regional area than just the city they are located

**SWOT Analysis**

The SWOT analysis is a technique for understanding the strengths, weaknesses, opportunities, and threats you can face as business. If the SWOT analysis is used on FCM their strengths are that they won the Alfa Superliga in 2015 in Denmark.<sup>2</sup> A weakness that FCM has is their former coach Glen Riddersholm stopped being their head coach after they won the last season.<sup>3</sup> Also another weakness is that their website is on Danish, which means that it is limited for people who do not speak Danish will have a hard time navigating around on the website, when now that FCM is in Europa League,

<sup>2</sup> Jonas Dahl Nielsen, May 21, FC Midtjylland er danske mestre, <http://fcm.dk/nyheder/fc-midtjylland-er-danske-mestre>

<sup>3</sup> Hans Krabbe, June 25, FCM og Glen går hver til sit, <http://fcm.dk/nyheder/fcm-og-glen-gaar-hver-til-sit>

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people from Europe might start to show an interest in the club, but because the webpage is on Danish it will be harder for them to follow the club. Especially when their opportunity of getting more customers/fans to the club is they play in Europa League.<sup>4</sup>

People will get a bigger interest because of this position. Some threats are other clubs in Denmark, which are at the same level as FCM, when FCM can go through hard times where they loose a lot and do not get points.

### Customer base

FCM also uses segmentation, both demographic, geographic, and psychographic segmentation. If you take demographic segmentation, FCM seek all ages and different genders of the human population to their games.<sup>5</sup> FCM when talking the geographic segmentation, promote their brand in mostly the region Midtjylland in Jutland. Midtjylland got an area of 13.005 km<sup>2</sup> and population consisting of 1.282.250 million people.<sup>6</sup>

When talking about the psychographic segmentation FCM don't have a high price for their tickets, so they attract more customers, like school children, high-income families, low-income families, students who is studying on university or youth education. They attract the soccer fans and soccer players, people who enjoys the sport soccer.

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<sup>4</sup> Martin Dons, August 28 2015, Disse hold venter i Europa League gruppespillet, <http://fcm.dk/nyheder/disse-hold-venter-i-europa-league-gruppespillet>

<sup>5</sup> Stadionreglement, <http://fcm.dk/stadionreglement> - see apendices 5

<sup>6</sup> Statistik <http://www.regioner.dk/om+regionerne/statistik+opdateret+dec+2014>

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### Promotional strategies

FCM uses above-the-line promotion when promoting their brand/club. They use radio commercials when it is close to game day. They say whom they are playing against and what the tickets are going to cost. This can be an advantage for FCM because they can reach out to their fans who listens to the radio. The pull strategy is being used here because FCM makes the customers come to the games and their brand.

Sometimes for both the low-end and high-end games FCM have student discount and together with the student discount they also say that they can get a free beverage.<sup>7</sup> This is one way they promote their games to make students with a low-income able to attend the match. Also FCM's social media consist of a website, Facebook, YouTube, Instagram, Twitter<sup>8</sup>, which are some ways to come in close contact to your fans, and increase the brand awareness of the football club and thereby have more success in the future. Also it is a smart way being able to talk with the fans without newspaper media, television, or online media. However FCM needs improvement, because FCM is a young club, FCM are trying to increase their fan base. Right now their customers are people of all ages and genders, who enjoys watching soccer.<sup>9</sup> On their website the language is only on Danish which can be a disadvantage because both people from outside Denmark or people moving to Denmark won't be able to understand what it says, so the communication with their fans can be a hard way because not a lot of people speak Danish, however it can also show that FCM is focusing on Denmark, the regional area of Midtjylland as their main focus.<sup>10</sup>

FCM also made a deal with Arriva, a Danish train company, which gives the fans of the club better opportunity to go to the different games around the country cheaper and easier for the fans, since

<sup>7</sup> Martin Duus Horslund, August 30 2015, I aften: Studerende 50,- inkl. Vand/øl  
<http://fcm.dk/nyheder/i-aften-studerende-50-inkl-vand-ol>

<sup>8</sup> See appendices 2

<sup>9</sup> Stadionreglement, <http://fcm.dk/stadionreglement> - see appendices 5

<sup>10</sup> Social ansvarlighed sikrer sammenhængskraft i fodboldklubben FC Midtjylland,  
<http://samfundsansvar.dk/fc-midtjylland> - see appendices 6

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the trains will leave directly from the train station at the stadium to wherever the game is placed in Denmark that day. <sup>11</sup>

FCM have improved their economy and play on the field over the last year, but the brand value for FCM is not that high, which also has a big effect on the fan crowd and how many supporters the club can get. FCM also they sell FCM soccer shirt, shorts, and socks that looks like FCM home shirts and away shirts they play their games in, which is all their merchandise.

### Discussion

FCM uses promotion and segmentation to promote their club to people through radio, posters. FCM however don't use a second language, which can be a disadvantage if FCM wants to attract people who do not speak Danish but like soccer. An example of a club who has it on different languages in Denmark can be FC København. You can choose to have it on English or leave on Danish. Therefore it is important to offer more languages if you want to succeed globally in the sport business.

