



Καλωσήλθατε

Welcome

ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΛΑΝΟ
2020

BUSINESS PLAN
2014 - 2020



VALUE PROGRAMME

New Business Plan

The most complete Athletic Business Plan in Cyprus

- Develops precious corporate values.
- Maximizes return on investment.
- Establishes a partnership culture.
- Brings together a leading team of companies and people.
- Creates a flexible, long term cooperation framework.
- Fosters multiple synergies
- Abides by the highest international standards.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea

People

Heritage

Victory

Development

Vision

Celebration

The 7 Values of ANORTHOSIS

Idea

ANORTHOSIS was born in 1911 to embody the eternal ideal that treasures the value of human effort.

Today, ANORTHOSIS is a living legend for the people that love the Club, for the future generations that will enjoy its legacy.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea

People

Heritage

Victory

Development

Vision

Celebration

The 7 Values of ANORTHOSIS

People

ANORTHOSIS is a way of life.

Almost 18% of the Cyprus population celebrate ANORTHOSIS idea.

The people of ANORTHOSIS.

A lifetime of experience.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea

People

Heritage

Victory

Development

Vision

Celebration

The 7 Values of ANORTHOSIS

Heritage

In 2011, ANORTHOSIS celebrated 100 years of contribution to sport in Cyprus.

The history of ANORTHOSIS has sealed the development of sport, the popularity of team games, the progress of classical athletics, the organizational and athletic independence of sport clubs in Cyprus.

ANORTHOSIS, at the end of a historical life cycle and the beginning of another, has a valuable national heritage to deposit. It is the heritage of victory and innovation. Throughout its 103 years, it became synonymous with Cyprus and its society, striving to excel in ecumenical values of athletic effort.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea

People

Heritage

Victory

Development

Vision

Celebration

The 7 Values of ANORTHOSIS

Victory

The team of hard work, reward and sweet life has the soul of champions.

The most powerful Cypriot sports brand raises WINNERS.

Championships: 1950 • 1957 • 1958 • 1960 • 1962 • 1963 • 1995 • 1997 • 1998 • 1999 • 2000 • 2005 • 2008

Cups: 1949 • 1959 • 1962 • 1964 • 1971 • 1975 • 1998 • 2002 • 2003 • 2007

Super Cups: 1962 • 1995 • 1998 • 1999 • 2000 • 2007

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea

People

Heritage

Victory

Development

Vision

Celebration

The 7 Values of ANORTHOSIS

Development

ANORTHOSIS is leading the way.

Welcomes with vision and confidence the new sports economy.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea
People
Heritage
Victory
Development
Vision
Celebration

The 7 Values of ANORTHOSIS

Vision

In a new era for Cypriot sport, ANORTHOSIS capitalizes on its identity, invests in the values that bring out the global perspective of its legacy.

In the 21st century, ANORTHOSIS is a global sports value.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Complete Value System

Idea
People
Heritage
Victory
Development
Vision
Celebration

The 7 Values of ANORTHOSIS

Celebration

ANORTHOSIS is everywhere.

The most precious moments of our life.

The feeling of pride.

The celebration of victory.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Partnership Development Program

Blue Champion Ltd, our commercial entity is developing the value of ANORTHOSIS to the benefit of its partners:

- Widens ANORTHOSIS' scope.
- Proceeds with full commercial exploitation of the most popular Cypriot brand.
- Develops value capital for the people and the partners of ANORTHOSIS
- Undertakes fresh business initiatives and makes sizeable investment moves.
- Implements a precise partnership development plan.
- Builds the infrastructure to lead the new sports and entertainment economy.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Brand Strategy

Identity and Image System

- Developing a uniform communications persona covering the range of ANORTHOSIS sports, business and communications activities.
- Enhancing the value of partnership capitals.
- Utilizing investment and infrastructure at work.
- Maximizing competitiveness in a new market of products and services.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Brand Strategy

Business Development Mechanism

- Using all of ANORTHOSIS brands as a whole.
- Making the most of new business fields and opportunities.
- Penetrating new markets.
- Fully satisfying the needs of different interest groups.
- Establishing multiple business synergies for ANORTHOSIS and its partners.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Brand Strategy

Sponsorship Investment Protection

- Legal Protection of ANORTHOSIS emblem and its various applications.
- Sponsorship investment protection.
- Provision of legal services.
- Constant monitoring of the Mass media, the Internet and outdoor advertising areas.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

The core for sports and business development for ANORTHOSIS lies in the international new sports economy growth models.

