



#anaskourami2024

# Candidacy project for the presidency of Wydad Athletic Club.

All for a Structured and Champion Wydad !



Anas KOURAMI  
[www.kourami2024.com](http://www.kourami2024.com)  
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## Letter from the Heart to the Heart

Dear passionate supporters of Wydad Athletic Club,

It is with deep admiration for our rich history and an unwavering commitment to the bright future that awaits us that I present myself to you today as a candidate for the presidency of Wydad Athletic Club. Our club is not just a sports institution; it is a symbol of pride, resilience, and unity for our community.

From my earliest encounters with Wydad, I have been captivated by the intensity of our colors, the dedication of our supporters, and above all, by the spirit of competition and excellence that drives every person involved behind the scenes. These experiences have shaped my vision and reinforced my determination to contribute significantly to the future of our club.

As a 33-year-old with a professional background marked by varied experiences internationally, in organization and structuring, management, and strategic development, I am convinced that I can bring a new dynamic to Wydad. My goal is clear: to consolidate our legacy while innovating to ensure sustainable growth and continued success, both nationally and internationally.

The slogan of my campaign, **"Towards a Structured and Champion Wydad,"** embodies a professional and ambitious vision that will resonate with many supporters and members of our community.

This concise message encapsulates a desire for profound transformation, addressing the challenges our club has faced over the past two decades. These challenges include the lack of adequate structuring, the absence of a long-term vision, the lack of clear strategies, and inconsistent sporting successes. These latter reflect a management that has often lacked professionalism, characterized by sporadic highs and many lows.

The sporting results, which thrill us in the stands and behind our screens, have not reached the expected level of excellence, with a podium presence rate not exceeding 21% over the last decade. This statistic is far from the standards we aspire to set for Wydad.

My ambition is to revolutionize this dynamic through rigorously professional management, a clear strategic vision, and a commitment to sporting excellence. Our goal is to redefine the foundations of Wydad to ensure lasting success and make our club a champion, both on the national and international stage.

I am driven by the conviction that, together, we can elevate Wydad to unexplored heights, strengthening our marketing vision, financial foundation, optimizing our youth academy, and establishing an unshakable winning culture. I propose to work hand in hand with every member of our large family to write the next chapter of our glorious history.

Therefore, I ask for your support and trust to carry out this mission. Together, let's reaffirm the legacy of Wydad and forge a radiant future for the club that unites us all.

*Anas*  
KOURAMI

## **I. Introduction**

## I.Introduction

At the dawn of a new era for Wydad Athletic Club, the time has come to mark a decisive turning point in the history of our revered club. Faced with the challenges of the past and the opportunities of the future, my ambition as a candidate for the presidency is to catalyze a profound and lasting transformation that will honor our rich heritage while propelling us to new heights of success.

The program that I am proud to present to you is the result of thorough reflection, careful listening to our community, exchanges with high-caliber managers and football experts in countries like England and Germany, and a rigorous analysis of modern football trends. It is designed to meet not only the expectations of our supporters but also to set new standards of excellence for our club.

The **11 key points of my program** embody a comprehensive strategic vision, centered around structuring, sustainable development, sporting performance, and commitment to our supporters.

Each point has been meticulously developed to address specific aspects of our mission, including improving governance, innovating our economic model, strengthening our infrastructure, investing in training, focusing on player well-being, and a policy of transparent and inclusive communication.

This detailed document that follows outlines each point of my program, offering explanations, projected figures, and strategic visions. It represents not only a commitment to transparency and professionalism but also an invitation to all members of our community to join this ambition to make Wydad a model of success, innovation, and passion.

My program is characterized by its clarity and precision, offering a concrete and detailed vision that will allow Wydad supporters and club members to closely follow the progress of various projects. This transparency provides a solid foundation on which they can rely to assess the quality of my work and the credibility of my proposals.

I personally commit to organizing an annual meeting with supporters, members, and the media to present a comprehensive report on the progress of each aspect of this program and to account for all promises made.

Furthermore, one of the key commitments of my project is to devote my entire time to Wydad Athletic Club. I commit to ensuring continuous presence, both for myself and for all teams, within the club's offices and complex, adhering to rigorous working hours.

I plan to delegate the management of my personal business activities in different countries for a minimum period of two years, as Wydad requires total commitment and unwavering availability to achieve excellence. Wydad must not be considered a secondary option; it must be the absolute priority. I am convinced that volunteer work is not enough; Wydad must adopt professional management where every party is paid for their work and commitment but held to result obligations.



My program for Wydad Athletic Club represents a real revolution, a profound transformation that revolves around an ambitious plan, aimed at reinventing and consolidating our club at all levels. This comprehensive strategy, while spanning four years, does not lose sight of the essence of our passion and commitment: sporting success.

From the first year, my goal is clear: to position Wydad on the podium. This ambition is not just a wish, but a firm commitment, a promise to our community of supporters, because as a real Wydadi, I deeply understand that our pride and joy lie in the victories and exceptional performances of our team.

However, the innovation and transformation I envision go far beyond immediate successes on the field. I seek to establish a solid foundation for the future, by implementing structures, processes, and strategies that will ensure the club's sustainability and growth in the long term.

I will not sell dreams to the supporters of Wydad, because I am a true Wydadi, because I have sung in the stands, because I have lost my voice in every important match, because I have cried in every defeat, because I know what a true supporter of Wydad feels.

I will not sell dreams to the Wydadis because I know that the path to success is long and hard, but I promise to work hard to fulfill every promise of this project, I promise to give everything for Wydad, I promise to fight to make you proud in front of the whole world.

I invite you to explore this program with an open mind and a heart proud to belong to the great family that is Wydad Athletic Club.

## **Important before starting**

It is important to highlight that since 2019, I have been striving to become a member of Wydad. I have really tried everything: I contacted the former president Mr. Said Naciri in writing, sent letters and certified mails with return receipt, and I even went to the Mohammed Benjelloun complex several times to try to join Wydad as a member. I submitted my membership application twice, notably when they announced the opening of registrations on the club's official page on December 17, 2023.

Despite all this, I received no response. This seems to me to be both disrespectful and unprofessional on the part of the committee. It seems like they have made Wydad inaccessible to its supporters.

After exhausting all options to avoid coming to this point, I found myself forced to hire a lawyer to take charge of my membership application. We requested explanations from the club on March 27, 2024.

I have evidence, including audio and video recordings, that supports each of my statements. Among them, there is a video where I am mistreated by a known member of the club's committee who tells me that I will never be a member.

Out of respect for my heart's club, its image, and its supporters, I prefer to keep these elements to myself. However, I will be ready to share them with the supporters if it becomes necessary or if a member of the committee tries to deny my claims.

As of the writing of this project, my lawyer has not received any official response to our previous inquiries. The only communication we received is an email that was sent to me on Tuesday, April 9, 2024, to my personal email address, containing a generic message copied and pasted directly from the Facebook page asking me to submit a new membership application.

It is ironic to note that my personal email address was extracted directly from my last membership application, and that I am asked to submit again a file that is 100% identical to the one already submitted instead of processing my file that is already in their possession.

In accordance with this request, a new file was submitted on April 25, 2024, through a judicial officer.

Following this new request, I received a first call on May 1, 2024, from someone claiming to be a member of Wydad Club's membership committee. This person inquired about the reasons that led me to use a lawyer to submit my membership file. Naturally, I shared the context and the facts with him. He showed understanding before concluding the conversation.

A few minutes later, I received a call from a known member of the club, the same person who had mistreated me in the past, as mentioned above. This person immediately showed aggression and

hysteria at the idea that I had chosen to submit my file through a lawyer, and told me right away that my file was rejected, then hung up the phone provocatively.

I immediately tried to call back the first person who had contacted me to try to understand this dictatorial behavior, which was not befitting a supposed official of the Wydad Club. I received no response. Later, this person had blocked my number. It was then I realized that this person was not alone during the first call I received.

Of course, and what these people do not know, I have all the evidence of the events I mentioned in this section.

Feel free to comment.

## **II. The 11 points of my program**

## 1. Point 1: Management Structuring

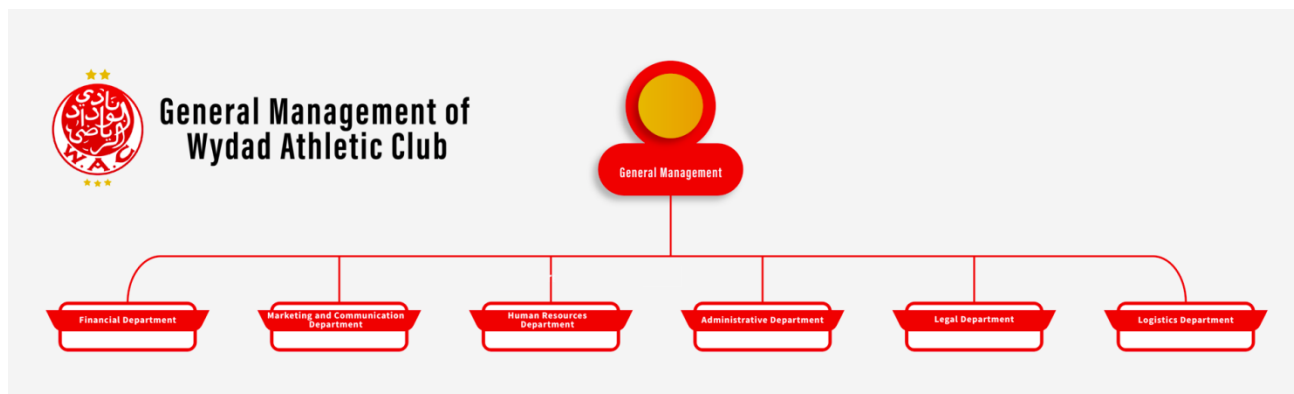


The first pillar of my program for the presidency of Wydad focuses on essential management structuring to ensure effective and professional governance of the club. This reorganization aims to solidify the foundations on which the club builds its future, through a clear strategic vision and optimal coordination of all its activities.

By emphasizing the organization and coordination of the club's daily activities, this new structure aims to be the engine of harmonious and sustainable development of the club.

Within the framework of this proposal, I suggest an organizational structure for the management of Wydad centered around a general management, supported by several specialized departments. These departments would include: Finance, Marketing and Communication, Human Resources, Administration, Logistics, and the Legal department. This configuration aims to optimize the management and coordination of the different functions essential to the success of the organization.

### 1.1. The General Management



At the heart of this structuring, the creation of a general management is essential. This entity will be responsible for overseeing all departments, ensuring coherence and alignment of strategies with the club's long-term objectives, and guaranteeing fluid communication between different sectors of activity.

The general management will be responsible for implementing the club's overall strategic vision, ensuring that all decisions made in the various departments contribute to the achievement of the set objectives.

The composition of Wydad's general management within the framework of this management structuring plan requires individuals with diverse and complementary skills, capable of successfully carrying out the club's strategic vision. It will consist of a general manager and the directors of the six departments that will be created.

Here are the essential profiles that should make up this general management:

### **General Manager (GM)**

**Profile:** Proven experience in managing complex organizations, ideally with in-depth knowledge of the sports sector. Ability to develop and implement long-term strategies, leadership skills, team management, and communication.

**Role:** I will personally take on this mission to oversee all club operations, implement the strategic vision, coordinate the different departments, and be the main interlocutor between the board of directors and the club's daily operations.

### **Financial Director**

**Profile:** Solid experience in finance and accounting, with a good understanding of sports economic models. Ability to manage large budgets, conduct complex financial analyses, and develop financing strategies.

**Role:** Manage the financial health of the club, oversee financial planning, investments, and ensure the efficiency of expenditures.

### **Marketing and Communication Director**

**Profile:** Experience in marketing and communication, with strong knowledge of digital. Ability to develop brand strategies, manage advertising campaigns, and establish strategic partnerships.

**Role:** Promote the club's image, increase its visibility and attractiveness, manage public relations, and develop commercial revenues.

### **Human Resources Director**

**Profile:** Experience in human resources management, with skills in organizational development and corporate culture. Ability to attract, develop, and retain talent.

**Role:** Manage recruitment, training, and employee well-being, while promoting a culture of excellence and respect.

### **Administrative Director**

**Profile:** Experience in administrative and operational management. Ability to optimize internal processes, manage risks, and ensure regulatory compliance.

**Role:** Oversee daily operations, manage administrative services, and ensure the smooth functioning of infrastructure.

### **Logistics Director**

**Profile:** Experience in logistics and event management, with the ability to plan and execute complex operations within tight deadlines.

**Role:** Organize travel, manage sports facilities, and coordinate the organization of matches and events.

### **Legal Director**

**Profile:** Experience in law, ideally specialized in sports law. Ability to manage complex legal aspects, negotiate contracts, and advise on compliance issues.

**Role:** Provide legal support, manage contracts, and ensure that the club operates within a legal framework.

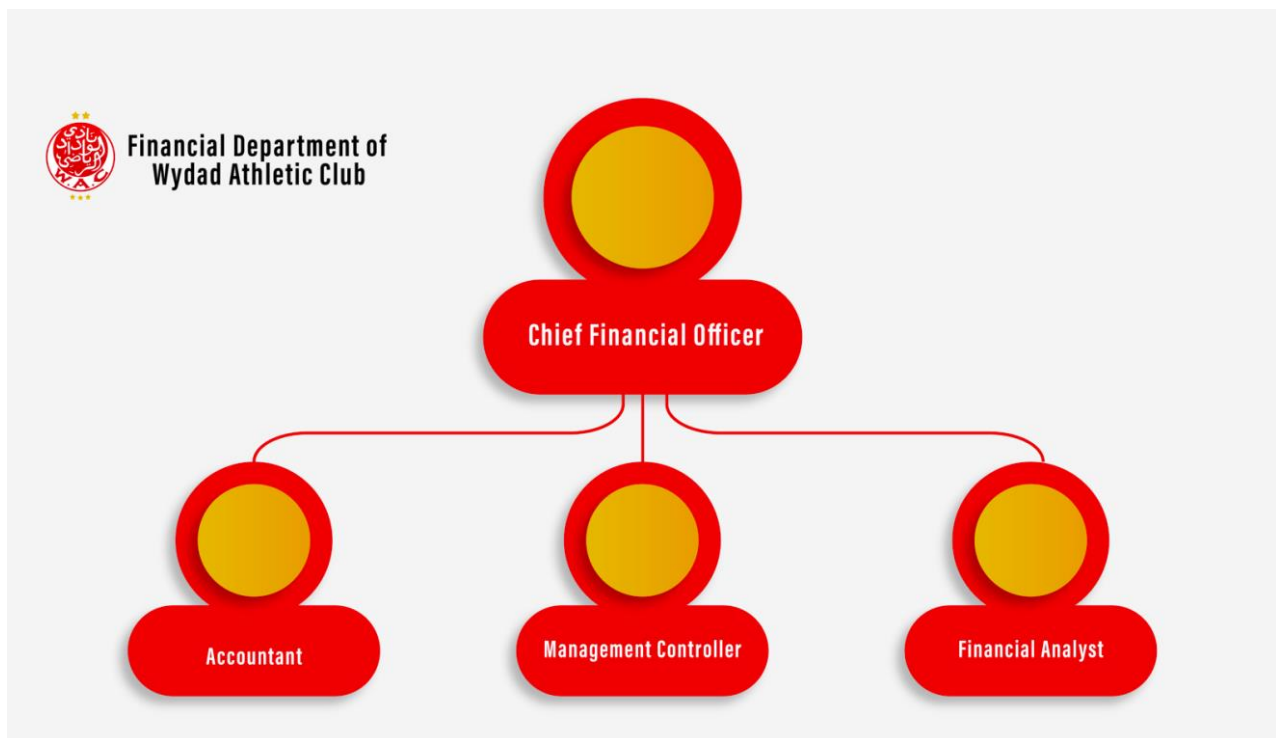
Each member of the general management must not only possess expertise in their specific area but also share a common vision for the future of the club, capable of working collaboratively to achieve Wydad's strategic objectives.

## **2.1 The Departments**

The establishment of a well-defined organizational structure, including six key departments, is essential for Wydad to ensure effective management and optimal performance across all its operations.

Each department will play a crucial role in the overall functioning of the organization, allowing for specialization and dedicated attention to vital aspects such as financial management, the development of targeted marketing and communication strategies, optimal human resources management, administrative efficiency, precise logistics, as well as compliance and legal protection.

### 1.2.1 The Finance Department



The finance department, managed by the financial director, plays a crucial role as the pillar of the club's economic stability. It extends beyond mere accounting management to embrace a strategic vision of finance.

**Budgeting:** Developing forecast budgets that take into account the short and long-term objectives of the club, allowing for efficient resource allocation.

**Accounting:** Rigorous management of financial flows, ensuring total transparency and adherence to accounting standards.

**Financial Planning:** Developing financial models to anticipate future needs, manage risks, and identify investment opportunities.

