



Energetic Soda

La Liga

INTRODUCTION

The company interested in investing in a football team in Spain.
Our marketing team has contacted every team playing in "La Liga" (the Spanish league) and after some studies, we know the price for every sponsorship and also we know the value, to our brand, for every goal scored by a team.

Our CEO is requesting an analysis to determine which team is the better for us



CONSIDERATIONS



Budget

Max. \$400,000



Not lose category

The team will be consistent in playing in La Liga, that means, that is not propense to lose the category



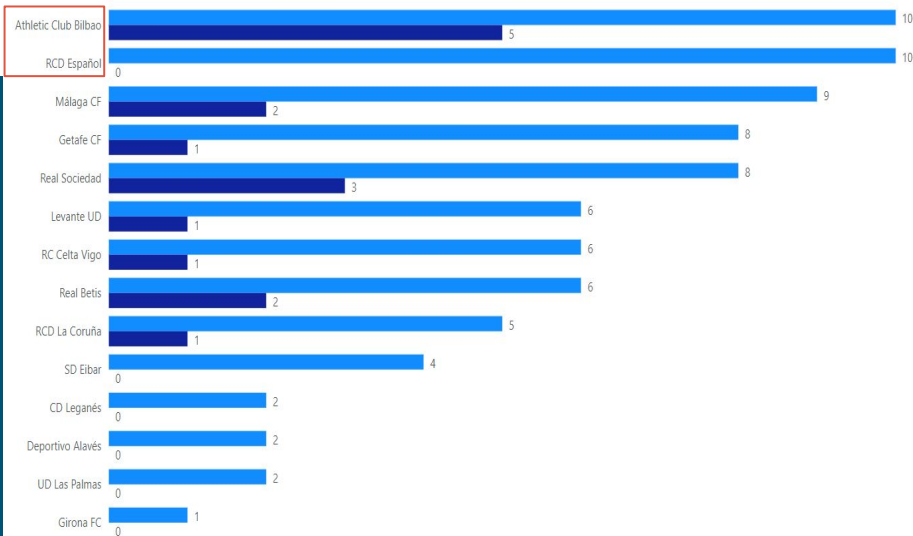
European cup

(Desirable)

If we can get a team which plays a European cup would be great for our company

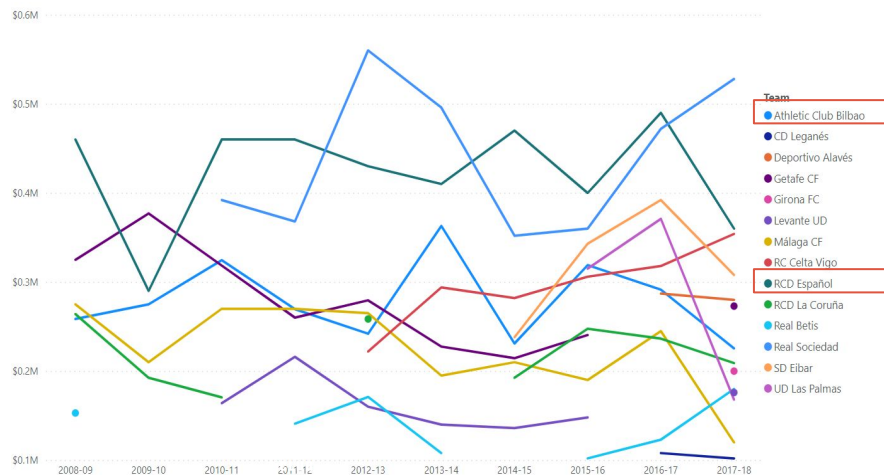
ANALYSIS

● #Seasons not loses category ● #Seasons (at least) European cup



- There are 14 teams that the company can purchase within its budget
- Out of the 14 teams, only 2 teams meet the consideration of not losing their category in La Liga
- Ideally, Team Athletic Club Bilbao meets the requirement of participating in at least the European Cup.

ANALYSIS



The chart displays the profitability (based on goals) of each team for each season

As we can see, Athletic Club Bilbao and RCD Español are the ones that stand out among all the trends because they have better historical profitability

ANALYSIS

Team	\$ Investment Required	# Goals 10 seasons	\$ Profit per Goal	\$ Profit 10 seasons	\$ Avg Profit per Season	\$ ROI per Season
RCD Español	\$180,000	423	\$10,000	\$4,230,000	\$423,000	2.35
Málaga CF	\$100,000	450	\$5,000	\$2,250,000	\$225,000	2.25
Real Sociedad	\$300,000	441	\$8,000	\$3,528,000	\$352,800	1.18
SD Eibar	\$110,000	183	\$7,000	\$1,281,000	\$128,100	1.16
Getafe CF	\$240,000	387	\$6,500	\$2,515,500	\$251,550	1.05
RCD La Coruña	\$220,000	322	\$5,500	\$1,771,000	\$177,100	0.81
RC Celta Vigo	\$230,000	296	\$6,000	\$1,776,000	\$177,600	0.77
Athletic Club Bilbao	\$390,000	509	\$5,500	\$2,799,500	\$279,950	0.72
Levante UD	\$190,000	285	\$4,000	\$1,140,000	\$114,000	0.60
UD Las Palmas	\$180,000	122	\$7,000	\$854,000	\$85,400	0.47
Real Betis	\$320,000	326	\$3,000	\$978,000	\$97,800	0.31
Deportivo Alavés	\$210,000	81	\$7,000	\$567,000	\$56,700	0.27
Girona FC	\$100,000	50	\$4,000	\$200,000	\$20,000	0.20
CD Leganés	\$120,000	70	\$3,000	\$210,000	\$21,000	0.18

ROI: Return of investment

Comparing RCD Español and Athletic Club Bilbao:

- Athletic Club Bilbao costs a little over twice as much as RCD Español
- Athletic Club Bilbao has scored more goals than RCD Español
- However, the profit per goal is higher in RCD Español than Athletic Club Bilbao. Therefore, RCD Español has a higher profit overall
- RCD Español has a higher value in terms of the ROI indicator, which means that for every \$1 invested, a return of \$2.35 is obtained.

TEAM SELECTED

RCD ESPAÑOL

RCD Español is chosen because it's within the budget and has remained in its category for the past 10 seasons. Furthermore, despite not having the maximum number of goals, it has the highest profitability and ROI