### Conclusions

Through the analysis of FC Midtjylland, the conclusion is that FC Midtjylland should try and make their webpage on English so Non-Danish speakers can be able to read it. That way FC Midtjylland can gain more fans not just from Denmark, but also around Europe, now that they are in Europa League. Also FCM should try to especially make student discounts to the low-end games, so more young people might come, or like the article, make train journeys cheaper so FC Midtjyllands fans can follow them along to their games around Denmark easier.

<sup>11</sup> Martin Dons, May 27 2015, Lokal og international samarbejdsaftale på plads, <http://fcm.dk/nyheder/lokal-og-international-samarbejdsaftale-pa-plads> - see appendices 4

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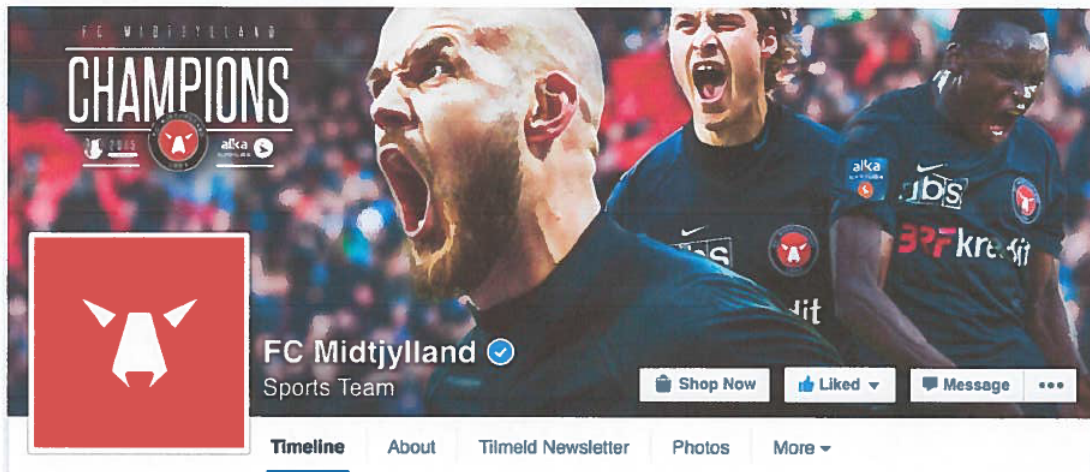
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- Stadionreglement, <http://fcm.dk/stadionreglement> - see apendices 5
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Business Management IA**Appendices: supporting documents****1. SWOT Analysis for FC Midtjylland**

<i>Strengths</i>	<i>Weaknesses</i>
- They won the Alfa Superliga in Denmark last season	- Their former head coach Glen Riddersholm - Their website is only on Danish
<i>Opportunities</i>	<i>Threats</i>
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**2. Social Media***Facebook*

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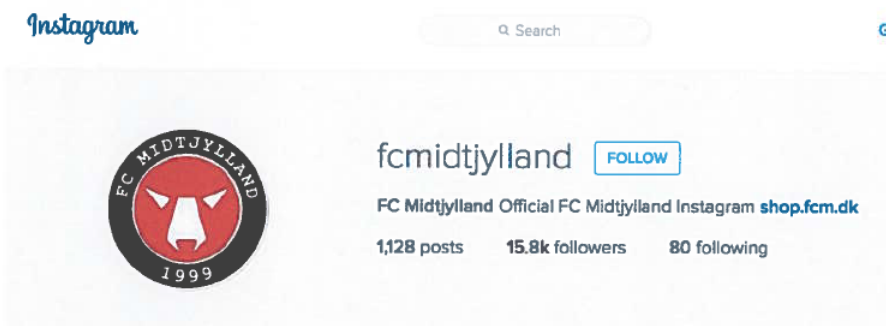
### Twitter



FC Midtjylland  
@fcmidtjylland  
Danish Champions 2015  
fcm.dk  
Joined January 2013

Tweet to FC Midtjylland

### Instagram



Instagram

fcmidtjylland FOLLOW

FC Midtjylland Official FC Midtjylland Instagram [shop.fcm.dk](http://shop.fcm.dk)

1,128 posts 15.8k followers 80 following

### Youtube



YouTube

FC Midtjylland

DYRK GLÆDEN  
VILJEN, MODET  
& RØDDERNE

DANMEN DYRKER VI DRØMMEN

FC Midtjylland website

Subscribe 2,923

### 3. Their history

<http://fcm.dk/historie>

1. juli 1999 blev dagen, hvor Midt- og Vestjyllands nye storklub blev født. FC Midtjylland blev navnet på den ambitiøse sammenslutning, som i fremtiden skulle udfordre toppen af dansk fodbold og være flagskibet for en driftig og engageret region.