**Financing Strategies:** Exploring new financing avenues, including partnerships, sponsorships, and financial markets, to diversify and strengthen revenue sources.

**Expense Management:** Monitoring and optimizing expenses to ensure sustainable financial management.

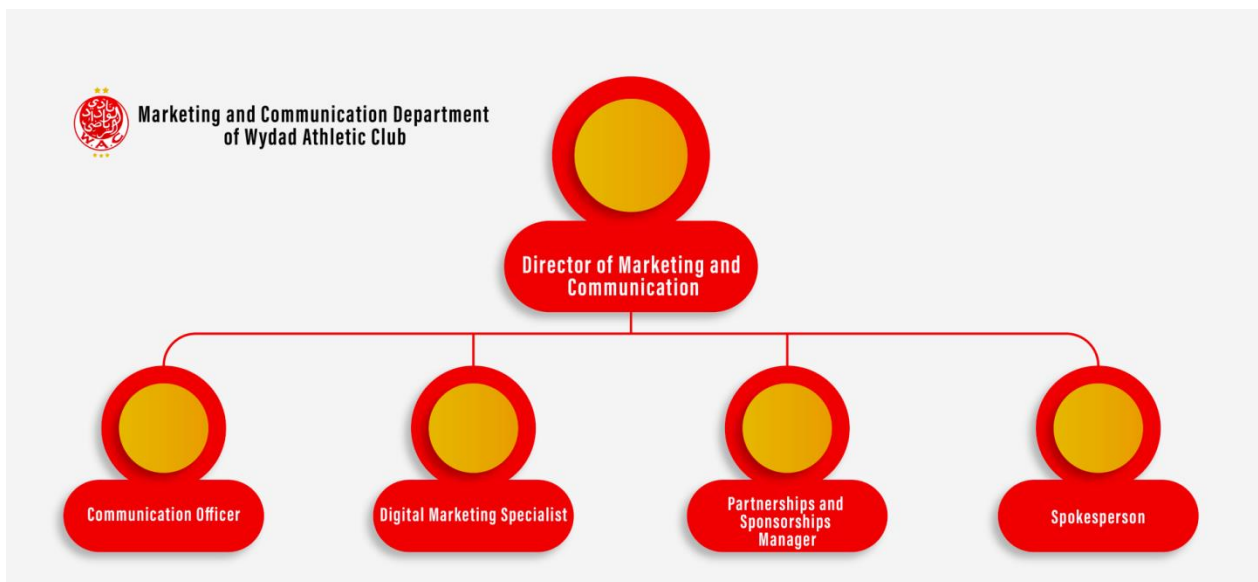


In addition to an experienced financial director, this department will consist of:

1. An experienced accountant: Skills in general, tax, and financial reporting accounting.
2. Management controller: Expertise in budget control, performance analysis, and strategic recommendations.
3. Financial analyst: Ability to analyze investments, financing, and financial risks.

This department will be, if necessary, supported by external firms and experts.

### 2.2.1 Marketing and Communication Department



This department is vital for building and maintaining the club's brand image, as well as engaging the community. It will be led by the marketing and communication director and will have the following mission:

**Marketing strategies:** Development and implementation of innovative marketing strategies to increase the club's visibility and appeal.

**Communication:** Creation of targeted communication campaigns to strengthen the relationship with supporters, partners, and all stakeholders of the club. Official communication on behalf of the club.

**Media management:** Optimization of the club's presence on various media platforms, ensuring favorable and extensive coverage.

**Partnerships and sponsorships:** Identification and management of strategic partnerships and sponsorships to increase revenue and improve the club's reputation.

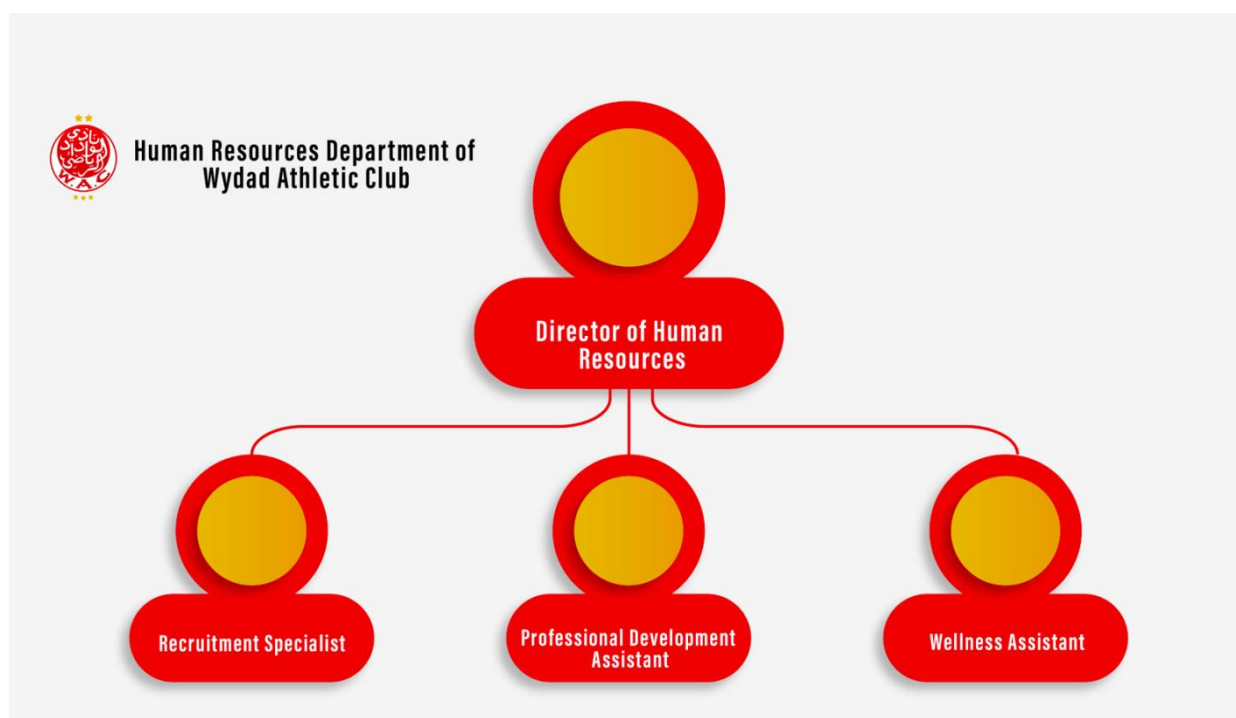
**In-depth data collection on Wydad:** These data will strengthen our position with partners and all parties interested in the marketing and communication aspect of Wydad and will allow us to negotiate better and obtain the best deals for the club.

**Supporter loyalty:** Implementation of loyalty and engagement programs to strengthen the supporter base.

In addition to the marketing and communication director, whose profile and missions have already been detailed in the management section, this department will consist of the following profiles:

1. **Communication officer:** Skills in content management, public relations, and crisis management. They will be supported by external communication agencies if necessary.
2. **Digital marketing specialist:** Expertise in SEO, SEM, social media, and data analysis.
3. **Partnerships and sponsorships manager:** Ability to identify, negotiate, and manage strategic partnerships.
4. **Spokesperson:** In-depth knowledge of the club, multilingual skills with a minimum of three languages, namely English, French, and Arabic, communication skills, charisma and media presence, ability to manage pressure, crisis management skills.

### 3.2.1 Human Resources Department



This department is essential for cultivating a motivating and high-performing work environment. Its mission within the club will be:

**Recruitment:** Attraction and selection of talents aligned with the club's values and needs.

**Professional development:** Implementation of training and development programs to improve the skills and performance of all employees.

**Employee well-being:** Creation of initiatives for employee well-being, ensuring a positive and stimulating work environment.

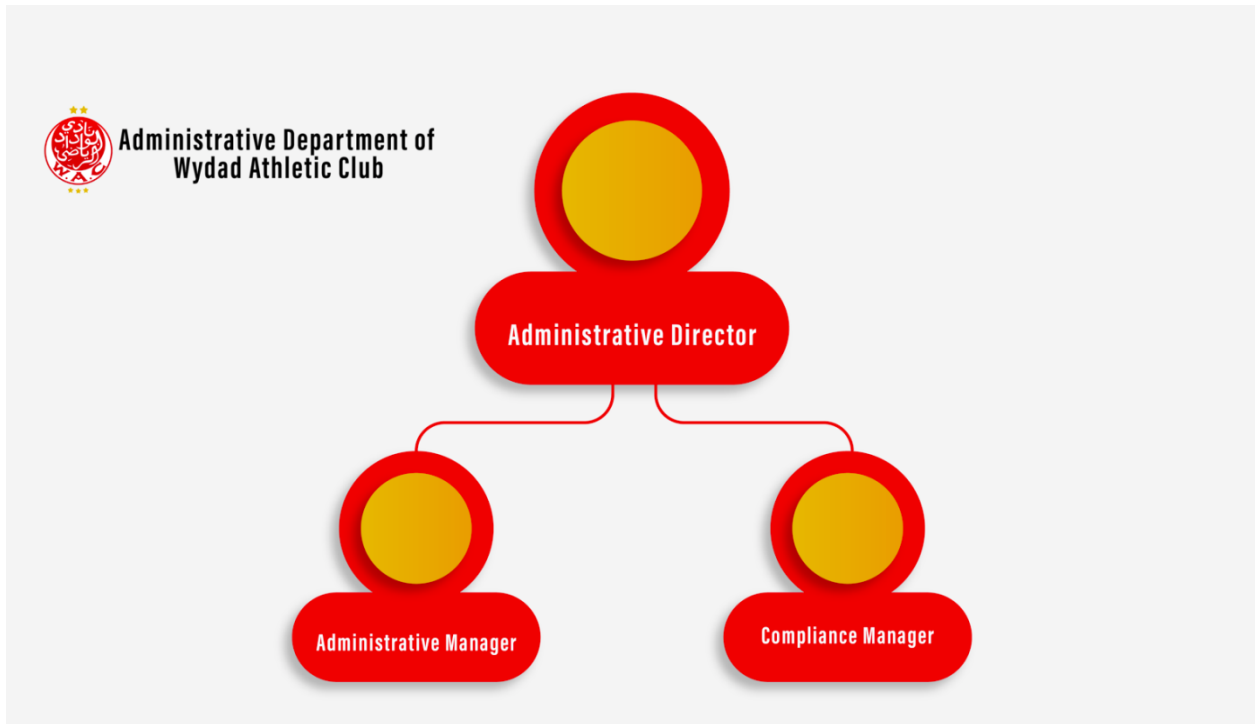
**Corporate culture:** Promotion of a culture of excellence, respect, and collaboration within the club.

Like all departments of the club, an experienced and confirmed director will have the mission to manage this department and will have the following team at their disposal:

1. Recruitment specialist: Skills in sourcing, evaluation, and recruitment of talents. This task may eventually be entrusted to a specialized firm.
2. A professional development assistant: Their role is to support the director in training, performance evaluation, and career plans for the club's employees.

3. A well-being assistant: To assist the director in implementing employee well-being and engagement programs.

#### 4.2.1 Administrative Department



The establishment of an administrative department within Wydad is a crucial step towards optimizing its operations and consolidating its organizational infrastructure. This department will play a central role in coordinating daily activities, ensuring efficient resource management and smooth communication across the entire organization.

By serving as a cornerstone for administration and operational support, the administrative department will enable Wydad to enhance its efficiency, simplify its internal processes, and position itself advantageously to achieve its strategic objectives.

**Operation management:** Ensuring the efficiency and fluidity of daily administrative operations.

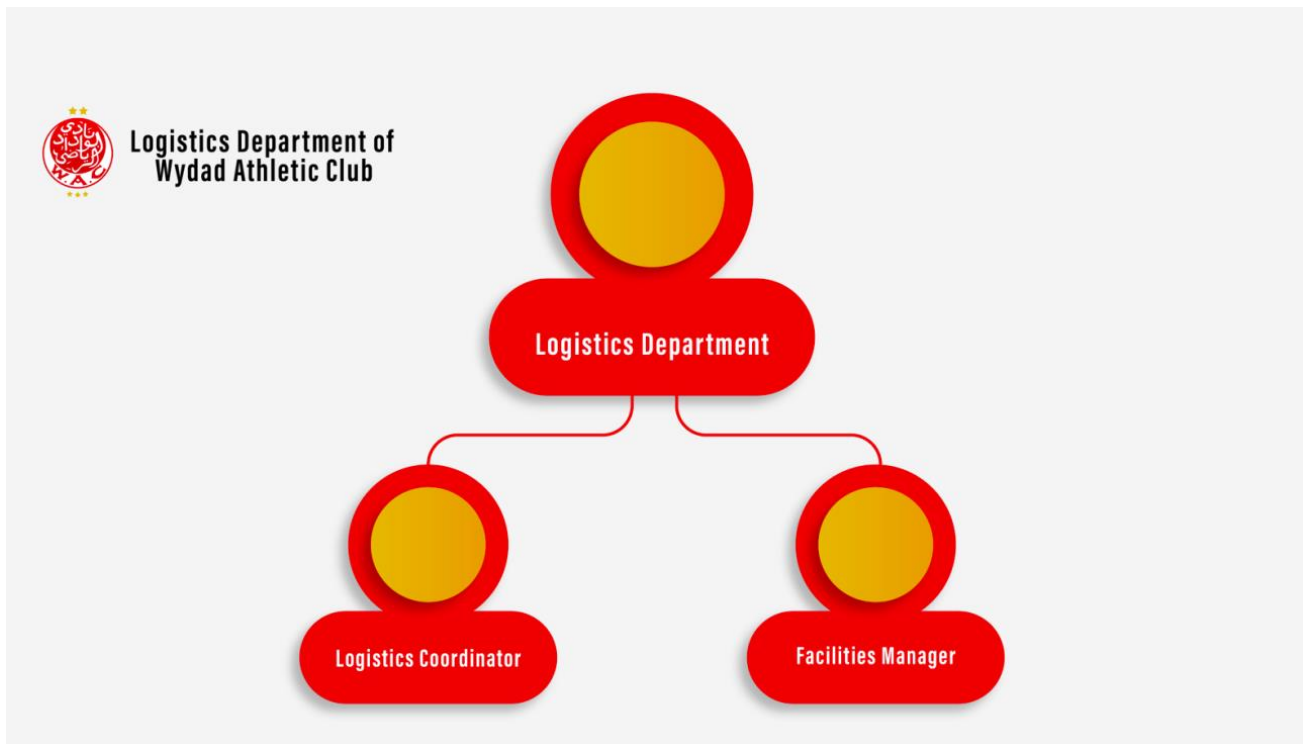
**Internal services:** Supervision of internal services to guarantee their performance and compliance.

**Regulations:** Ensuring that all club activities comply with current laws and regulations.

Administrative Director with solid foundations and a perfect knowledge of the football world will be the head of this department and will have at their disposal:

1. An administrative manager: Skills in office management, general services, and administrative procedures.
2. Compliance officer: Expertise in applicable legal regulations and risk management.

### 5.2.1 Logistics Department



The establishment of a logistics department within Wydad marks a crucial strategic turning point for improving the efficiency and responsiveness of the organization to its operational requirements. This department will be the keystone ensuring optimal management of the flow of goods and equipment, essential for the conduct of sports activities and events.

By precisely orchestrating logistics for travel, equipment, and the setup of necessary infrastructure, the logistics department will enable Wydad to maximize its performance while ensuring rational use of resources. Its role is therefore central to supporting the club's ambitions, guaranteeing a solid foundation for its operations, and contributing to its overall success. Its missions will include:

**Organization of travel:** Planning and managing the travel of teams and staff.

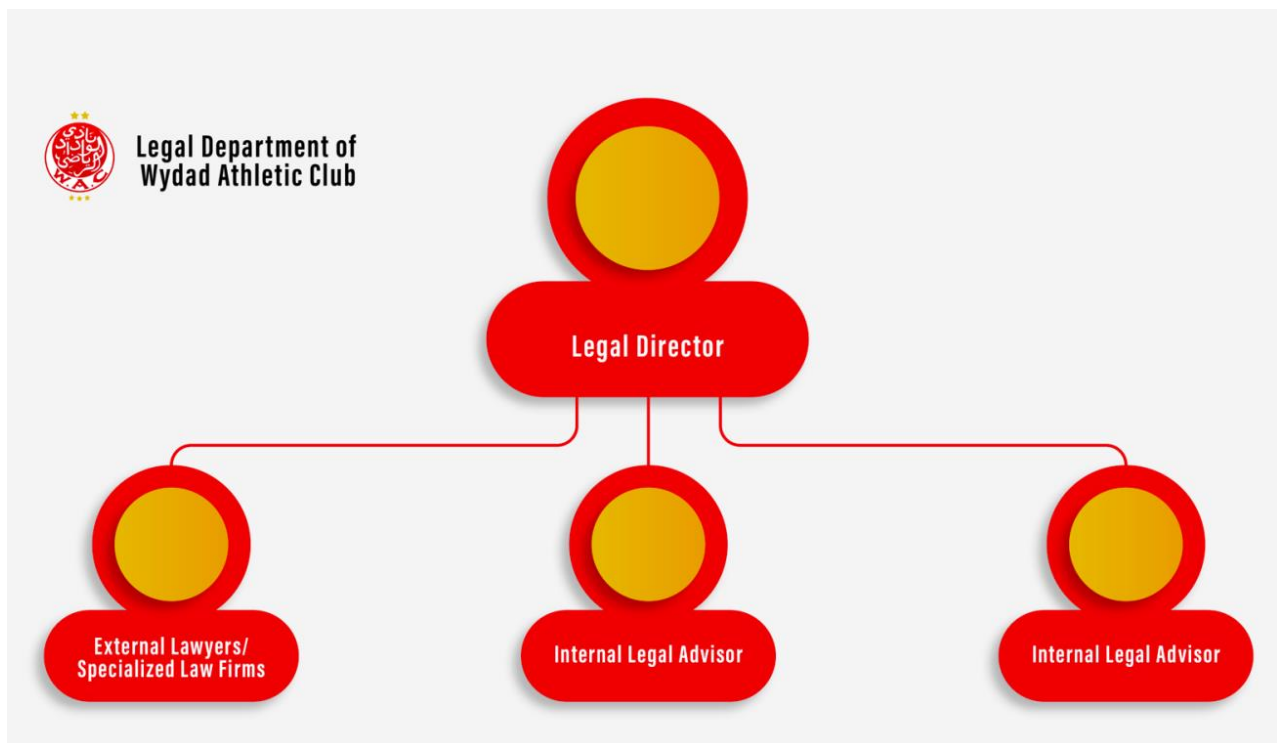
**Facilities management:** Maintenance and optimization of the use of sports facilities and equipment.

