



King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

King United Soccer Club

April 1, 2018

Executive Summary

The King United Soccer Club (KUSC) was established in 2012 through a merger of two clubs, the King City Youth Soccer Club and the Schomberg Soccer Club. The club is structured as a Not-for-profit Organization and is Governed by a Board of Directors which shall consist of not less than six, but not more than twelve members.

The Goals and Objectives

The King United Soccer Club has three objectives:

1. Promote and develop the game of soccer within its boundaries.
2. To help individuals develop their character as resourceful and responsible members of their community by providing opportunities through the game of soccer for their mental, physical, social and leadership development.
3. To provide continuous recreational activities to further the development and interpersonal skills of children of all ages.

The Programs

The King United Soccer Club offers youth soccer programs to the communities of King City and Schomberg. These programs are established to provide a level of play for multiple skill levels. The King United Soccer Club will from time to time, amend its offering to suit the needs of its community. The King United Soccer Club has established a "village feel" to its programming and this has proven to be a vital role in the club's success. These programs are geared targeted to families with children ranging in age from 3 to 19 years of age, and reside in the communities of King City and Schomberg, and the communities in between.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

Pricing Strategy

The King United Soccer Club is committed to providing its programs at the lowest cost to its members. As a not-for-profit organization, the King United Soccer Club is committed to making a small profit that will be invested into long term field development programs. The fees set by the King United Soccer Club are dictated by many forces outside of the clubs control however they are typically in-line or lower than the fees set by neighbouring clubs.

The Competitors

Due to the geographical boundaries set by the governing bodies, the King United Soccer Club has limited competition when it comes to recreational programs. Furthermore, the immediate neighbouring clubs are similar in size to the King United Soccer Club, providing them no distinct advantage. Competitive players however are likely to cross boundaries when searching for a suitable team to play on. It is imperative therefore that the King United Soccer Club delivers programming that caters to the needs and expectations of these competitive players to retain these players and ensure that teams remain viable.

Capital Requirements

Over the past years, the King United Soccer Club has accumulated funds that has allowed the club to secure fields for the foreseeable future. These funds have also allowed the club to invest in field infrastructure and improvements that increase the usability and value of these fields. The club is committed to maintaining a positive “nest egg” for future generations. It is the goal therefore of the King United Soccer Club to continue making a small annual profit of approximately 5% of revenue to ensure that funds are in place for the continued operation of the club and the future development of soccer fields.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

Strategic Plan

The King United Soccer Club (KUSC) was established in 2012 through a merger of two clubs, the King City Youth Soccer Club and the Schomberg Soccer Club, and has the following goals and objections:

1. Promote and develop the game of soccer within its boundaries.
2. To help individuals develop their character as resourceful and responsible members of their community by providing opportunities through the game of soccer for their mental, physical, social and leadership development.
3. To provide continuous recreational activities to further the development and interpersonal skills of children of all ages.

Company Management Structure

The King United Soccer Club is Governed by a Board of Directors which shall consist not less than six, but not more than twelve members.

Organizational Timeline

It is the objectives of the King United Soccer Club to meet the objectives of the club on a year to year basis.

Company Assets

The King United Soccer Club does not own any real property or buildings. The King United Soccer Club is committed to working with the Township of King, the local School Boards, and the local private school to secure and rent fields on which the clubs activities will be conducted on.

The Product

The King United Soccer Club offers youth soccer programs to the communities of King City and Schomberg. These programs are established to provide a level of play for multiple skill levels. The King United Soccer Club will from time to time, amend its offering to suit the needs of its community. The King United Soccer Club has established a "village feel" to its programming and this has proven to be a vital role in the club's success.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

Future Products

The King United Soccer is a small club when compared to many neighboring clubs. This allows the club to be nimble and to modify its offerings from year to year to suit the needs of its members. The King United Soccer Club is committed to working with Ontario Soccer, the York Region Soccer Association, and neighbouring clubs, to ensure that its product offerings meet the standards set by these governing bodies.

Marketing Plan

The Target Market

The target market of the King United Soccer Club is demographic and geographic. Demographically, the target market are families with children ranging in age from 3 to 19 years of age. Geographically, the target market are families that reside within the villages of King City and Schomberg, and the communities in between.