Trods fortidens flotte præstationer af moderklubberne Herning Fremad og Ikast FS, var det ønsket om en fast topplacering i landets bedste række, som fik de to rivaliserende klubber fra tekstilbyerne til at slå pjalterne sammen. Med en oprykning i sin første sæson og topplaceringer i Superligaen de efterfølgende år har FC Midtjylland allerede bevist, at klubben har potentialet til at indfri disse forventninger.

***Translated:***

July 1st, 1999 was the day when Mid-and-West Jutland new great club was born. FC Midtjylland was the name of the ambitious association, which in the future would challenge the top of Danish football and be flagship for an active and engaged region.

Despite past great achievements of feeder clubs Forward Herning and Ikast FS, it was desire for a permanent top position in the country's top flight, which got the two rival clubs from textile towns to tying the know. With a promotion in its first season and top rankings in the Super League the following year, FC Midtjylland already proven that the club has the potential to meet these expectations.

### 4. Agreement with Arriva

<http://fcm.dk/nyheder/lokal-og-international-samarbejdsaftale-pa-plads>

FC Midtjylland har lavet en samarbejdsaftale med Arriva, som giver klubbens fans nye muligheder. Ikast-virksomheden KLIMAhuse er også nye i folden. Det er ikke kun på grønsværen, det går godt for FC Midtjylland i øjeblikket. For også uden for kridtstregerne er der godt gang i forretningen. Klubben har netop har indgået samarbejdsaftaler med transportgiganten Arriva og Ikast-virksomheden KLIMAhuse. Den nye

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samarbejdsaftale med Arriva, der har en række togstrækninger i regionen, kan komme de midt- og vestjyske fans til gode, fortæller kommercialdirektør i FC Midtjylland Jacob Jørgensen.

- Foruden en økonomisk god aftale med Arriva bliver der også mulighed for at indsætte specialtog til udvalgte kampe, så vi på den måde kan samle en geografisk stor region og give fodboldfans lettere adgang til kampene.
- Vi er glade for at få en så stor international partner ind. Det er en blåstempling af vores setup, at vi er interessante for en stor international virksomhed, siger Jacob Jørgensen.

Arriva, der netop har fået forlænget deres kontrakt på de midt- og vestjyske togskinner frem til 2020, ser ligeledes frem til det nye samarbejde med FC Midtjylland

- Vi glæder os utrolig meget til samarbejdet med FC Midtjylland og ser frem til i fælleskab at udvide oplevelsen på fodboldbanen til også at omfatte turen til og fra udvalgte kampe. Arrivas tog kører lige til MCH Arena og til og fra flere stationer, hvor Superliga-kollegerne holder til, så det er det perfekte match til vores forretning, fortæller marketing manager Britta Indraccolo.

### ***Translated***

FC Midtjylland has made an agreement with Arriva, which allows the club to the fans. Ikast-Business Climate houses are also new to the fold. It is not just on the pitch, things are going well for FC Midtjylland at the moment. For outside the chalk lines are well down to business. The club has just signed cooperation agreements with transport giant Arriva and Ikast-Business Climate Houses. The new cooperation agreement with Arriva, which has a number of train lines in the region can benefit the Central and West Jutland fans for good, says commercial director of FC Midtjylland Jacob Jørgensen

- In addition to an economic good agreement with Arriva will also be possible to insert trains to selected games so that way we can assemble a geographically large region and give football fans easier access to the games.
- We are pleased to get such a large international partner in. It is a recognition of our setup, we are interesting for a large international company, says Jacob Jørgensen.

Arriva, which has just been extended a contract for the Central and West Jutland railway tracks until 2020, also looks forward to new collaboration with FC Midtjylland.

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- We look forward very much to working with FC Midtjylland and look forward to jointly expanding the experience on the football field to include the trip to and from the selected games. Arriva trains run straight to MCH Arena, and to and from several stations where Superlige-colleagues are at, so its the perfect match for our business, says marketing manager Britta Indraccolo

## 5. Order regulations in Superligaen

<http://fcm.dk/stadionreglement>

Ordensreglement er tiltrådt af samtlige klubber i Superligaen

Formålet med et fælles ordensreglement i Superligaen er, at tilskuere til fodboldkampe skal være trygge og glade før, under og efter arrangementet på stadion. Alle uanset alder, udseende, religion og kulturel baggrund er velkomne på stadion.

### *Translated*

Order regulations are adopted by all clubs in the Superligaen

The purpose of public order regulations in the Superliga is that spectators for soccer matches to be safe and happy before, during and after the event of a game. All regardless of age, appearance, religion, and cultural background are welcome in the stadium.

## 6. Focus on the region

[http://samfundsansvar.dk/fc\\_midtjylland](http://samfundsansvar.dk/fc_midtjylland)

Og det fokus har gjort, at tidligere enkeltstående CSR-aktiviteter og projekter er blevet sløjfet til fordel for et mere værdidrevet fokus på tre kerneområder i FCM; Regionen, Unge og uddannelse, samt Frivillighed.

### *Translated*

And this focus has made to previous individual CSR activities and projects have been canceled in favor of a more value-driven focus on three core areas of the FCM; Region, youth and education, and volunteerism.