**Event organization:** Coordination of the organization of matches and special events, ensuring a memorable experience for supporters and participants.

This department will consist of a logistics coordinator, a facilities manager, and a logistics director, totaling three people:

1. Logistics Coordinator: Skills in event planning, travel management, and event logistics.
2. Facilities Manager: Expertise in maintenance, facility security, and optimization of space usage.

### 6.2.1 Legal Department



The establishment of a legal department within Wydad represents an essential strategic measure to navigate confidently through the complex landscape of legal and regulatory obligations. This department will be indispensable for preventing legal risks, advising on legal aspects of decisions and contracts, and ensuring compliance with prevailing laws.

By playing a key role in protecting the organization's interests, the legal department will enable Wydad to focus on its main objectives while securing its position and activities within the legal framework.

**Legal Advice:** Providing proactive legal advice to guide the club through legal and regulatory challenges.

**Contract Management:** Negotiation, review, and management of contracts to protect the club's interests.

**Compliance:** Ensuring that the club complies with all legal and ethical obligations, thereby minimizing legal risks.

A legal director with significant experience in law, preferably specialized in sports and business law, will have the honor of leading this department and will be responsible for:

1. **Specialized Lawyers:** Expertise in contracts, labor law, intellectual property, and compliance. Wydad Athletic Club will create internal database that includes specialized firms, both nationally and internationally. Agreements will be established with these firms to solicit their services as needed by the club.
2. **Internal Legal Advisors:** Two individuals with skills in negotiation, dispute resolution, and legal strategic advice.

### **3.1 Budgeting for Management Structuring**

In the development of my ambitious program for Wydad, particular attention has been paid to the structuring of the club's management. I conducted extensive research and engaged in discussions with several specialized firms to establish precise and realistic budgeting. This has enabled the determination of appropriate salaries for each profile necessary for the implementation of our vision.

This meticulous effort ensures that our plan is not only ambitious but also grounded in a pragmatic understanding of financial needs and market standards, thus ensuring the viability and long-term success of our strategy to transform Wydad.

#### **General Management**

- General Manager: 0 MAD (unpaid). As the GM of this organization, I don't need any remuneration; my business activities are sufficient for me to live comfortably.
- Marketing and Communication Director: 40,000 MAD net
- Financial Director: 40,000 MAD net
- Human Resources Director: 35,000 MAD net
- Administrative Director: 35,000 MAD net
- Logistics Director: 35,000 MAD net
- Legal Director: 40,000 MAD net

## Marketing and Communication Department

- Communication Officer: 15,000 MAD net
- Digital Marketing Specialist: 18,000 MAD net
- Partnerships and Sponsorships Manager: 20,000 MAD net
- Spokesperson: 18,000 MAD net

## Finance Department

- Experienced Accountant: 15,000 MAD net
- Management Controller: 20,000 MAD net
- Financial Analyst: 18,000 MAD net

## Human Resources Department

- Recruitment Specialist: 18,000 MAD net
- Professional Development Assistant: 12,000 MAD net
- Well-being Assistant: 12,000 MAD net

## Administrative Department

- Administrative Manager: 15,000 MAD net
- Compliance Officer: 15,000 MAD net

## Logistics Department

- Logistics Coordinator: 15,000 MAD net
- Facilities Manager: 18,000 MAD net

## Legal Department

- Internal Legal Advisor: 25,000 MAD net

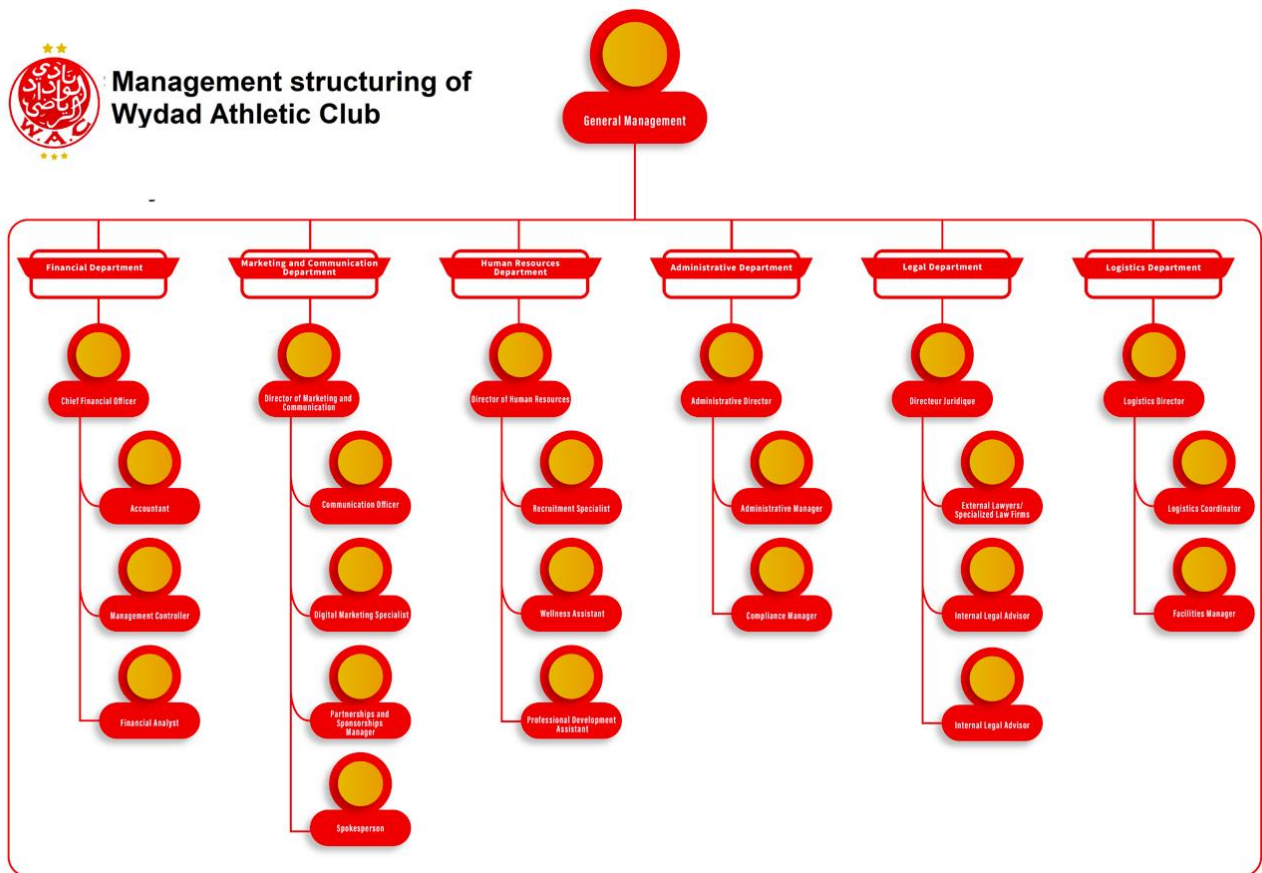


## 4.1 Annual Cost

Position	Monthly net salary	Annual net salary	Annual gross salary
<b>General Management</b>			
General Manager	- MAD	- MAD	- MAD
Director of Marketing and Communication	40 000,00MAD	480 000,00MAD	831 950,00MAD
Chief Financial Officer	40 000,00MAD	480 000,00MAD	831 950,00MAD
Director of Human Resources	35 000,00MAD	420 000,00MAD	720 950,00MAD
Administrative Director	35 000,00MAD	420 000,00MAD	720 950,00MAD
Logistics Director	35 000,00MAD	420 000,00MAD	720 950,00MAD
Legal Director	40 000,00MAD	480 000,00MAD	831 950,00MAD
<b>TOTAL GENERAL MANAGEMENT</b>	<b>225 000,00MAD</b>	<b>2 700 000,00MAD</b>	<b>4 658 700,00MAD</b>
<b>Marketing and Communication Department</b>			
Communication Officer	15 000,00MAD	180 000,00MAD	276 940,00MAD
Digital Marketing Specialist	18 000,00MAD	216 000,00MAD	343 542,00MAD
Partnerships and Sponsorships Manager	20 000,00MAD	240 000,00MAD	387 942,00MAD
Spokesperson	18 000,00MAD	216 000,00MAD	343 542,00MAD
<b>TOTAL Marketing and Communication Department</b>	<b>71 000,00MAD</b>	<b>852 000,00MAD</b>	<b>1 351 966,00MAD</b>
<b>Financial Department</b>			
Experienced Accountant	15 000,00MAD	180 000,00MAD	276 940,00MAD
Management Controller	20 000,00MAD	240 000,00MAD	387 942,00MAD
Financial Analyst	18 000,00MAD	216 000,00MAD	343 542,00MAD
<b>TOTAL Financial Department</b>	<b>53 000,00MAD</b>	<b>636 000,00MAD</b>	<b>1 008 424,00MAD</b>
<b>Human Resources Department</b>			
Recruitment Specialist	18 000,00MAD	216 000,00MAD	343 542,00MAD
Professional Development Assistant	12 000,00MAD	144 000,00MAD	212 806,00MAD
Wellness Assistant	12 000,00MAD	144 000,00MAD	212 806,00MAD
<b>TOTAL Human Resources Department</b>	<b>42 000,00MAD</b>	<b>504 000,00MAD</b>	<b>769 154,00MAD</b>
<b>Administrative Department</b>			
Administrative Manager	15 000,00MAD	180 000,00MAD	276 940,00MAD
Compliance Officer	15 000,00MAD	180 000,00MAD	276 940,00MAD
<b>TOTAL Administrative Department</b>	<b>30 000,00MAD</b>	<b>360 000,00MAD</b>	<b>553 880,00MAD</b>
<b>Logistics Department</b>			
Logistics Coordinator	15 000,00MAD	180 000,00MAD	276 940,00MAD
Facilities Manager	18 000,00MAD	216 000,00MAD	343 542,00MAD
<b>TOTAL Logistics Department</b>	<b>33 000,00MAD</b>	<b>396 000,00MAD</b>	<b>620 482,00MAD</b>
<b>Legal Department</b>			
2 Internal legal Counsels	50 000,00MAD	600 000,00MAD	997 890,00MAD
<b>TOTAL Legal Department</b>	<b>50 000,00MAD</b>	<b>600 000,00MAD</b>	<b>997 890,00MAD</b>

\*The gross salary includes social security and employer contributions.

## 5.1 Organizational Chart of the New Management Structure



## 6.1 Time Required for the Implementation of the Structuring

I solemnly commit to our loyal supporters that I will complete the structuring of our management system within a maximum period of three months following my election. This promise includes the establishment of a competent and diverse management team, whose roles, profiles, and missions will be clearly defined.

To ensure transparency and strengthen the connection with our community, we will organize a detailed press conference where each member of our management will have the opportunity to introduce themselves, explain their role within the organization, and detail the mission entrusted to them. Furthermore, I want to assure that the organizational chart of our club, reflecting this new structure, will be constantly updated and accessible on the official website of the club.

This commitment to clear and open management symbolizes our determination to build a promising future for our club, always listening to and serving our supporters.

It is also important to note that priority in recruitment will be given to members, provided they meet the conditions and requirements of each position.

I believe that the first three months of my mandate should be devoted to the establishment of a robust and effective management structuring plan. This plan, at the heart of my candidacy, aims to establish strong and transparent governance, optimize operational processes, and strengthen decision-making capabilities within the club.

During this period, we will launch calls for applications to identify and attract the best talents for key positions within the club. We will work closely with renowned recruitment firms to ensure a rigorous and transparent selection process. Interviews and evaluations of candidates will be conducted with care to ensure that we choose qualified and motivated professionals, in perfect alignment with the values and objectives of Wydad.

This initial phase is crucial for establishing a strong and competent management team, capable of leading the club into a new era of success and innovation.

## 2. Point 2: Sporting Structuring



Sporting structuring is a fundamental pillar for the long-term success of Wydad, aiming to solidify and enhance the entire sports framework of the club. This structuring is divided into two main directions that will work coherently to ensure sporting excellence: the **Sporting Direction** and the **Technical Direction**.

Each of these directions will have specific responsibilities while working closely together to align the overall sporting strategy with the club's objectives and values.

These two directions, through their joint work, will aim to create an environment conducive to sporting success, the development of high-level talent, and the establishment of a lasting culture of victory within Wydad. Their mission will be to ensure that the club continues to progress and shine, both on the national and international stage, while remaining true to its fundamental values and rich heritage.

It is also important to note that priority in recruitment will be given to former Wydad players, provided they meet the strictest conditions and requirements for each position.

### 1.2. The Sporting Direction

The Sporting Direction will focus on the strategic and operational management of all aspects related to the competitiveness and performance of the teams.

#### 1.1.2 Key Responsibilities:

Management of the first team: overseeing all operations related to the first team, ensuring that all conditions are met to maximize sports performance. The technical staff and players of Team A will be under the responsibility of the Sporting Direction.

Youth Academy: development of training programs for young talents, focusing on the detection, training, and progression of promising players.

Player Recruitment: establishing an effective recruitment strategy to attract national and international talents, in alignment with the club's philosophy.

Relations with national teams: managing relations with federations and national teams for the well-being of selected players.

Collaboration with the Technical Direction: working closely with the Technical Direction to ensure coherence between sporting objectives.

Reports and monitoring: preparing detailed reports for the management of Wydad and holding periodic press conferences to explain to supporters the progress of each project and the work done.

### 2.1.2 Composition of the Sporting Direction:

**Sporting Director:** proven experience in sports management in clubs with characteristics and requirements similar to Wydad, with a deep understanding of national and international football.

Must have the ability to develop winning sports strategies and manage relations with players and technical staff.

Also tasked with ensuring liaison with national teams, using communication skills and relationship management to navigate the complexities of players' international commitments.

**Head of Academy:** expertise in developing young players, capable of implementing innovative and effective training programs. Solid knowledge of pedagogical methods adapted to different ages.

**Coordinator of Youth Teams:** Deep knowledge of coaching youth, able to coordinate the efforts of different youth teams to ensure harmonious development.

**Recruitment Manager:** experience in scouting and recruiting talent, with an extensive network and ability to assess the sports potential and character of players.

### 3.1.2 Organizational Chart of the Sporting Direction:



## Organizational chart of the sports structuring of Wydad Athletic Club



#### 4.1.2 Budgeting for the Sporting Direction:

- Sporting Director  
Average estimated monthly salary: 50,000 MAD net
- Head of Academy  
Average estimated monthly salary: 30,000 MAD net
- Coordinator of Youth Teams  
Average estimated monthly salary: 18,000 MAD net
- Recruitment Manager  
Average estimated monthly salary: 30,000 MAD net

#### 5.1.2 Annual cost of the Sports Management

	Position	Monthly net salary	Annual net salary	Annual gross salary
<b>Sports Management</b>	Sports Director	50 000,00MAD	600 000,00MAD	1 053 956,00MAD
	Academy Manager	30 000,00MAD	360 000,00MAD	609 950,00MAD
	Youth Teams Coordinator	18 000,00MAD	216 000,00MAD	343 542,00MAD
	Recruitment Manager	30 000,00MAD	360 000,00MAD	609 950,00MAD
<b>TOTAL Sports Management</b>		<b>128 000,00MAD</b>	<b>1 536 000,00MAD</b>	<b>2 617 398,00MAD</b>

## 2.2 The Technical Management

The Technical Direction will focus on the development and implementation of the game philosophy, training methods, and performance analysis.