ANORTHOSIS BUSINESS PLAN 2020

Partnership

Spectacle

Championing

Entertainment

Game



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

Merchandising

Dynamic Business Infrastructure

- Apparel
- Collectables
- Household articles
- Stationary
- School Supplies
- Toys
- Kid stuff
- Electronics

Dynamic Business Infrastructure

A new distribution network in place in order to cover all Cities in Cyprus.



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

Licensing

Product Categories

- Merchandizing items
- Services
- Publications

Development Programme

- Building up long-term cooperation perspective in all product/service sectors.
- Taking coordinated promotion initiatives.
- Stimulating synergies among cooperating companies.



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

Co-branding activities can blossom at all programmes of ANORTHOSIS

ANORTHOSIS BUSINESS PLAN 2020

- Co-Branding through the Value Sponsorship Programme.
- Co-Branding on Merchandizing items and development of new products and services in the Licensing programme.
- Co-Branding and promotion on the Internet.
- Development of co-branded entertainment services for the new travel company.
- Co-Branded Promotional and Development Programmes in Athletic Academies, Sports Centers and Stadiums.



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

E-Business

ANORTHOSIS Internet Site

- The first official sports site in Cyprus.
- The most popular sports club site in Cyprus.
- A hub of integrated services.

On-Line Retail Outlet

- Merchandising products.
- Licensing Products.
- Publication Subscriptions
- Tickets Sales
- Member Club Cards
- Access to all ANORTHOSIS products and services.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

Travel

The first Cypriot sports club to launch travel services

- Offering a wide spectrum of professional tailor-made services for journeys with the team, for business or pleasure:
 - Information, sales, tickets distribution, integrated entertainment packages.
- Competitive packages responding to the needs of ANORTHOSIS' friends.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

ANORTHOSIS invests in the development of Cypriot Sport on a grass-roots level.

The first Cypriot sports club to own all its premises.

- Currently, 3 athletic centers: Antonis Papadopoulos Stadium, Themistokleio Indoor Stadium and Antonis Karas Athletic Training Center.
- Sports Academies all-over Cyprus aiming to entertain more than 1000 kids.

ANORTHOSIS BUSINESS PLAN 2020



COOPERATION PRIVILEGES

Capitalizing on the new Sports Economy

Anorthosis Football Stadium – Antonis Papadopoulos.

The first privately owned Sports stadium in Cyprus.

- 10,000 seating capacity.
- Above ground Parking facility.
- Official Guest Area.
- Media Services and state of the art broadcasting installations.
- Special Security System.
- Bars and Restaurants.
- Retail Outlet
- Museum
- Infrastructure for cultural events and exhibitions.
- UEFA Category 4 Stadium

According to the highest international standards

ANORTHOSIS BUSINESS PLAN 2020



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Public Liability Company

As of June 1st, 2014, ANORTHOSIS FOOTBALL will be managed fully by the New Public Liability Company.

- Significant investment in sport and entertainment
- Expansion and growth of business activities and services
- Top co-operations
- E-commerce development
- Strong network of communication media
- New Sports infrastructure – Antonis Papadopoulos – Renovation
- A new image and identity configuration to turn ANORTHOSIS into an exclusive value symbol.



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Our vision's pillars

- Competitive – Team Structure
- Financial Goals & Achievements
- Managerial & Administrative Goals

ANORTHOSIS BUSINESS PLAN 2020



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Competitive – Team Structure

- ANORTHOSIS Football Team - 50% of the players to be Cypriots
- Transfer periods – Addition of Cypriot player
- Foreign players from all the age categories
- Academy Players
- Titles – Championship, Cups
- European League Participation – Champions League, UEFA Cup
- Long term Plan
- Professional Team Management
- Investment in foreign players



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Competitive – Team Structure

- Elite Academy
- Partnerships with European Football Clubs
- Football Technical Manager
- Professional Scouting Network
- Investment in technology
- Professional Networking with Football Associations
- Professional Football Players Database
- Fair Play
- Professional Internal Regulations



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Financial Goals & Achievements

- Anorthosis Football to become self sustainable Club
- Strict Financial planning – every 3 years
- UEFA Financial fair Play
- Professional Procedures managing personnel
- Return on Investment from UEFA Competitions Revenues
- Gradual Payoff all debts
- Invest on Football Stadium
- Improvement of Commercial department
- Athletes Dormitories
- 25% increase of members club

ANORTHOSIS BUSINESS PLAN 2020



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Financial Goals & Achievements

- 50% increase of season tickets
- Reach the 20% of fans from allover Cyprus
- 20% increase of women fans
- Invest on Children – THE FUTURE of our existence

