



Barcelona



DETERMINANT

Brand Image	Serial winners in football, recognizable by iconic colors -blue and garnet	Minimalist, functional, and tech-driven clothes
Market share (Asia)	Growing fanbase in China - 47 million fans	Strong market share in Asia - Retail presence in China and Vietnam. Ships to Singapore, Malaysia and Taiwan
Market share (Rest of the world)	Well established fan base with loyal fans	Expansion opportunities given Esqual's group dominance in the textile and apparel manufacturing industry
Key synergies in collaboration	DETERMINANT understands the tastes of consumers in Asia on a local level ; familiar with the best way to market, sell, and distribute products through a variety of channels and retail formats.	
	Showcasing key Barcelona brand elements while maintaining minimalism, and driving product purchase as 86.7 % of fans (in Vietnam) are interested in club merchandise, and despite how common fake kits are here, more than three quarters prefer official gear.	

Recommendation: Partnership deal

Key Terms	Strategy	Benefits	Cons
Partnership Agreement			
Behind-the-scenes content featuring FC Barcelona new players' DETERMINANT dress fitting	Promoting collaterals via Barcelona & DETERMINANT's social media	Raise brand awareness	High Cost
Special matchday tour experience for four (4) VIP . This is an exclusive money can't buy experience to visit exclusive area(s)	Raffle: Spend 500 HKD and get a chance to win (1) VIP ticket	Improve customer acquisitions	
Twenty (20) official autographed jerseys and twenty (20) autographed Determinant shirts per Season, signed by selected members of FC Barcelona First Team	Gamification: Every item purchased = 1 play, beat a certain score to win signed products	Increase sales	
Merchandising Agreement			
Royalty fee: (i) 10% of Net Revenues (ii) Minimum Guaranteed Amount of €100,000, VAT or other consumption taxes not included, accrued during the Term of this Agreement.	Referral program: Rely on current DETERMINANT fan base	Lower Cost	Only for Greater China and Vietnam

DETERMINANT has low presence in worldwide market due to oversaturation of players in the clothing industry. A partnership deal will significantly increase its brand visibility outside of Asia which will be the key to unlock the consumers in overseas market