#### 1.2.2 Key Responsibilities:

**Game Philosophy:** defining and implementing a coherent game philosophy across all categories, reflecting the club's values and identity.

**Physical and Tactical Preparation:** developing specific training programs to optimize the physical condition and tactical understanding of players in all categories.

Performance Analysis: using the latest technologies and methodologies to evaluate the performance of players and the team, to guide tactical and strategic decisions.

Coach Training and Development: ongoing training programs for coaches, ensuring constant updating of knowledge and skills.

Close collaboration with the Sporting Direction: Ensuring that training strategies and sporting objectives are aligned for all categories, including the first team, and support the club's long-term development.

### 2.2.2 Composition of the Technical Management :

**Technical Director:** expert in modern training methodologies, with a clear vision for implementing the club's game philosophy. He must have the ability to lead and train the technical staff to maximize their impact.

**Head of Physical Preparation:** Specialist in physical conditioning, able to design individualized training programs to optimize player performance and support the physical trainers and coaches of all categories.

**Team for Analysis and Monitoring:** 3 experts in video and statistical analysis, with mastery of modern technological tools for performance evaluation. Ability to provide tactical and strategic insights based on data. This team will also have the mission of monitoring and analyzing the opponents of Wydad's first team and preparing comprehensive reports to facilitate the work of the technical staff.

**Head of Coach Training:** experience in physical education or coaching, with a passion for the continuous professional development of coaches.

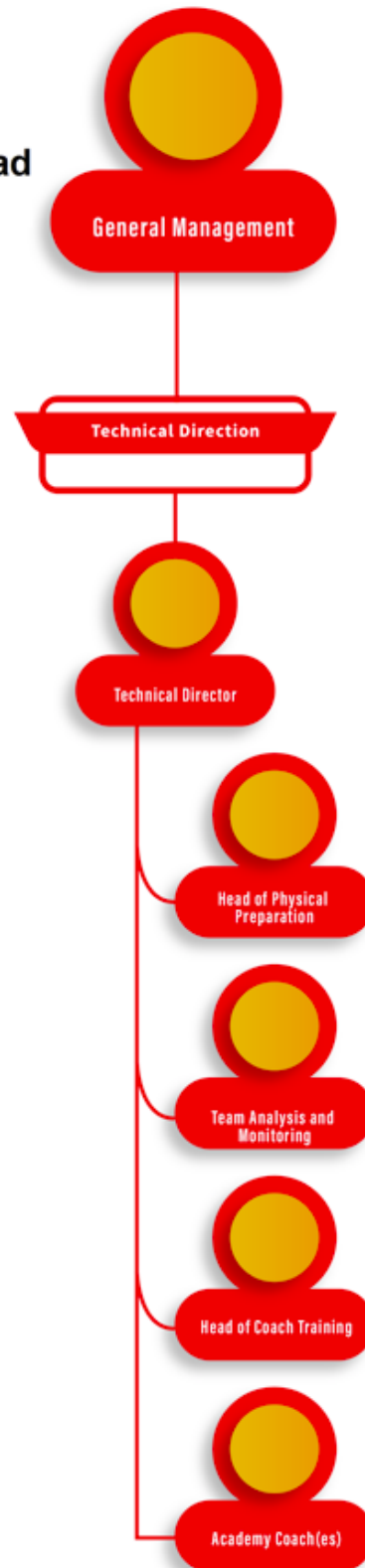
**Academy Coaches:** 8 specialized coaches in working with youth, possessing a deep understanding of game principles and an ability to inspire and develop young talents.



### 3.2.2 Organizational Chart of the Technical Management:



### Organizational chart of the technical structuring of Wydad Athletic Club



Responsable de recrutement

#### 4.2.2 Budgeting for the Technical Management :

- Technical Director  
Average estimated monthly salary: 50,000 MAD net
- Head of Physical Preparation  
Average estimated monthly salary: 25,000 MAD net
- Team for Analysis and Monitoring (three people)  
Average estimated monthly salary: 18,000 MAD net per person
- Head of Coach Training  
Average estimated monthly salary: 25,000 MAD net
- Academy Coaches (eight coaches)  
Average estimated monthly salary: 15,000 MAD net per coach

#### 5.2.2 Annual cost of the technical management

	Poste	Monthly net salary	Annual net salary	Annual gross salary
<b>Technical Management</b>	Technical Director	50 000,00MAD	600 000,00MAD	1 053 956,00MAD
	Physical Preparation Manager	25 000,00MAD	300 000,00MAD	498 945,00MAD
	Analysis and Monitoring Team	18 000,00MAD	216 000,00MAD	343 542,00MAD
	Coaches' Training Manager	25 000,00MAD	300 000,00MAD	498 945,00MAD
	Eight Academy Coaches	120 000,00MAD	1 440 000,00MAD	2 215 520,00MAD
	<b>TOTAL Technical Management</b>	<b>238 000,00MAD</b>	<b>2 856 000,00MAD</b>	<b>4 610 908,00MAD</b>

### 3.2 Deadline for Implementing the Structuring

A three-month period is also crucial for structuring the sporting and technical direction of Wydad Athletic Club.

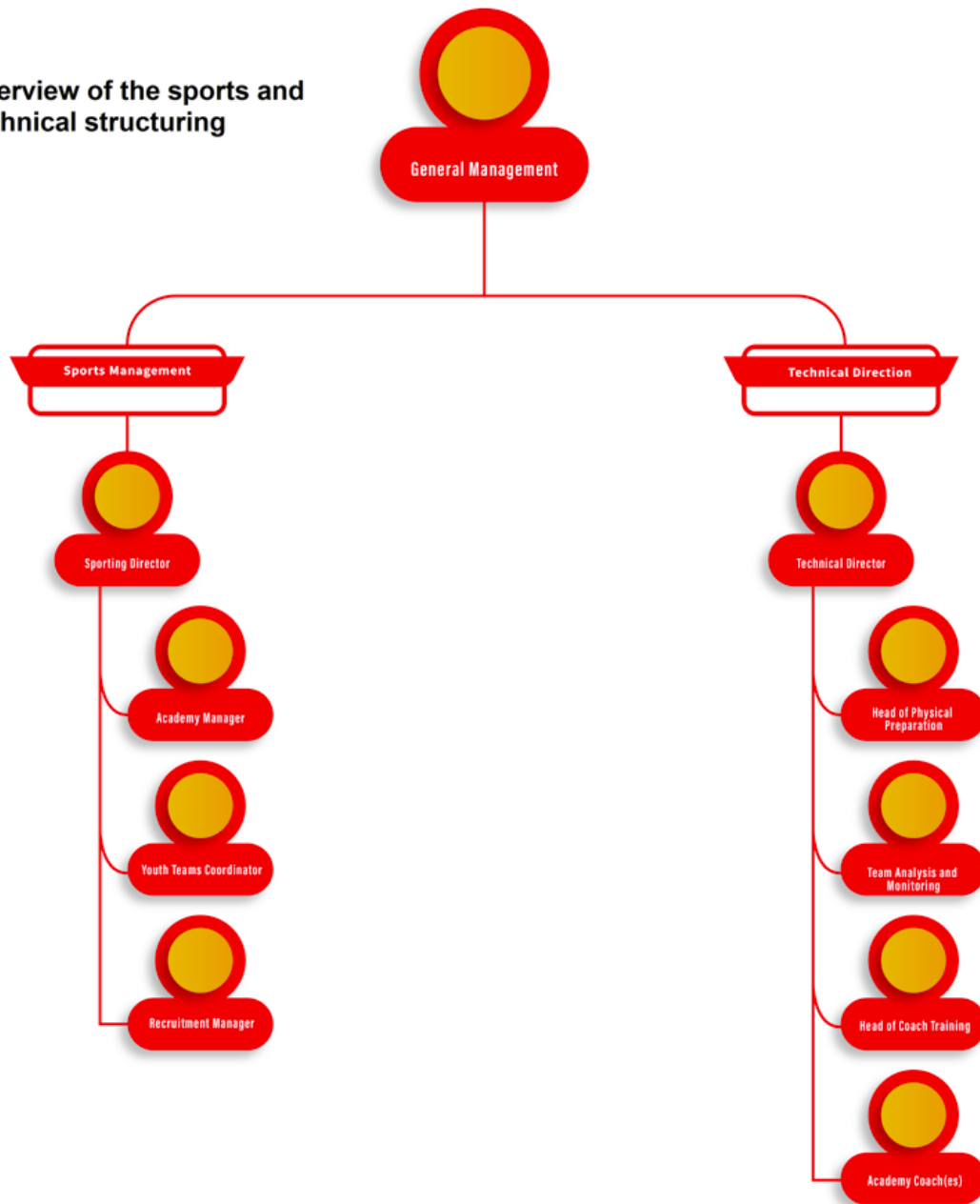
The process of establishing the sporting and technical directions will require close collaboration with experts in the field, trusted references within Wydad, the definition of clear criteria for the positions to be filled, and the conduct of thorough interviews to select the most competent candidates who meet all the criteria required for this project.

The goal is to build a robust organizational structure that will allow Wydad to progress coherently and sustainably on the sporting front.

## 4.2 The organizational chart of the two directions



### Overview of the sports and technical structuring



### 3. Point 3: The First Team



The ambition for the first team of Wydad Athletic Club under my presidency reflects a deep commitment to sporting excellence, strategic coherence, and consistent performance. Further developing this vision, we address the key aspects of implementing this ambition.

#### 1.3 Recruitment Policy for Team A players



In close collaboration with the Sporting Director and the Recruitment Manager, establishing a recruitment policy focused on quality rather than quantity is essential. This involves:

Identification of specific needs: In-depth analysis of positions to be strengthened, taking into account game tactics, current performance, and long-term objectives.

**Advanced scouting:** Development of an efficient scouting network, using the latest technologies and databases to identify talents worldwide that precisely match our sporting and ethical criteria.

**Rigorous selection criteria:** Establishing strict selection criteria based on technique, tactics, physicality, mentality, and cultural adaptability, ensuring the arrival of superior quality players. We will clearly prioritize quality over quantity and profiles best suited for a club like Wydad.

**Integration and monitoring:** A careful integration process for new recruits, accompanied by regular monitoring of their adaptation and performance, thus ensuring a positive impact on the team.

Over the past decade, Wydad Athletic Club has experienced a recruitment policy characterized by the massive arrival of new players, many of whom, unfortunately, did not have the opportunity to contribute significantly to the team. Careful observation reveals that several of these recruits did not match the requirements and identity of the club, a reality that could have been anticipated given their profiles.

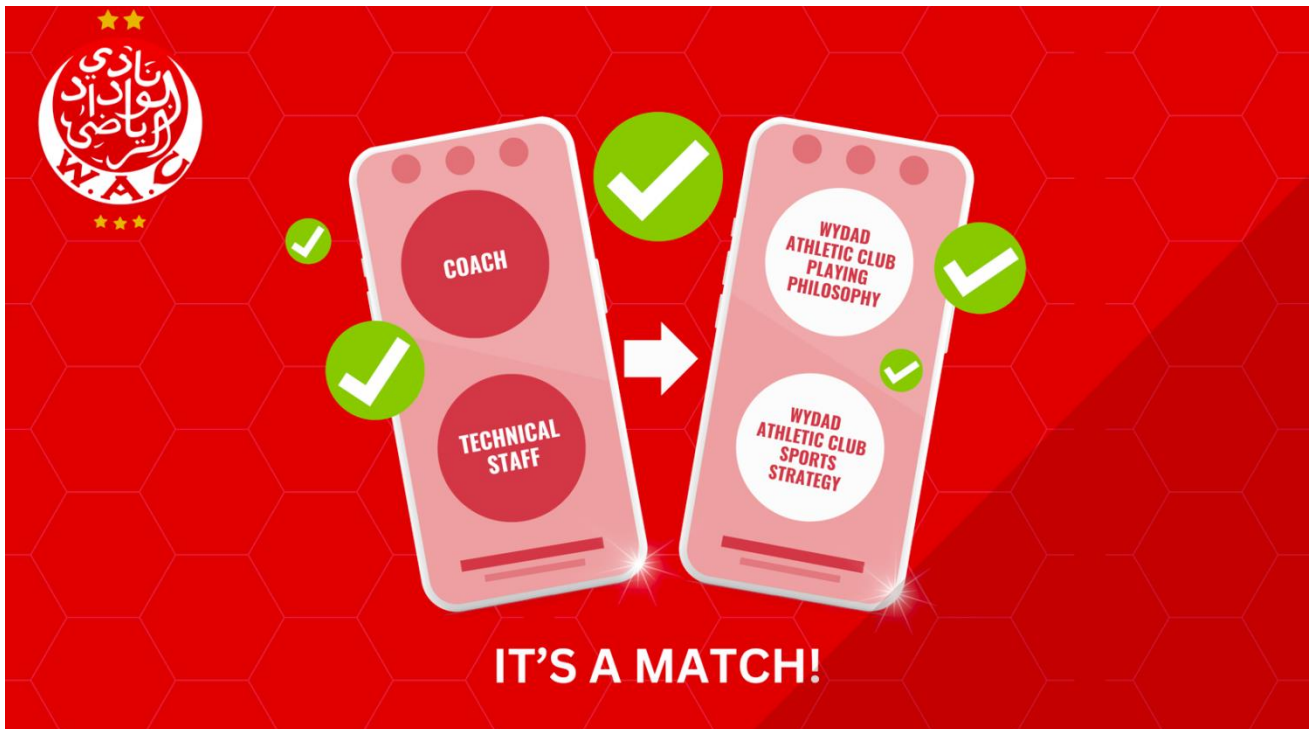
This approach has not only exerted considerable pressure on the club's financial resources but also resulted in costly disputes amounting to millions of dirhams, without bringing significant added value to the team.

In an effort to redirect and optimize our recruitment strategy, we affirm our commitment to no longer proceed with random and mass recruitment. Our goal is to select only players whose quality is undeniable and who fit into a long-term vision for the team's development.

We aspire to build a coherent and solid team, not to hastily assemble a collective. We are convinced that a united and talented team is the key to winning titles and writing new glorious pages in Wydad's history.

### 2.3. Selection of a Coach and aligned Technical Staff :

Selecting a coach and technical staff aligned with the club's game philosophy and sporting strategy is of paramount importance for long-term success. Historically, Wydad has experienced periods where the frequent choice of coaches with different styles, identities, and approaches, sometimes diametrically opposed, has posed significant challenges on the sporting front.



These constant changes have made it difficult, if not impossible, for players to assimilate and adapt to multiple game philosophies, mentalities, and cultures within a few months.

To ensure an upward and sustainable trajectory, it is essential to establish stability and continuity within the technical staff. Success requires a clear vision and constant direction, allowing players to thrive and perform to the best of their abilities in a stable and coherent environment.

Some important points:

**Philosophical Concordance:** The head coach must share and embody the club's game philosophy, which will be adopted in the long term, with a clear vision and implementation strategy. They must also be ready to commit for the long term and work on a long-term project with all components of the club, including the Sporting Direction. No more multiple coaches in the same year in my project.

**Skills and Experience:** Selection based on a proven track record of success in conditions close to or similar to those of Wydad, advanced tactical skills, and the ability to develop players and manage teams at the highest level.

**Communication and Leadership:** Ability to communicate effectively with players, staff, various directions, media, and supporters, inspiring confidence and respect.

**Innovation and Adaptation:** Openness to innovation in training methods and flexibility to adapt to challenges, especially those related to our country, our culture, our continent, etc.

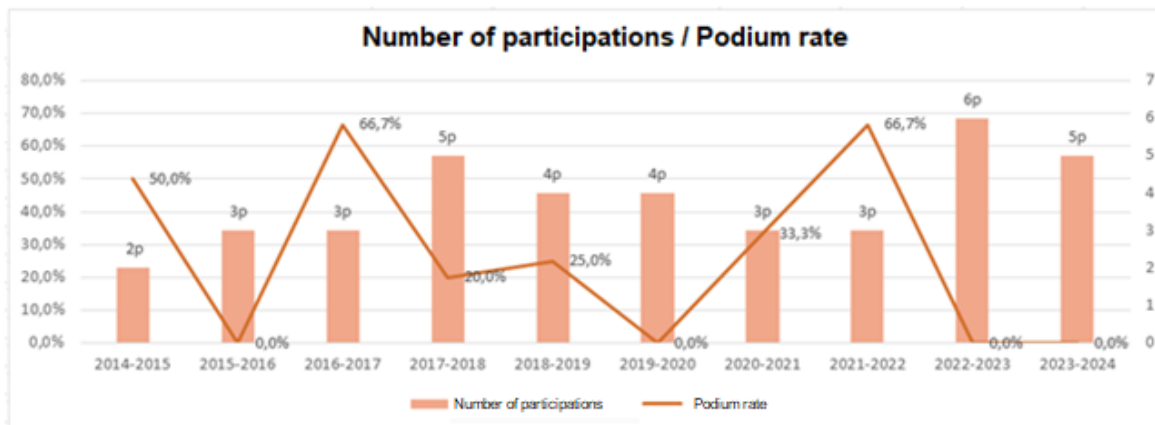
### 3.3 The Podium Ratio:

First, here is a recap of the last 10 years:

Total official competitions played: 10 (Botola Pro) + 10 (CAF Champions League) + 2 (CAF Super Cup) + 10 (Throne Cup) + 3 (Arab Cup) + 2 (FIFA Club World Cup) + 1 (African Super League) = 38

Total won: 5 (Botola Pro) + 2 (CAF Champions League) + 1 (CAF Super Cup) = 8

Total podium ratio over the last 10 years:  $8/38 \approx 21.05\%$



My vision for the first team, as the third point of my candidacy program, focuses on stability, an ambitious overhaul of the recruitment policy, and technical staff management. This change is guided by a desire to break away from past practices that have contributed to a disappointing podium ratio of 21% over the last ten years. Specifically, Wydad had to play for 10 titles to win 2 in the last decade.