ANORTHOSIS BUSINESS PLAN 2020



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Managerial & Administrative Goals

- Operation under full transparency, in a climate of complete confidence.
- Full and professional staffing all positions of the organizational structure with associated changes in the daily administrative operation of the Company.
- Continuous updating of the functions of the Company and the investment interact with our fans, and the services offered to them.
- Redefining the mission and vision of the Club and their reintegration to the aspirations of the Company through its daily operation



CORPORATE STRUCTURE

Capitalizing on the new Sports Economy

Managerial & Administrative Goals

- Establish a code of ethics and conduct for all those who in any way represent the Company.
- Certification of operating the Company with the system ISO 9001: 2008
- Active participation in command centers of Cyprus Athletics.
- Upgrading annual targeted program “Company Social Responsibility» where our club will offer to society and support good causes.
- Upgrading annual program of enlightenment abroad, the Cyprus problem and Famagusta during our presence abroad for European competitions. Cyprus Tourism Organization and the Cyprus Press Information Office involvement is required.



FINANCIAL OVERVIEW

Capitalizing on the new Sports Economy

Public Liability Company

Projected Financial Forecast 2014-2017

ANORTHOSIS BUSINESS PLAN 2020

		2014/15	2015/16	2016/17	2017/18	2018/19
REVENUES						
	Tickets	1,415,000	1,440,000	1,440,000	1,505,000	1,530,000
	TV RIGHTS	506,000	696,000	1,616,000	1,440,000	1,440,000
	Advertisement	876,000	876,000	956,000	956,000	1,044,000
	Transfers	200,000	200,000	220,000	220,000	220,000
	UEFA Compet.	0	260,000	260,000	260,000	260,000
	IBG	120,000	126,000	137,600	144,860	152,850
	Club House	24.000	24.000	24.000	25.500	25.500
	Engomi Room	17.400	17.400	17.400	18.240	18.240
	Kiosks	68,000	68,000	68,000	74,800	74,800
	CFA - CAA	405,000	405,000	405,000	405,000	405,000
	Other	320,000	346,000	376,800	404,990	441,300
TOTAL		3,883,400	4,365,400	5,432,800	5,359,590	5,516,890



FINANCIAL OVERVIEW

Capitalizing on the new Sports Economy

Public Liability Company

Projected Financial Forecast 2014-2017

ANORTHOSIS BUSINESS PLAN 2020

EXPENSES		2014/15	2015/16	2016/17	2017/18	2018/19
	Salaries	2,673,440	2,781,240	2,889,040	3,033,490	3,152,340
	Services Accounts	150,500	152,100	158,550	160,230	161,630
	Taxes	2,300	2,300	2,300	2,300	2,300
	Stadium Maintenance	130,490	80,490	80,490	80,490	80,490
	Matches Expenses	327,950	327,950	327,950	327,950	327,950
	Training -Team Travelling	45,000	148,000	150,250	152,600	155,000
	Expenses Advertisement	21,500	19,000	19,000	19,000	19,000
	Medical Expenses	44,020	44,020	44,020	44,020	44,020
	Operational Expenses	198,540	205,540	210,540	281,540	286,540
	Managers Fee	80,000	88,000	93,000	98,000	108,000
	Legal fees	48,000	48,000	48,000	48,000	48,000
	Club Contribution	2,900,000	2,000,000	1,157,090	500,000	500,000
	Other Expenses	53,500	53,500	53,500	53,500	53,500
	Accounting - Auditing	76,000	76,000	76,000	76,000	76,000
	Total Expenses	6,751,240	6,026,140	5,309,730	4,877,120	5,014,770
	Profit or Loss	(2,867,840)	(1,660,740)	123,070	482,470	502,120
	P&L w/Club Contribution	32,160	339,260	1,280,160	982,470	1,002,120



BUSINESS PARTNERSHIP

Shareholder Value

ANORTHOSIS BUSINESS PLAN 2020

Optimizing qualitative returns on investment

- Increasing corporate brand name recognition
- Enhancing public conception of the company's market positioning.
- Clear definition of corporate image.
- Optimizing delivery on brand promises.
- Strengthening community bonds.
- Building corporate reputation.

Maximizing quantitative returns on investment

- Increasing sales and market share.
- Intensifying market penetration.
- Broadening customer base.
- Developing new markets.
- Strengthening brand leverage.
- Achieving market leadership.



ΕΠΙΧΕΙΡΗΣΙΑΚΟ
ΠΛΑΝΟ
2020

Chris Poullaides
President

Σας Ευχαριστώ

Thank you