

MBEYA CITY COUNCIL FOOTBALL CLUB



STRATEGIC PLAN: 2016 – 2020



From CEO Desk:

First of all, I would like to thank God for the gift of life and sound health all through my work as a Chief Executive Officer of Mbeya City Council Football Club and finally the completion of this historical Strategic tool which define the future of our Club. Special thanks to my family for the great love, support, prayers and always believing in me, that I can achieve what my heart sets out to achieve. Being a CEO of Infant and competitive club with prosperity future like Mbeya City FC is not easy.

I would also like to thank the Mbeya City FC board Members for their contribution on this Club Strategic Plan, not forgetting Mr Suleiman Jabir (Coach) who assists the completion of this work for doing the preliminary focus and technical inputs

Furthermore, a warm thanks to City Council Management Team under the then City Director Dr. Samwel Lazaro ,Mbeya City Full Council(Baraza) under the Lord City Mayor, Hon: David P. Mwashilindi for being kind enough to take their time out of their busy schedules to go through this work and gave accurate corrections where needed, its well appreciated.

Sport is a hobby or leisure time activity for most people. However, it is also increasingly established that sport is also a business (Chadwick & Arthur, 2008). In this Strategic Plan the emphasis is on the football industry, In the sport of football in Tanzania an important transformation should took place.

In general, football clubs have originated since the 1850s and the majority of European clubs are about 100 years of age. When the game attracted spectators and players became financially compensated, business practices developed into the clubs that were until then just sporting associations. Thus, to a

certain extent business has always been a part of sports. However, since the 1980s there has been a large economic development in the sport with an involvement of corporations and other business institutions. During these last decades business in football has grown enormously and football clubs have commercialized largely.

Consequently, the football industry now is an international business; international professional competitions are established, players are transferred all over the world and attracting top media events with television broadcasting all over the world. Football is also said to be the most popular sport globally (Richelieu, Lopez & Desbordes, 2008).

While the finances of professional football clubs have increased massively and attitudes have changed, The need for our club having the sound, professional and intellectual explanation on where club wants to go, and how, is the centre of the all efforts done by the club to survive and attract more partners to change the focus of the club to be professional and financially competitive.

Mbeya City Council FC's Strategic Plan defines goals and objectives that will be achieved to develop football in Mbeya and the Southern Highlands of Tanzania. This Strategic Plan will guide the Team to fulfill its mission over the next five years. It defines key strategies, goals and measurable objectives to be achieved in our five priority directions.

These five priority directions are:

1. **Financial and Organizational Management:** The main focus is to build strong club financial base, Modern and Objective oriented Management structure which foster technological advancement and facilitate the Partnership development.

2. **Governance:** The aim here is strengthening of the Club Judicial functions and reviewing of Statutes, Rules & Regulations in order to prepare Club for new Ownership structure/Transform from being Institutional club to Public Limited Company through selling of shares in Stock Exchange.

3. **Coach, Players Development and Infrastructure Advancement:** The area of Emphasis is to increase number of qualified coaches and establishment of School and Street football programs for children and youth, and Construction of Mbeya City FC Stadium **”The Citizen Arena”**

4. **Competition and Football events:** To Initiate the Regional, Zonal, National and International football tournament and Participation on International Youth Championship by 2018.

5. **Community Engagement and Support of Fan ship:** Establishment and implementation of Mbeya City FC Foundation and recruitment of more fans.

These five priority directions will be the Club road-Map to future Development, Therefore, the achievement of these objectives needs collective efforts and support from all stakeholders.

The time of change has come, the need of change is obvious. Mbeya City Football Club as the club of new generation should be the centre of all these changes.

I call upon the fans and stakeholders to take on-board this club development Strategy as a tool for the future of our club development.

Regards,

E.E.Kimbe
The Chief Executive Officer
MBEYA CITY FOOTBALL CLUB