This performance, below expectations, reflects several factors, including recruitment choices and strategic decisions that were not always aligned with a coherent and long-term vision for the club.

The low podium ratio of Wydad over the past decade can be attributed to several key elements:

**Inconsistent recruitment policy:** recruitment choices that did not consistently prioritize quality over quantity, leading to a lack of cohesion and harmony within the team.

**Lack of continuity in the technical staff:** frequent changes at the technical management level may have harmed stability and the application of a consistent game philosophy.

**Absence of strategic alignment:** decisions made, often by the president alone, were not always in line with an overall sporting strategy, thus affecting the performance and progression of the team.

**Insufficient physical and tactical preparation:** gaps in the preparation of players, both physically and tactically, have limited their ability to maintain a high level of performance throughout the season.

To reverse this trend and achieve an ambitious performance goal, namely a minimum podium ratio of 60%, my program envisions concrete measures, as explained earlier, by establishing a highly selective recruitment policy, rigorous selection of technical staff, consistency and continuity, and strengthening the team's preparation for its various challenges.



#### 4. Point 4: Marketing Vision



As a candidate for the presidency of Wydad Athletic Club (WAC), my vision for the club is based on an ambitious strategy to develop and diversify its revenue sources.

Wydad, with its rich history and resounding successes, has enormous potential that has not been fully exploited. Until now, the club has primarily relied on traditional revenues and exceptional gains, making it vulnerable to economic fluctuations and unforeseen events.

My proposal aims to transform WAC into a financially autonomous and resilient entity, capable of supporting its sporting ambitions while ensuring its long-term stability. To achieve this, it is imperative to innovate and diversify the club's revenue sources by leveraging the power of its brand and capitalizing on its successes.

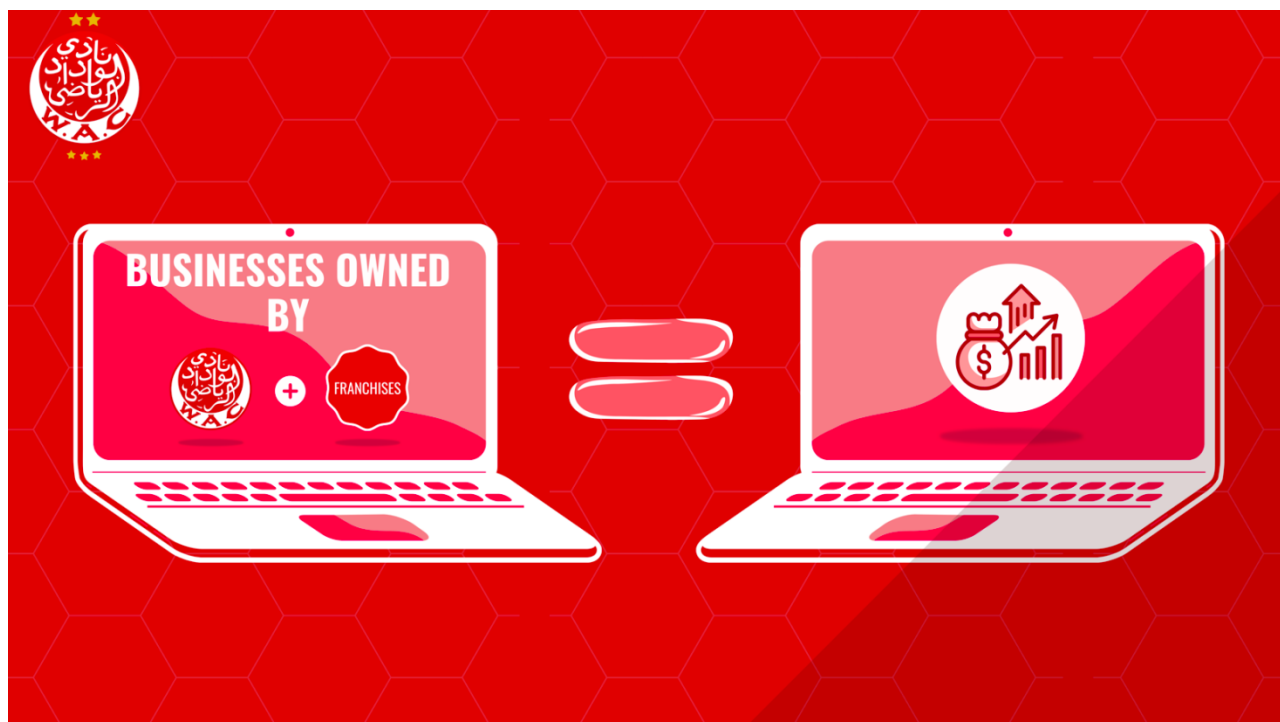
The strategy I propose is structured around thirteen major axes, ranging from opening businesses in the club's name to creating a paid museum, organizing non-sporting events, and developing strategic partnerships. Each of these points below has been designed to add value to the club while strengthening its connection with its supporters and expanding its reach at the national and international level.

By implementing this vision, Wydad Athletic Club will not only ensure its financial stability but also reinforce its status as a leader in the football world. It is with an innovative approach and rigorous management that we can secure a prosperous future for our beloved club.

The ideas presented below constitute additional innovations that will be added to the club's traditional revenue sources, such as ticket sales, which will also be reviewed and optimized. The aim of these initiatives is to generate additional revenue for the club and position it among the world's top teams that know how to leverage their brand, popularity, and every sporting achievement.

It is crucial to emphasize that in my estimates and vision, I have strived to remain as pragmatic as possible. Leveraging my experience, the influence, and renown of Wydad, and most importantly, through serious and sustained effort, we have the potential to significantly exceed my forecasts.

#### 1.4 Opening a Set of Businesses in the Name of Wydad:



The main goal of this initiative is to transform Wydad Athletic Club into a global brand, capable of generating revenue through a diversity of economic activities. To achieve this, a methodical and strategic approach will be adopted.

A comprehensive analysis of the Moroccan market will be conducted to identify the most promising sectors aligned with WAC's brand image. This study will consider current trends, consumer preferences, and growth potential.

Surveys and targeted market studies among WAC supporters and Moroccans in general can be conducted to understand their expectations and needs.

Based on the results of the market study, the club will consider creating its own businesses or acquiring franchises in sectors such as catering (cafes, themed restaurants), clothing (clothing and accessories stores), and entertainment (leisure centers, gaming rooms).

**VERY IMPORTANT:** to avoid tensions and any potential problems in the future, Wydad will never display its logo in the businesses it owns.

For the acquired franchises, they will be carefully selected to ensure that they reflect the values and image of Wydad while having strong profitability potential.

For each business created or franchise acquired, a tailor-made management strategy will be developed, taking into account the specifics of the business sector, the target clientele, and financial objectives. These businesses will be initially managed by the club's management, which will be expanded as the project and the businesses managed by the club evolve.

**Implementation timeline:** 4-year project & long term

**Return on investment:** It is complex to precisely quantify the return on investment for this proposal, given that my ambition is to diversify Wydad's presence in many business sectors. My vision for this project is boundless, primarily aiming to generate significant revenue for the club and ensure its sustainable economic development.

For each initiative approved by the general management, we commit to providing supporters and members with detailed information about the project, including the initial investment and return on investment projections. This approach aims to maintain complete transparency and strengthen trust in our growth strategy.

#### 2.4. Creation of a Paid Museum:



The establishment of a museum dedicated to the history of Wydad Athletic Club is a strategic initiative to valorize the club's heritage and create a new revenue source. Here's how this project could be developed in detail:

The museum will be designed to offer an immersive and educational experience to visitors, tracing the club's history from its foundation to its recent successes. The focus will be on interactivity, using modern technologies like augmented reality and touch screens to present key moments in WAC's history.

Exhibition spaces will be dedicated to major trophies won by the club, iconic jerseys, historical photos, and biographies of legendary players and coaches.

**IMPORTANT:** Wydad will recover as many trophies as possible and create an identical replica of all missing trophies. I am currently in contact with a German company that can take on the project.

Thematic areas can be arranged to highlight specific aspects of the club's history, such as its rivalries, social and cultural impact, or its role in the development of Moroccan football.

A ticketing system will be set up to manage access to the museum. Differentiated rates can be offered (full price, reduced, group, etc.), as well as special offers for club members and schools.

The souvenir shop will be strategically located at the museum's exit to encourage visitors to purchase official WAC merchandise, such as trophy replicas, vintage jerseys, books on the club's history, and other collectible items.

Special events, such as autograph sessions with former players or temporary exhibitions, can be organized to attract more visitors and boost sales in the shop.

The creation of a paid museum for Wydad Athletic Club is a unique opportunity to celebrate the club's legacy while generating additional revenue. This project will contribute to strengthening the bond between the club and its supporters, as well as attracting new visitors interested in the history and culture of Moroccan football.

#### [Implementation timeline and return on investment calculation for the project:](#)

Timeline: 12 to 18 months

The estimated construction cost of a museum for Wydad Athletic Club and the return on investment depend on several factors, including the size of the museum, its location, the materials used, the planned exhibitions, and additional facilities.

These elements will be decided by the club's executive management. Here is a simplified estimate to give you a general idea of this project and its expected return:

### Construction and Operating Costs:

Construction and fitting out of the museum: between 3,000,000 and 6,000,000 dirhams

Annual operating costs (staff, maintenance, electricity, etc.): about 600,000 to 1,200,000 dirhams

### Potential Revenues:

Ticket price: 50 dirhams per visitor

Merchandise and shop sales: 100 dirhams per visitor on average

Number of expected visits per year: 30,000 to 60,000 visitors

### Investment gain:

Annual ticket revenues: 1,500,000 to 3,000,000 dirhams

Annual shop sales revenues: 3,000,000 to 6,000,000 dirhams

Total annual revenues: 4,500,000 to 9,000,000 dirhams

Less annual operating costs: 3,900,000 to 8,400,000 dirhams net profit per year.

Return on initial investment: Approximately 4 to 7 years.

### Financial Summary:

In the first year, this project will yield a gross margin of between **3,900,000 and 8,400,000 dirhams.**

Expected growth: 5% to 10% per year over a 4-year period.

### 3.4 VIP Experiences at Matches



Offering VIP experiences at Wydad Athletic Club matches is a strategy aimed at enhancing supporter engagement and generating additional revenue. Here's how this initiative can be developed:

Discussions will be held with the officials of the Mohamed V Stadium about the possibility of setting up VIP boxes, which will be designed to offer comfort, luxury, and an unparalleled view of the pitch. They will be equipped with comfortable seating, flat-screen TVs, high-end catering service, and privileged access to the stadium.

A concierge service can be provided to take care of the specific requests of VIP guests, such as reserving parking spaces near the stadium, ordering food and beverages, or arranging private transfers.

**Brief** encounters with the players and technical staff will be organized before or after the matches to allow VIP guests to interact directly with the club's actors. These privileged moments will be an opportunity to take photos, obtain autographs, and chat with the players.

Guided tours of the Benjelloun sports complex and the WAC academy will be offered to VIP guests. These tours will provide an insight into the club's backstage, training facilities, and training infrastructure.

VIP packages will be developed to offer a complete and exclusive experience to supporters and will be marketed through the club's sales channels and selected partners. Special offers may be proposed for important matches or special events.

#### [Implementation timeline and return on investment calculation for the project:](#)

Implementation Timeline: 12 to 18 months

To estimate the return on investment for the VIP package project for Wydad Athletic Club matches in a Moroccan context, we must first estimate the setup costs and potential revenues.

#### Setup Costs:

VIP box setup: 1,000,000 to 2,000,000 dirhams (depending on the number of boxes and the level of luxury).

Annual operating costs (concierge service, maintenance, catering, etc.): 500,000 to 1,000,000 dirhams.

#### Potential Revenues:

Price per VIP package: 2,000 dirhams per match (on average, depending on the services included).

Number of VIP boxes: 20 (assumption).

Number of seats per box: 10 (assumption).

Average occupancy rate: 60%.

Number of matches per season: 20.

#### Revenue Calculation:

Revenues per match: 2,000 dirhams x 20 boxes x 10 seats x 60% = 240,000 dirhams.

Annual revenues: 240,000 dirhams x 20 matches = 4,800,000 dirhams.

Investment gain:

Annual revenues: 4,800,000 dirhams.

Less annual operating costs: 3,800,000 to 4,300,000 dirhams Gross margin per year.

Return on initial investment (setup of boxes): Approximately 2 to 4 years.

Financial Summary:

In the first year, this project will yield a Gross margin of between **3,800,000 to 4,300,000 dirhams per year.**

Expected growth: 5% to 10% per year over a 4-year period, depending on the increase in the occupancy rate and the number of home matches.



#### 4.4 Launching of a Paid Streaming Platform



The creation of a streaming platform dedicated to Wydad Athletic Club will provide supporters with privileged access to exclusive content while opening a new revenue stream for the club.

The platform will be designed to be user-friendly, easy to navigate, and compatible with various devices (computers, smartphones, tablets, smart TVs).

The content offered will include live broadcasts of Wydad's matches (subject to broadcasting rights), training sessions, exclusive interviews with players and staff, documentaries on the club's history, and behind-the-scenes reports.

Interactive features can be integrated, such as live chats, polls, and contests to engage the supporter community.

Supporters will be able to subscribe to the platform by choosing between different subscription plans, such as a monthly or annual subscription, offering unlimited access to the content. **The price will not exceed 30 to 50 dirhams per month.**

Secure and varied payment options will be offered to facilitate transactions (credit card, PayPal, bank transfer, etc.).

Promotional offers can be set up to attract new subscribers, such as free trial periods, discounts for club members, or bundled offers with merchandise.

Naturally, we commit to maintaining daily and free communication with our supporters through traditional channels, such as social media and YouTube. Concurrently, we plan to develop an additional offering designed to generate extra revenue for Wydad, thereby enriching our interaction with the community while financially supporting the club.

By launching its own paid streaming platform, Wydad Athletic Club will not only diversify its revenue sources but also strengthen its bond with supporters by offering them an immersive and exclusive experience, no matter where they are in the world.

#### [Implementation timeline and return on investment calculation for the project:](#)

To estimate the return on investment for the Wydad Athletic Club's streaming platform project, let's consider the setup costs, potential revenues, and operating costs.

Implementation period: 6 to 12 months

#### Setup costs:

Platform development: 500,000 to 1,000,000 dirhams (depending on the complexity and features specified in the requirements).

Marketing costs for the launch: 200,000 to 400,000 dirhams.

Annual operating costs:

Maintenance and updates for the platform: 100,000 to 200,000 dirhams.

Broadcasting fees and content rights: variable depending on agreements with rights holders.

Marketing and promotion: 100,000 to 200,000 dirhams.

#### Potential revenues:

Subscription price: 30 dirhams per month.

Number of subscribers: 10,000.

Monthly revenues: 30 dirhams x 10,000 subscribers = 300,000 dirhams.

Annual revenues: 300,000 dirhams x 12 months = 3,600,000 dirhams.

#### Investment gain:

Annual revenues: 3,600,000 dirhams.

Minus annual operating costs: 3,200,000 to 3,400,000 dirhams in gross margin per year

Return on initial investment (platform development): Approximately 1 to 2 years.

Financial Summary:

This project will yield in the first year: **between 2,600,000 to 3,100,000 dirhams in gross margin per year**

Expected growth: 10% to 20% per year over a 4-year period depending on subscriber retention and increase in their number.

## 5.4 Organization of Non-Sporting Events



Using the Benjelloun complex and the Wydad Athletic Club academy to host non-sporting events is a strategy aimed at maximizing the use of the club's facilities while generating additional revenue.

The facilities of the complex and the academy will be evaluated to determine their capacity to host different types of events. Adjustments may be necessary to adapt the spaces to the specific needs of each event (stage for concerts, audiovisual equipment for conferences, etc.).

