

# / London Scottish Complete club strategy



## Problem:

- Client needed a strategy for and a complete restructuring of their sports franchise

## Objective:

- To be a sustainable club competitive in the championship of English club rugby

## Solution:

- Full diagnostic to help develop a 3-year plan
- Complete restructuring of commercial and marketing functions
- New commercial and brand strategy
- Complete restructuring of playing and performance department, including new director of rugby and new staff structure

## Result:

- Increased revenues by over 300%
- New brand initiatives, including team in Hong Kong and on tour
- Team successfully promoted and sustaining Championship level rugby