

Essential Qualities of Winning Soccer Clubs

1. Strategic assets

Resources particular to the success of an individual club --

Certain developmental practices, specific training routines, hierarchy within the club - (senior players' leadership roles), outstanding player or manager, talent assessment (early and accurate)

2. Innovation

The ability to generate improvements to existing product –

Successful clubs seem to have a greater capacity to innovate than others
Some aspects of innovation will be quickly copied if successful, however others aspects that may be unique only to certain clubs, could remain exclusive.

3. Reputation

The established position of a product within the marketplace.

Reputation makes the product more attractive to others.

Reputation is hard to replicate or imitate –

it is something that can only be acquired, usually over a long period of time.

4. Architecture

A unique organizational structure involving the relationship of all the various components within a club.

The manager, coaches, players, supporters all taken together amount to a powerful source of competitive advantage.

The close, cooperation of all the components simply strengthens the whole to where it is greater than the sum of its parts.