An event calendar will be established, taking into account the club's sporting activities to avoid any scheduling conflicts. A varied program will be offered throughout the year to attract different audiences (music fans, art enthusiasts, industry professionals, etc.).

Security and logistics measures will be put in place to ensure the smooth running of events and the comfort of participants (access control, catering services, parking, etc.).

Partnerships will be established with recognized event organizers to benefit from their expertise and network. These collaborations will enable the club to offer quality events and attract renowned artists, speakers, and exhibitors.

Sponsorship and naming agreements can be negotiated with companies interested in visibility during the events. These partnerships will provide an additional source of revenue and contribute to the promotion of the events.

Special offers can be proposed to Wydad supporters and club members to encourage them to attend non-sporting events. Discounts on tickets, invitations to exclusive events, or benefits during the events could be considered.

By organizing quality non-sporting events at the Benjelloun complex and the academy, Wydad Athletic Club will not only generate additional revenue but also strengthen its brand image and presence in the cultural and social life of its community.

#### [Implementation timeline and return on investment calculation for the project:](#)

Timeline: 4-year project & long term

#### Potential Revenues:

Number of events per year: 20 (assumption). Average revenue per event: 200,000 to 300,000 dirhams (depending on the size, type of event, and sponsorship agreements).

Annual revenues: 20 events x (200,000 to 300,000 dirhams) = 4,000,000 to 6,000,000 dirhams.

#### Setup and Operating Costs:

Arrangements of spaces for events: 500,000 to 1,000,000 dirhams (depending on the required modifications).

Annual operating costs (security, logistics, maintenance, etc.): 200,000 to 400,000 dirhams.

#### Investment gain:

Annual revenues: 4,000,000 to 6,000,000 dirhams.

Less annual operating costs: 3,800,000 to 5,600,000 dirhams Gross margin per year.

Return on initial investment (arrangements of spaces): less than one year to approximately 2 years.

#### Financial Summary:

In the first year, this project will yield a **Gross margin of between 3,800,000 to 5,600,000 dirhams per year.**

Expected growth: 5% to 10% per year over a 4-year period.

## 6.4. Partnerships with companies and Sponsorship



Establishing strategic partnerships with businesses is crucial for Wydad Athletic Club to expand its revenue sources and strengthen its market presence.

A market analysis will be conducted to identify businesses whose values and commercial objectives align with those of Wydad. This may include brands in the sports, fashion, food and beverage, technology, and other relevant industries.

Special attention will be given to businesses with a strong local and international presence, as well as those likely to be interested in the engagement and loyalty of Wydad supporters.

Partnership proposals will be developed, highlighting the mutual benefits of collaborating with Wydad. These benefits may include increased visibility for the business partner, access to a passionate supporter base, and joint marketing opportunities.

Negotiations will focus on the terms of the partnership, such as the duration of the agreement, sponsorship rights, the obligations of each party, and financial terms. The goal will be to create equitable and beneficial partnerships for all parties involved.

Co-branding campaigns will be launched to jointly promote Wydad and the partner brands. This may include co-branded merchandise, joint advertisements, and special events.

Exclusive promotional offers will be developed for Wydad supporters, such as discounts on partner products or services, contests with attractive prizes, and VIP experiences.

Partnerships will be regularly evaluated and adjusted to ensure they meet the set objectives and continue to bring value to the club and its partners.

We will also rely on in-depth data analysis, which will play a crucial role in negotiating our partnerships, with the goal of securing the best possible terms for Wydad. This data-driven strategy will allow the club to optimize the benefits from these collaborations.

Furthermore, we plan to re-evaluate our current partnerships to explore how the club and its partners can further enhance their value and maximize shared profits. This approach will include renegotiating some terms of existing contracts, with a focus on mutual benefit, both in terms of financial profitability for the club and return on investment for the partner.

Levels of partnership will be proposed to new businesses wishing to join Wydad as a sponsor, allowing even small structures to become partners of Wydad and increase their visibility. For example, a sponsorship can start from 10,000 MAD per year, limited to the presence of the logo on a partner page of the website.

#### [Implementation timeline and return on investment calculation for the project:](#)

Timeline: 4-year project & long term

Return on investment: A detailed report on the state of sponsorship within Wydad will be regularly shared with our supporters and members.

This initiative aims to ensure complete transparency and allow our community to stay informed and closely follow the development of this crucial aspect of our strategy.

## 7.4 Development of Mobile Apps



The creation of mobile applications, whether the official Wydad Athletic Club app or other apps such as games or others, is an innovative strategy to engage supporters and open new revenue sources.

This involves developing an official WAC mobile app offering features such as real-time news, match schedule, results, statistics, and access to the club's online store.

We will also aim to develop other "monetizable" applications in the future, with the possibility of creating an IT department in the medium term.

We will work on integrating paid options such as premium subscriptions offering exclusive content, discounts on merchandise, or VIP access to certain events.

The monetization of applications will be carried out through economic models such as in-app purchases, subscriptions, or advertising.

**Implementation timeline and return on investment calculation for the project:**

Timeline: 4-year project to develop the club's app and other applications & long term



### Potential Revenues:

Number of app users: 100,000 (assumption for all club applications including the official app).

Price of premium subscription: 30 dirhams per month.

Conversion rate to premium subscribers: 5% (assumption).

Monthly revenues from premium subscriptions:  $100,000 \text{ users} \times 5\% \times 30 \text{ dirhams} = 150,000$  dirhams.

Annual revenues from premium subscriptions:  $150,000 \text{ dirhams} \times 12 \text{ months} = 1,800,000$  dirhams.

Additional revenues (in-app purchases, advertising, etc.): estimated at 20% of premium subscription revenues = 360,000 dirhams.

Total annual revenues:  $1,800,000 \text{ dirhams} + 360,000 \text{ dirhams} = 2,160,000$  dirhams.

### Setup and Operating Costs:

Development costs of the app and video games: 500,000 to 1,000,000 dirhams (depending on complexity and features).

Annual operating costs (maintenance, updates, technical support, etc.): 200,000 to 400,000 dirhams.

### Investment gain:

Annual revenues: 2,160,000 dirhams.

Less annual operating costs: 1,760,000 to 1,960,000 dirhams Gross margin per year.

Return on initial investment: Approximately 1 to 2 years.

Financial Summary:

This project will yield us in the first year: between 1,760,000 to 1,960,000 dirhams in gross margin per year.

Projected growth: 15% to 20% per year over a 4-year period given the market size, and the exponential growth of digital in Morocco and worldwide.

## 8.4. Licensing Program



Establishing a licensing program for Wydad Athletic Club is a business strategy aimed at extending the club's brand reach while generating additional revenue. Here's how this program can be developed in detail:

### Identification of Product Categories:

Define the product categories for which the club wishes to grant licenses, such as apparel, accessories, toys, games, home goods, electronics, and more.

Ensure that licensed products are in line with Wydad's brand image and meet the club's quality and ethical standards.

### Selection of Licensed Partners:

Search and select third-party companies with a solid reputation and expertise in producing and distributing the identified product categories.

Evaluate the production capabilities, distribution, marketing, and customer service of potential licensees to ensure a fruitful collaboration.

### Negotiation of Licensing Agreements:

Negotiate licensing agreements that clearly define the terms of the collaboration, including brand usage rights, quality obligations, sales territories, contract duration, and financial terms.

Set fair and competitive royalties that reflect the value of Wydad's brand and generate significant revenue for the club.

### Quality control and compliance:

Implement quality control mechanisms to ensure that licensed products meet established standards and maintain brand integrity.

Require licensees to submit product samples for approval before mass production and market launch.

Regularly monitor the performance of licensed products in terms of sales, customer satisfaction, and adherence to contract terms.

Evaluate the possibility of renewing, extending, or modifying licensing agreements based on results and the club's strategic objectives.

By implementing a robust and well-structured licensing program, Wydad Athletic Club can leverage its brand to develop a diverse range of official products while benefiting from stable revenue sources and strengthening its market presence.

### Implementation timeline and return on investment calculation for the project:

Timeline: 4-year project & long term

Return on investment: Information regarding each deal will be regularly shared with our supporters and members.

## 9.4. Launch of a Crowdfunding Platform



Developing a crowdfunding platform dedicated to Wydad Athletic Club is an innovative strategy to mobilize financial support from supporters and fund specific club projects. This platform will not be used for all club projects but only for certain large-scale projects or for projects in which the club wishes to involve its supporters worldwide.

Here's how this initiative can be developed in detail:

### Definition of Objectives and Projects:

Identify specific club projects that require funding, often projects that can ensure financial profitability for the club.

Establish clear objectives for each fundraising campaign, including the required amount, campaign duration, and intended use of funds.

### Design of the Crowdfunding Platform:

Develop a user-friendly and secure online platform, allowing supporters to make financial contributions easily.

Integrate features such as tracking of funding goals, updates on project progress, and the ability for contributors to leave comments or support messages.

#### Development of Exclusive Rewards:

Create a range of attractive rewards to encourage contributions, such as shares in the funded projects making the Wydad supporters an official investor of the club, exclusive merchandise, VIP experiences, public acknowledgments, or participation in special events.

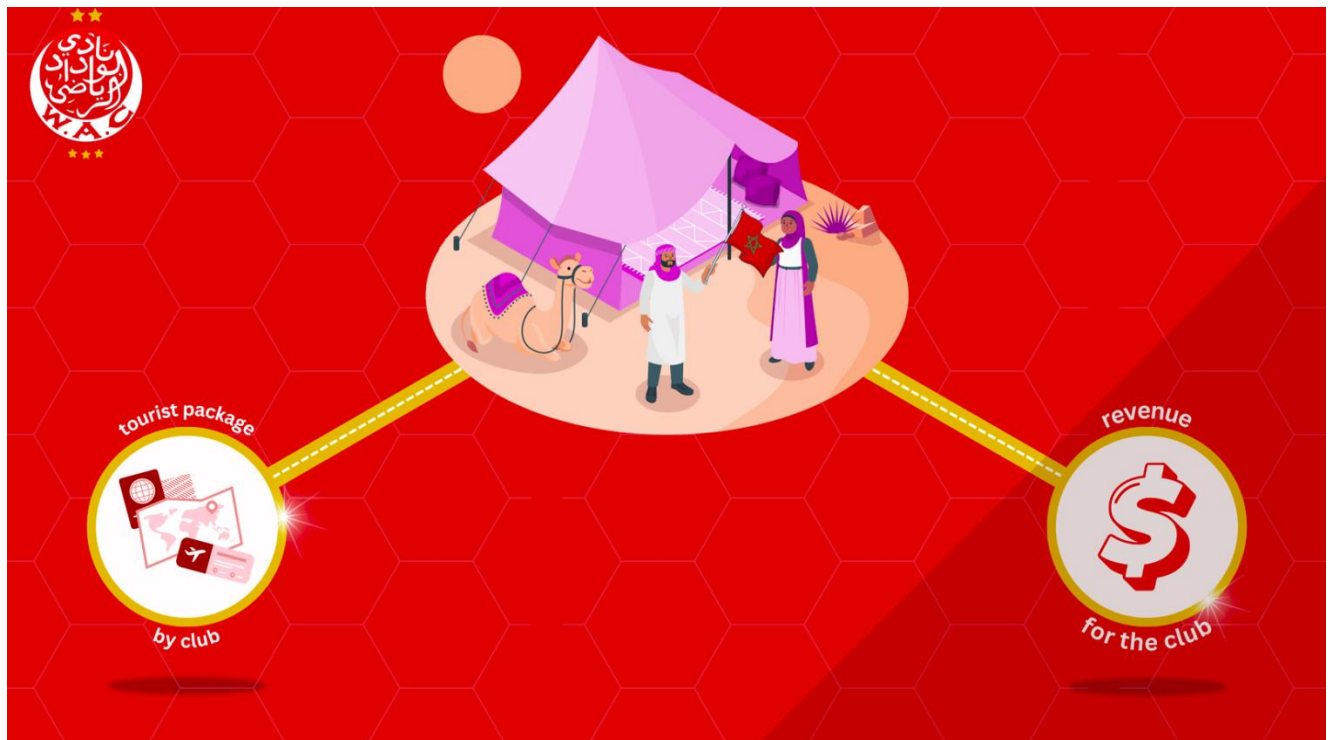
Ensure that the rewards are varied and tailored to different contribution levels to attract a wide range of supporters.

#### Implementation timeline and return on investment calculation for the project:

Timeline: 4-year project & long term

Return on investment: Information about ongoing projects with funding details will be available directly on the platform and accessible to all our supporters worldwide.

## 10.4. Sports Tourism



The development of sports tourism is a unique opportunity for Wydad Athletic Club to leverage the tourist appeal of Morocco and strengthen its international influence. Here's how this strategy can be implemented in detail:

### Designing Sports Tourist Packages:

Create comprehensive packages for international supporters, including tickets to Wydad matches, accommodations in partner hotels, and sightseeing tours of Morocco's iconic attractions (imperial cities, historical sites, natural landscapes, etc.).

Offer various packages tailored to different budgets and preferences, ranging from short stays for a specific match to longer tours combining multiple matches and tourist destinations.

### Partnerships with the Tourism Sector:

Establish collaborations with travel agencies, tour operators, and hotels to offer quality packages at competitive rates.

Work with the Moroccan National Tourist Office and other institutions to promote Morocco as a sports tourism destination and attract international supporters.

### Immersive and Cultural Experiences:

Integrate unique experiences into the packages that allow supporters to discover Moroccan culture, such as traditional cooking workshops, visits to souks, or music and dance performances.

Organize meetings with local Wydad fans to foster cultural exchanges and strengthen the sense of belonging to the club's community.

### International Marketing and Promotion:

Develop a targeted marketing strategy to promote sports tourism packages to international supporters, using social media, the club's official website, and advertising campaigns in targeted countries.

Collaborate with Moroccan embassies abroad, Moroccan diasporas, and international supporter associations to spread the word about Wydad's sports tourism offerings.

### Monitoring and Continuous Improvement:

Set up a monitoring system to assess the satisfaction of international supporters who have participated in sports tourism packages, collect their feedback, and adjust the offerings accordingly.

Analyze market trends in sports tourism to continually innovate and enrich the packages offered.

By tapping into the potential of sports tourism, Wydad Athletic Club can not only generate additional revenue but also contribute to the international visibility of the club and the promotion of Morocco as a top-tier tourist destination.

### Implementation timeline and return on investment calculation for the project:

Timeline: 4-year project and long term

#### Potential Revenues:

Number of packages sold per year: 500 (assumption).

Average price per package: 5,000 dirhams (depending on the services included and the duration of the stay).



Annual revenues: 500 packages x 5,000 dirhams = 2,500,000 dirhams.

Setup and Operating Costs:

Development costs of packages and partnerships: Free by our marketing department.

Annual operating costs (marketing, booking management, customer support, etc.): 300,000 to 500,000 dirhams.

Investment gain:

Annual revenues: 2,500,000 dirhams.

Less annual operating costs: 300,000 to 500,000 dirhams.

Net profit per year (after the first year): 2,500,000 dirhams - 300,000 to 500,000 dirhams = 2,000,000 to 2,200,000 dirhams gross margin per year.

Financial Summary:

In the first year, this project will yield a **gross margin of between 2,000,000 to 2,200,000 dirhams per year.**

Expected growth: 15% to 20% per year over a 4-year period, considering the grand reputation of the club and its supporters worldwide, the tourist appeal of Morocco, and the major events that will soon be organized by our kingdom.

## 11.4. Naming Rights Strategy



Adopting a "naming rights" strategy is an innovative approach that allows Wydad Athletic Club to monetize its assets by selling the naming rights of its structures, events, or competitions. Here's how this strategy can be developed in detail with examples:

### Identification of Eligible Assets:

Review the club's assets, such as the Benjelloun sports complex, facilities, the academy, conference rooms, or training centers, to identify those that offer attractive potential for businesses wishing to associate their brand with Wydad.

Also evaluate the possibility of selling naming rights for major events organized by the club, such as international tournaments, gala matches, or sports conferences.

### Searching for Potential Partners:

Target businesses whose values and brand image are in line with those of Wydad, such as leading companies in the telecommunications, finance, automotive, energy, or beverage sectors.

Present partnership proposals highlighting the benefits in terms of visibility, recognition, and

association with a prestigious sports brand.

#### Negotiation of Naming Rights Agreements:

Negotiate contracts detailing the terms of the agreement, including the duration of the partnership, financial terms, marketing and advertising rights associated, and the obligations of each party.

Ensure that the agreements protect the club's interests while offering significant added value to partners.

#### Examples of Implementation:

The Wydad complex could be renamed "Complex [Brand Name] Mohamed Benjelloun," offering permanent visibility to the corporate partner during matches and media events. The same for the Wydad academy.

An international tournament organized by the club could be titled "[Brand Name] Wydad Cup," closely associating the partner brand with a significant sporting event.