Established Customers

The King United Soccer Club continues to draw upon repeat customers who register their children with the club year after year. These repeat customers provide the club with a solid customer base that make projecting that much easier.

Pricing

The King United Soccer Club is committed to providing its programs at the lowest cost to its members. As a not-for-profit organization, the King United Soccer Club is committed to making a small profit that will be invested into long term field development programs. The fees set by the King United Soccer Club are dictated by many forces outside of the clubs control. That being said, the fees set by the King United Soccer Club are typically in-line or lower than the fees set by neighbouring clubs.

Advertising

The club sets a modest marketing budget of approximately \$5000 per calendar year. Marketing is

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

typically done through local printed streams such as local newspapers & community guides, along with temporary signage that is displayed in various locations throughout the communities of King City and Schomberg during the months leading up to the start of the season. Further efforts are also being taken on social media.

Competitor Analysis

The Competitors

Due to the geographical boundaries set by the governing bodies, the King United Soccer Club has limited competition when it comes to recreational programs. Furthermore, the immediate neighbouring clubs are similar in size to the King United Soccer Club, providing them no distinct advantage. Competitive players however are likely to cross boundaries when searching for a suitable team to play on. It is imperative therefore that the King United Soccer Club delivers programming that caters to the needs and expectations of these competitive players in order to retain these players and ensure that teams remain viable.

Competitor Strategies

The King United Soccer Club has taken a slightly different approach to the immediate neighbouring clubs in that the King United Soccer Club has limited its expenses by hiring volunteer coaches, whereas neighbouring clubs have moved towards a structure of paid coaches. Recruiting and retaining volunteer coaches is becoming harder and harder to maintain, however the King United Soccer Club has benefited from this strategy as it has helped maintain a standard that is measured by team success rather than the success of the coach.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

1. Dedicated and Committed Board of Directors.
2. Strong core of certified and seasoned coaches.
3. Solid and thriving competitive program.
4. Attracting young and energetic coaches.
5. Attracting players from neighbouring clubs.
6. Strong working relationship with municipality.
7. No competing clubs vying for our fields.
8. Strong working relationship with local private schools.
9. New housing developments produces new members.
10. Strong working relationship with neighbouring clubs,

Weaknesses

1. Volunteer recreational coaches are limited.
2. Internal leagues are limited by the size of our club.
3. Leagues are only viable with the participation of neighbouring clubs.
4. Indoor facilities are limited.
5. Field availability is dependent on limited term agreements.

Opportunities

1. Competitive program has the potential to grow due to the ongoing success of our competitive teams.
2. Recreational registration numbers should remain constant due to new families moving into the community.
3. Sharing of resources with neighbouring clubs.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

Threats

1. Field availability could be diminished if agreements with private schools are not renewed.
2. Programs could be cancelled due to extremely wet periods or inclement weather.
3. Fields could be vandalized and rendered unusable.
4. School boards could shut down fields with no consideration of clubs needs.
5. Negative press relating to soccer could reduce registrations and revenue.
6. Loss of access to CDS Dome would have a negative impact on our indoor program.

Operations

Staffing

The King United Soccer Club is governed by a Board of Directors who complete most of the day-to-day operations. Employed administrators however are required to ensure that our members can communicate with the club in a timely manner. Furthermore, the club will from time to time hire skilled technical trainers and contractors in an effort to ensure that the development of our players is meeting and exceeding their needs and expectations.

Suppliers

The King United Soccer Club has partnered with suppliers who have proven to meet the needs of the club. From suppliers of uniforms, equipment, technical training, and facilities, the King United Soccer Club selects suppliers that are local, are competitive in price, meet target dates and deadlines, and are dependable.

King United Soccer Club

P.O. Box 5

King City, ON, L7B 1A4

905.833.3535 www.kingunitedsc.com

Capital Requirements Plan

Capital Requirements

Over the past years, the King United Soccer Club has accumulated funds that has allowed the club to secure fields for the foreseeable future. These funds have also allowed the club to invest in field infrastructure and improvements that increase the usability and value of these fields. The club is committed to maintaining a positive nest egg for future generations. It is the goal therefore of the King United Soccer Club to continue making a small profit of approximately 5% of revenue to ensure that funds are in place for the continued operation of the club and the future development of soccer fields.