#### Promotion and Activation of the Partnership:

Launch joint communication campaigns to promote the partnership and maximize the visibility of the partner brand.

Organize launch events and brand activations during sponsored matches or events to strengthen engagement with supporters and consumers.

#### Monitoring and Evaluation:

Regularly monitor the partnership to assess its impact on the club's recognition and revenue, as well as the perception of the partner brand.

Use the collected data to adjust the naming rights strategy and optimize future agreements.

By adopting a well-structured naming rights strategy, Wydad Athletic Club can generate significant revenue while offering corporate partners a unique platform to increase their visibility and strengthen their brand image.

#### Implementation Timeline and Return on Investment Calculation for the Project:

Timeline: 4-year project & long term

### Potential Revenues:

Number of "naming rights" partnerships: 2 (assumption for the sports complex and academy only).

Average revenue per partnership: 2,000,000 to 3,000,000 dirhams per year.

Annual revenues: 2 partnerships x (2,000,000 to 3,000,000 dirhams) = 4,000,000 to 6,000,000 dirhams.

### Setup and Operating Costs:

Marketing and negotiation costs: managed by our marketing department.

Annual operating costs (partnership management, joint promotion campaigns, etc.): 100,000 to 300,000 dirhams.

### Investment gain:

Annual revenues: 4,000,000 to 6,000,000 dirhams.

Less annual operating costs: 100,000 to 300,000 dirhams.

Gross margin per year (after the first year): 4,000,000 to 6,000,000 dirhams - 100,000 to 300,000 dirhams = 3,900,000 to 5,700,000 dirhams gross margin per year.

### Initial Return on Investment (marketing and negotiation costs):

Given that these costs are covered free of charge by the marketing department, the return on investment can be considered immediate in terms of direct expenses. However, the net profit generated from the first year is more than sufficient to cover any indirect or valued investment, leading to an initial return on investment of less than one year to approximately one year, depending on the exact amount of revenues generated.

Financial Summary:

In the first year, this project will yield a **gross margin of between 3,900,000 to 5,700,000 dirhams per year.**

Expected growth: 50% to 100% over a 4-year period, depending on the establishment of new infrastructure, such as a museum, and the renegotiation of contracts.

#### 11.4. Training and Consulting:



Wydad Athletic Club, with its experience and expertise in the sports field, can offer training and consulting services to other clubs in Morocco, Africa, and even internationally, or to any sports organizations. Here's how this initiative can be developed:

##### Creation of a Training and Consulting Center:

Set up a dedicated center within the club, staffed with experts in sports management, athletic performance, sports medicine, sports psychology, and nutrition.

Equip the center with the latest training technologies, performance analysis tools, and rehabilitation methodologies.

##### Training Services Offer:

Offer paid training programs for clubs, coaches, sports executives, physical trainers, and sports health professionals, covering topics such as game tactics, physical preparation, team management, sports marketing, and financial management.

Organize workshops, seminars, and certification courses, both in-person and online, to allow participants to acquire practical and theoretical skills.

### Athletic Performance Consulting Services:

Provide customized consulting services to clubs or athletes, including performance assessments, tailored training plans, recovery strategies, and injury prevention programs.

Use advanced analysis tools to provide recommendations based on scientific data and feedback.

### Management Consulting Services:

Offer consulting and training services to local or international clubs wishing to implement effective structuring and organization by benefiting from Wydad's expertise.

### Collaborations and Partnerships:

Establish partnerships with universities, private schools, research institutes, and sports federations to enrich the training and consulting offer and stay at the forefront of innovations in the sports and sports management field.

Implement monitoring and evaluation mechanisms to measure the effectiveness of training programs and consulting services, gathering feedback and adjusting offers accordingly to ensure maximum quality and profitability.

By developing training and consulting services, Wydad Athletic Club can not only generate additional revenue but also strengthen its role as a leader in the development of sports and sports management in Morocco and internationally.

### Implementation timeline and return on investment calculation for the project:

Timeline: 4-year project and long term

#### Initial Investment:

- Creation and equipment of the center: Estimated costs between 2,000,000 and 3,000,000 dirhams for renovation/construction and equipment purchase.
- Training and recruitment of experts: No additional cost, as we will rely on our current teams.
- Development of programs and marketing: Estimated costs between 300,000 and 500,000 dirhams for the creation of educational material and marketing campaigns.

- Total Estimated Initial Investment: Between 2,800,000 and 4,500,000 dirhams.

#### Annual Operating Costs:

- Salaries: No additional cost, included in the current salary structure.
- Maintenance and equipment updates: Estimated costs between 200,000 and 400,000 dirhams.
- Marketing and management: Estimated costs between 200,000 and 500,000 dirhams for annual campaigns and program management.
- Total Annual Operating Costs: Between 1,400,000 and 2,900,000 dirhams.

#### Potential Revenues:

- Training programs and workshops: With 500 participants per year at an average cost of 5,000 dirhams per participant, revenues would amount to 2,500,000 dirhams.
- Consulting services: With an estimate of 20 major projects per year at an average rate of 200,000 dirhams, revenues would amount to 4,000,000 dirhams.
- Total Annual Potential Revenues: 6,500,000 dirhams.

#### Investment gain:

Estimated Annual gross margin: 6,500,000 dirhams (annual potential revenues) - between 1,400,000 dirhams and 2,900,000 dirhams (annual operating costs) = 3,600,000 dirhams to 5,100,000 dirhams.

#### Financial Summary:

In the first year, this project will yield a **gross margin of between 3,600,000 dirhams and 5,100,000 dirhams** per year.

Expected growth: 5% to 10% over a 4-year period, depending on our efficiency and the visibility of Wydad's expertise at all levels.



## 13.4. Creation of the Official Anthem of Wydad



The creation of an official anthem is an initiative that strengthens the identity of Wydad Athletic Club and creates a sense of belonging and pride among supporters. Here's how this idea can be developed in detail:

### Concept and Composition:

Form an artistic committee composed of club members, musicians, composers, and lyricists to design the anthem. This committee will be responsible for defining the message, tone, and style of the anthem so that it reflects the values, history, and ambitions of the club.

Collaborate with renowned artists and composers to create a catchy melody and inspiring lyrics that capture the spirit of Wydad.

### Recording and Production:

Select professional musicians and singers for the recording of the anthem. It's possible to involve members of the club community, such as players or supporters, to add a personal touch to the recording.

Work with experienced recording studios and music producers to ensure optimal sound quality and high-level musical production.

### Launch and Promotion:

Organize a launch event to present the official anthem to supporters, media, and the public. This event could include live performances, speeches, and interactive activities.

Broadcast the anthem on music streaming platforms, social media, the club's official website, and during home matches to ensure wide coverage and rapid adoption by supporters.

### Integration into Club Identity:

Make the official anthem an integral part of the club's traditions, playing it during key moments such as the players' entrance on the field, victory celebrations, and special events.

Encourage supporters to learn the lyrics and sing the anthem during matches to strengthen the sense of unity and pride.

### Commercial Exploitation:

Market the official anthem as digital downloads, mobile phone ringtones, etc., to generate additional revenue for the club.

Offer merchandise such as T-shirts, caps, and accessories featuring lyrics or designs inspired by the anthem.

By creating an official anthem, Wydad Athletic Club can not only celebrate its heritage and values but also strengthen the emotional bond with its supporters and create an electric atmosphere during home matches.

### Implementation timeline and return on investment calculation for the project:

Timeline: between 6 and 12 months

#### Estimated Costs:

Design and Composition: Forming an artistic committee and collaborating with recognized artists and composers can result in variable costs. Estimate: 50,000 to 100,000 dirhams.

Recording and Production: Studio recording fees, professional musicians and singers, as well as music production, can vary significantly depending on the length and complexity of the anthem. Estimate: 100,000 to 200,000 dirhams.

Launch and Promotion: Organizing a launch event and promoting the anthem across various platforms can incur additional costs. Estimate: 50,000 to 100,000 dirhams.

Total Estimated Initial Investment: 200,000 to 400,000 dirhams.

### Potential Returns on Investment:

Commercial Exploitation: The sale of digital downloads, ringtones, and merchandise can generate revenue. If it is estimated that 10,000 supporters buy anthem-related products per year at an average price of 50 dirhams, this could bring in 500,000 dirhams.

Strengthening Club Identity: Although difficult to quantify, a successful official anthem can enhance supporter engagement and improve the club's brand image, which can translate into increased ticket sales, subscriptions, and merchandise sales.

### Investment gain :

The project has a potential revenue of 500,000 dirhams per year and an initial investment of 200,000 to 400,000 dirhams.

Investment Recovery Period: The initial investment could be recovered in less than a year, and then the club will continue to generate profits with a well-established marketing strategy to maximize the long-term profit from this project.

### Financial Summary:

In the first year, this project will yield a **gross margin of 500,000 dirhams**.

Expected growth: 20% to 30% over a 4-year period, depending on our marketing efficiency and the engagement of our supporters.

#### 14.4. Launch the Official Online Store of Wydad :



Creating an official online store for Wydad Athletic Club is a key strategy to increase the club's revenue while offering supporters a convenient and accessible shopping experience. Here's how this project can be developed in detail:

We will develop a user-friendly, secure, and easy-to-navigate e-commerce platform that reflects Wydad's visual identity and values and provides the best user experience.

We will offer a wide range of official Wydad products, including team jerseys, training apparel, accessories, memorabilia, and collectibles.

We will collaborate with reputable suppliers to ensure that the quality of products meets the club's high standards, while ensuring their compliance with our standards. It is important to emphasize that the club will not make any initial investment in product development; our role will focus exclusively on online marketing.

Furthermore, we will engage external service providers specialized in establishing an effective management system that includes inventory management, order processing, customer service, and logistics for both national and international delivery. This aims to offer a seamless shopping experience for our customers.

The club will receive a commission on each transaction, and the entire project will be outsourced. Our marketing and communication teams will leverage the collected data to refine our product

range, fine-tune our marketing strategies, and improve our logistics processes, with the goal of optimizing the offer, increasing revenue, and enriching the customer experience.

#### [Implementation timeline and return on investment calculation for the project:](#)

Timeline: 4-year project and long term

To estimate the investment and return on investment (ROI) for the project of creating an official online store for Wydad Athletic Club, we need to consider the setup costs, operational costs, and potential revenues.

#### Estimated Initial Investment:

Development of the e-commerce platform: This includes design, web development, integration of secure payment systems, and customization according to Wydad's visual identity. Estimate: 100,000 to 300,000 DH.

Marketing and launch: Advertising campaigns to promote the launch of the online store. Estimate: 50,000 to 150,000 DH.

Total Estimated Initial Investment: 150,000 to 450,000 DH.

#### Annual Operating Costs

Store management and logistics: Including inventory management, order processing, customer service, and logistics. These services will be managed directly by the partner who will take care of them.

Maintenance and update of the platform: Estimate: 50,000 to 100,000 DH annually.

Ongoing marketing: To support sales and visibility of the store. Estimate: 100,000 to 300,000 DH annually.

Total Annual Operating Costs: 150,000 to 400,000 DH.

#### Potential Revenues

Sales: With a commission on each transaction, revenue will depend on sales volume. Assume an average margin of 30% on a range of products with total annual sales estimated at 14,000,000 to 20,000,000 DH.

Estimated Annual Revenues: 4,200,000 to 6,000,000 DH (30% margin on total sales).

#### Investment gain :

Estimated Annual gross margin: Annual Revenues - Annual Operating Costs = 4,050,000 DH to 5,600,000 DH. This is only for the first year. Growth should continue in the following years.

Financial Summary:

In the first year, this project will yield: **4,050,000 DH to 5,600,000 DH of gross margin.**

Expected growth: 10% to 20% over a 4-year period, given the great potential of e-commerce in Morocco and worldwide.

## 5. Point 5: Financial Vision



This point is also very important, as it focuses on establishing sustainable financial stability for Wydad Athletic Club through rigorous financial management and planning. Here is a point-by-point development of this strategy:

### 1.5. Establish Detailed Budgets

The establishment of detailed budgets is essential for effective financial management within Wydad Athletic Club. Here's how this process can be developed in detail:

#### Creation of Forecast Budgets:

Develop detailed budgets for each department of the club, including the sports and technical directions. These budgets should cover all aspects of operations, from player and staff salaries to facility maintenance, as well as costs related to competitions and events.

Include in the forecast budgets the expected revenues from various sources, such as broadcasting rights, sponsorship, ticket sales, merchandise sales, and competition participation.

Work closely with the heads of each department to ensure that the budgets realistically reflect the specific needs and objectives.

#### Regular Budget Reviews:

Implement a financial monitoring system to compare the club's actual financial performance with budget forecasts. This involves continuously collecting data on revenues and expenses.

Organize periodic meetings with department heads to review the differences between actual results and forecast budgets, and to identify the causes of deviations.

Adjust budgets based on actual financial performance and changes in revenue or expense forecasts. This may include reallocating resources, cutting costs, or modifying investment plans.

### Long-Term Planning:

Integrate annual budgets into long-term financial planning to support the strategic objectives of the club. This will ensure financial sustainability and facilitate investments in large-scale projects, such as infrastructure development or team strengthening.

### Communication and Transparency:

Ensure transparency in budget management by regularly communicating financial information to relevant stakeholders, including the board of directors, supporters, and financial partners.

Use feedback and suggestions from different stakeholders to refine the budgeting process and improve the financial efficiency of the club.

## 2.5 Financial Planning Scenarios

Implementing financial planning scenarios is essential to ensure the resilience of Wydad Athletic Club in the face of economic uncertainties. Here's how to deepen this strategy:

### Development of Financial Scenarios:

Develop three main financial scenarios: optimistic, realistic, and pessimistic. Each of these scenarios should consider potential variations in revenues (broadcasting rights, sponsorship, ticket sales, merchandise sales) and expenses (salaries, facility maintenance, competition fees).

The optimistic scenario assumes an increase in revenue and control of expenses, the realistic scenario is based on financial forecasts using historical trends and current projections, while the pessimistic scenario considers a decrease in revenue and an increase in expenses due to unfavorable circumstances.

### Using Scenarios for Decision-Making:

Use these scenarios to assess the potential impact of different economic situations on the club's financial health. This will allow the club to prepare for various contingencies and make informed decisions regarding financial management, investment, and strategic planning.

Conduct regular simulations to update the scenarios based on changes in the economic context and the club's financial performance.



## Creation of a Special Fund for Contingencies:



Allocate 5% of the club's annual profits to a special fund dedicated to contingencies. This financial reserve will be used to cover exceptional and unforeseen expenses that may arise, such as temporary stadium closure, costs related to emergency situations (like the COVID-19 pandemic), or other unexpected events.

Manage this special fund prudently, ensuring it is sufficiently funded to face unforeseen financial challenges while ensuring it is only used for truly unpredictable situations and not for regular expenses.

By adopting a proactive approach to financial planning based on different scenarios and creating a special fund for contingencies, Wydad Athletic Club can navigate more confidently in an uncertain economic environment and ensure its long-term financial stability.

### 3.5 Cash Management:

**Forecast Budget:** Establish a detailed forecast budget to anticipate cash inflows and outflows over a given period, to plan for financing and investment needs.

**Planning of Receipts and Disbursements:** Precisely plan receipts and disbursements to optimize liquidity management and avoid cash flow tensions.

**Financial Risk Management:** Implement strategies to manage financial risks related to fluctuations in exchange rates, interest rates, and other factors that may affect cash flow.

**Optimization of Banking Relationships:** Negotiate with banks to obtain the best possible conditions in terms of bank fees, interest rates, and credit facilities.

**Cash Flow Information System:** Implement an efficient cash flow information system to ensure real-time monitoring of cash flows and facilitate decision-making.

**Internal Control and Audit:** Strengthen internal control and conduct regular audits of the treasury to prevent errors, fraud, and embezzlement.

**Training and Awareness:** Train and raise awareness among the financial team members and other stakeholders about cash management to ensure better understanding and involvement in the process.

#### **4.5 Cost Control, Expense Optimization, and Profitability Analysis**

**Regular Analysis of Operating Costs:** Identify areas where savings can be made by critically examining costs.

**Efficiency Measures Implementation:** Improve operations efficiency and reduce unnecessary expenses by optimizing processes and investing in technology.

**Critical Review of Expenses:** Eliminate waste and optimize resource allocation to maximize the use of available funds.

**Negotiation with Suppliers:** Obtain more favorable conditions and competitive rates to reduce supply and service costs.

**Evaluation of Activity Profitability:** Direct investments towards the most profitable areas by analyzing the profitability of different club projects and activities.

**Monitoring of Financial Performance Indicators:** Use key financial performance indicators to measure the success of cost reduction and expense optimization initiatives.

#### **5.5 Financial Risk Management:**

**Identification and Assessment:** Identify and assess the financial risks the club is exposed to (fluctuations in revenue, variations in costs, etc.).

**Hedging Strategies and Contingency Plans:** Implement hedging strategies and contingency plans to mitigate these risks.

#### **6.5 Transparency and Compliance:**

Ensure transparency in accounts and financial reports to strengthen the trust of supporters, partners, and regulatory authorities.

Comply with accounting standards and financial regulations in force.

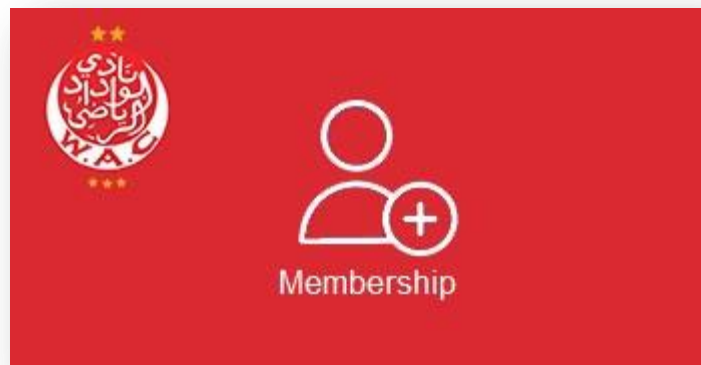
### **7.5 Investment in Human Capital:**

Recognize that employees and collaborators of the club are valuable assets by investing in their training and development.

Promote a culture of excellence and financial responsibility at all levels of the organization.

By implementing these nine pillars, Wydad Athletic Club can ensure solid and proactive financial management, essential to support its sporting ambitions and long-term development.

## 6. Point 6: Membership Program



The relationship between Wydad Athletic Club and its members is at the heart of the club's life. Over the past two decades, the membership system has suffered from several issues: complexity, inaccessibility, high cost, and lack of clarity and transparency. It is urgent to address these problems to strengthen the bond between the club and its audience, who are the true pillars of Wydad. Personally, I have suffered from these issues as I have been trying to become a member since 2019 but without success.

### 1.6. Simplification of the Membership Process:

**Online Platform for Membership:** Set up a user-friendly online platform that allows prospective members to easily register, submit necessary documents, track their application, and pay membership fees, all with just a few clicks.



The goal is also to integrate technology to facilitate the management of the club/member relationship, especially as we aim to reach 10,000 members in the medium and long term.

**Reducing Required Documents:** Streamline the documents required for membership to only ask for essential informations, thus reducing bureaucratic hurdles.

**Step-by-Step Membership Process:** Simplify the membership process by breaking it down into clear and easy-to-follow steps, with detailed instructions at each stage.

**Online and Physical Assistance:** Offer online assistance, via chat or a dedicated phone line, as well as physical assistance at specific reception points to help applicants complete their membership.

**Clear Membership Criteria:** Clearly define the membership criteria, making them accessible on all club communication channels (website, social media, brochures) to avoid any confusion.

**Fast Membership Procedure:** Reduce the time required to process membership applications by implementing efficient processing and validation systems.

**Information Sessions:** Organize regular information sessions for potential members, allowing them to understand the membership process and the benefits of being a club member.

**Feedback from New Members:** Collect feedback from new members on the membership process to continuously improve it.

## **2.6. Flexible and Inclusive Pricing:**

**Diversified Pricing Models:** Offer different levels of membership, each with corresponding benefits and rates, to meet the varied needs and financial capabilities of supporters. For example, offer basic, premium, and VIP membership options, each offering increasing benefits.

Membership within Wydad will start **from 1,500 MAD**. Wydad belongs to its supporters, and a flat rate of 20,000 MAD or even 10,000 MAD remain exorbitant, especially since it is a membership that offers little or no benefits.

The different membership levels will be carefully studied, validated internally, and presented to Wydad supporters with total transparency. My long-term ambition is to bring together 10,000 members from various levels, to establish a true parliament of Wydad where democracy and transparency will prevail in all circumstances. This figure will also allow us to make membership a very powerful source of revenue for the club.

A conservative estimate based on an average annual membership fee of 4,500 dirhams allows us to envisage a potential stable annual income of 45,000,000 dirhams. Of course, reaching this figure in the first year is not our immediate expectation. This project is part of a medium and long-term perspective, and I am convinced that with a serious and continuous commitment in this direction over the next five years, we could either reach this goal or come very close to it.

The membership program and levels with all the details will be made available to Wydad supporters worldwide, and membership will be open throughout the year.

The list of members will be accessible online with complete transparency.

#### Subsidies for Membership:

We will establish subsidy programs or support funds to help low-income supporters and students cover membership fees, ensuring that no one is left behind.

I will also work on a program to encourage companies to cover or finance part of their employees' membership.

#### Special Offers and Promotions:

Organize periodic promotional campaigns offering discounts on memberships or additional benefits to encourage new member registration and retain existing members.

#### Group and Family Rates:

Introduce group or family rates that offer discounts for multiple registrations, thus encouraging family and collective participation in the club.

#### Annual Rate Assessment:

Conduct an annual assessment of membership rates to ensure they remain competitive and accessible, while considering the evolution of operational costs and the financial needs of the club.

### **3.6. Transparency:**

Transparency creates a climate of trust between the club's management and its supporters. By openly sharing information about decisions, policies, and procedures, the club values honesty and accountability. This trust is crucial for building strong and lasting relationships with supporters.

Supporters feel more engaged and involved when the club clearly communicates its goals, strategies, and achievements as part of its membership program.

Transparent communication helps prevent misunderstandings and reduce the spread of rumors or incorrect information.

A club that is perceived as open and transparent can attract new members and retain existing members with the goal of reaching 10,000 members. People are more inclined to associate and remain loyal to organizations that value transparency and ethics.

Transparency will be the general rule in the club's relationship with its members, whether it be in terms of membership content, pricing, access modalities, benefits, etc.

#### 4.6. Benefits of Wydad Membership :

Membership in Wydad is not merely about signing a document and paying a fee; it is an entryway into a world of exclusive benefits and offers carefully negotiated by the club, both in Morocco and internationally. Our commitment to our members is manifested in the creation of a rich ecosystem of benefits designed to enrich the experience of each member of the large Wydadi family.

I will be proud to launch the "**Wydadi Member Catalog**," a comprehensive guide that lists all the offers, benefits, and discounts specially negotiated for our members. This catalog aims to provide tangible added value to your membership, turning each contribution into an investment that returns multiple and varied benefits.



Wydadi members will have access to a wide range of exclusive offers, including:

Substantial discounts from commercial partners in various sectors such as hospitality, dining, transport, leisure, travel agencies, clothing, and many others, thus ensuring significant savings on quality services and products.

Privileged access to events, including sports meetings, training sessions, cultural events, and seminars, offering enriching experiences and the chance to get closer to the Wydadi community.

International offers thanks to strategic partnerships, allowing members to benefit from their advantages even when traveling abroad.

The "Wydadi Member Catalog" is more than just a list of offers; it symbolizes our commitment to placing supporters at the heart of our strategy. Each offer and advantage have been meticulously selected to meet the needs and aspirations of our community, with the goal of making every aspect of the Wydadi experience more rewarding.

We are committed to continuously enriching this catalog, adding new offers and expanding benefits to ensure that membership in Wydad Athletic Club remains a distinctive and advantageous privilege. This is our way of saying thank you to our members, recognizing their loyalty and unwavering support, and offering them a constantly enriched and valued experience in return.

Membership in Wydad thus becomes much more than a simple affiliation; it represents a true adherence to a lifestyle, an invitation to be part of a privileged community that benefits from unique advantages woven into the very fabric of the Wydadi identity. Joining Wydad means embracing an experience enriched with passion, pride, and exclusive advantages, paving the way for memorable experiences, both in Morocco and around the world.

#### **5.6. Exclusive Events for Members**

Wydadi members will have privileged access to exclusive events, strengthening their connection with the club and each other. These events can include meetings with players, autograph sessions, special pre-match events, and annual galas, offering memorable experiences and the opportunity to deepen their engagement and passion for the club.

I also commit to organizing an annual conference exclusively for Wydad members. This will be an opportunity for networking, exchanging ideas, expanding professional networks, and discussing various topics related to Wydad and other areas of interest.

#### **6.6. Participation in the Life of the Club**

Being a Wydadi member also means playing an active role in the life of the club. This can be reflected in participation in general assemblies, the ability to vote on important issues, and the opportunity to express opinions on the direction and strategies of the club. This involvement contributes to more democratic and inclusive governance, where the voices of supporters are heard and valued.

#### **7.6. Improving the Match Experience for Members**

The match experience will also be enhanced for members, with benefits such as preferential prices on tickets, priority access to avoid long queues, reserved seats in exclusive areas of the stadium, and even special offers for away matches. These advantages are designed to ensure that each match is an exceptional and enriching experience.



## 7. Point 7 : Training and Academy



### 1.7 High-quality training

Who doesn't feel weary of Wydad's annual recruitment of a dozen players? Who isn't concerned about the random quality of these recruitments, the financial wastage they cause, and the disputes and penalties imposed by FIFA?

Recruiting high-level players in the short term is an obvious strategic approach in my project. However, in the medium and long term, Wydad must be able to train superior quality players who must represent a minimum of 50% of the first team, who will contribute both on the sporting and financial front in the years to come.



A quality player will always be in demand at the highest level and will represent major assets for Wydad, not only by helping us win titles but also by generating significant financial resources in case of transfer.



My vision for training and the academy, in close collaboration with the sports and technical directions, will focus on developing a unified and coherent training strategy, extending from the U10s to the first team.

The goal is to develop an academy that respects the most demanding quality standards, and that establishes a common playing identity for all the club's categories. This will facilitate the progression of young players from one category to another, up to their integration into the first team, while aiming to produce premium quality players.

This project will involve the technical and sports directions, as well as the staffs of all the club's categories, including the first team. It will be a commitment over a minimum duration of five years before starting to reap the first fruits of this ambitious project.

The main outlines of this vision:

**Coherent Training Curriculum:** Develop a coherent and progressive training curriculum, adapted to each age group, which emphasizes the technical, tactical, physical, and mental development of young players.

**Talent Detection and Recruitment:** Set up an efficient system for detecting and recruiting talent, both at the local and national levels, to attract promising young players to the academy.

**Quality Supervision:** Ensure quality supervision by qualified and experienced coaches, who share the philosophy and values of the club, to guarantee optimal learning for young players.

**Facilities and Infrastructure:** Invest in state-of-the-art facilities and infrastructure, such as quality fields, fitness rooms, rehabilitation spaces, and adapted accommodations, to offer a training environment conducive to the development of young talents.

**Individual Player Monitoring:** Implement an individual monitoring system for each academy player, including regular evaluations of their progress, personalized support, and a long-term development plan.

**Collaboration with the First Team:** Ensure close collaboration between the academy and the first team, allowing young talents to regularly train with professionals and participate in friendly matches to accelerate their integration.

**Partnerships and Exchanges:** Establish partnerships with other renowned academies, both nationally and internationally, to foster exchanges of knowledge, training internships, and inter-academy friendly matches.

**Educational Program:** Integrate a comprehensive educational program within the academy, ensuring quality school education for young players, to prepare for their professional future, whether in football or in other fields.

## 2.7 Long-term vision

In the context of our long-term strategy for talent development at Wydad Athletic Club, I will consider implementing an ambitious project focused on training and academy establishment in Africa. My goal is to target specific countries such as Congo and Nigeria, known for their abundant football talent. Setting up local academies in these countries represents a strategic opportunity for several reasons.



Firstly, the cost of installation, salaries, and operation of these academies remains significantly lower compared to other regions, making the initial investment more accessible and day-to-day management more economical. This cost difference allows us to maximize the efficiency of every dirham invested, thereby offering better long-term profitability.

Secondly, the mission of these academies will be to discover and train at least one high-level player per year. The emergence of even a single talented player annually could not only cover the annual costs of the academy but also generate substantial profits. These talents could be integrated into our first team or sold to other clubs, thus providing a sustainable and recurring revenue source.

The establishment of Wydad football academies in Africa not only aligns with our strategy for local talent development but also enhances the club's presence and reputation on the African continent.

The already well-established Wydad brand will play a crucial role in attracting great talents from these regions. Indeed, the prestige associated with the club is a decisive factor that will encourage promising young players to join our ranks, seeing it as a real opportunity for a high-level career.

Players from these academies will significantly contribute to our sporting successes by helping the club win more titles and reach new heights in sporting performance. Simultaneously, the integration of trained talents within our academies will significantly reduce the costs and risks associated with external recruitment. Transfer fees, often high in the current market, will be reduced, thus optimizing our recruitment budget while ensuring confirmed quality.

Moreover, the potential sale of players trained in our academies could prove financially beneficial. These sales will generate additional revenue, reinvested in the club to support its continuous growth and infrastructure development.

Beyond the sporting and financial advantages, establishing academies under the auspices of Wydad in these African countries is also a strategy aimed at strengthening the club's brand across the continent. This opens the door to local partnership opportunities. Collaborating with local companies can not only increase the club's revenue but also extend its influence and community engagement in emerging markets.

This comprehensive approach, combining talent development, financial management, and strategic marketing, is designed to make Wydad an undisputed leader in African football.

Finally, a detailed study of this project is planned at an appropriate time, to evaluate all its strategic, financial, and operational dimensions. This detailed analysis will allow us to adjust our approach to ensure the project's success and maximize its impact on the development of football within Wydad and beyond.

## 8. Point 8 : Infrastructure Development



During my recent visits to the Mohamed Benjelloun complex, I observed that the condition of the facilities, some infrastructure, and the restrooms was unsatisfactory. I noticed the presence of stained walls and even observed that youth teams were training and leaving their belongings behind the nets.

An ambitious vision for the future of Wydad Athletic Club inevitably involves major investment in the development of its infrastructure. By modernizing and expanding our facilities, we commit not only to offering optimal conditions for our athletes and supporters, but also to positioning the club as a key player on the national and international sports scene.

The implementation of strategic infrastructural projects, such as the modernization of the Benjelloun Sports Complex, the preparation and opening of a state-of-the-art Football Academy, and the improvement of medical facilities, is essential to achieve our sporting and financial objectives.

Moreover, the multifunctional use of our spaces will contribute to diversifying our revenue sources and strengthening our commitment to the community. Therefore, infrastructure development is a fundamental pillar of my strategy to ensure the sustainability and prosperity of Wydad Athletic Club.

### 1.8. Modernization of the Benjelloun Sports Complex

The complete renovation of the Wydad Athletic Club complex not only embodies a commitment to sporting excellence but also acts as a powerful vector for improving the club's image. By equipping Wydad with cutting-edge facilities for training and match preparation, while ensuring optimal comfort for players and spectators, this project reflects our aspiration to become a reference in the world of sports, both nationally and internationally.

A modernized and functional complex enhances the club's attractiveness to sporting talents, supporters, and potential partners. It becomes a tangible symbol of the club's ambitious vision, impressing visitors and reinforcing pride among fans. Moreover, a leading-edge infrastructure significantly improves the experience for visitors and users.

From a commercial perspective, a renovated and aesthetically appealing sports complex opens new opportunities for sponsors and business partners. Associating their image with high-quality facilities can be a strong argument in partnership negotiations, thereby increasing sponsorship opportunities and generated revenues. This creates a virtuous circle where the improvement of infrastructure attracts more funding, which in turn allows for reinvestment in sports development and club enhancements.

The renovation of the Wydad Athletic Club complex is not just an investment in sports infrastructure; it's a comprehensive strategy aimed at enhancing the club's image, enriching the supporter experience, attracting new talents, and opening vast horizons of business possibilities and partnerships.

## **2.8. Football Academy**

Provide an in-depth overview of the current situation of the academy, communicate it to supporters and members, and accelerate the works to quickly open a modern academy equipped with all the necessary facilities.

The establishment of a modern academy is a cornerstone in the long-term development strategy of Wydad Athletic Club, underscoring an unwavering commitment to the training of young talents and sporting excellence. This academy, by equipping itself with cutting-edge facilities, aims to create an optimal environment for the comprehensive development of future football talents, providing them not only with sports skills but also a solid education.

### **Quality Fields and Training Rooms :**

Quality fields and training rooms equipped with the latest training technologies will allow young players to train under optimal conditions, thus fostering their physical and technical development. Access to such facilities directly contributes to raising the level of play, allowing for preparation in line with international professional standards.

### **Accommodation for Young Players :**

By offering comfortable and secure accommodations, the academy ensures that young talents can fully focus on their sports and academic development without the distractions and constraints of daily life. This also allows for attracting talents from all regions of the country and even abroad, guaranteeing them a stable and conducive living environment for success.

### Classrooms for Education :

The emphasis on education underscores the club's vision of forming complete athletes and responsible individuals. By integrating classrooms and an adapted educational curriculum, the academy commits to ensuring that young players receive quality education alongside their sports training. This prepares the young not only for a successful career in sports but also to face life's challenges outside the fields.

An academy reflecting international standards greatly enhances the club's image and prestige, both nationally and internationally, thus attracting sponsors and partners.

By training its own talents, the club can reduce its dependency on expensive transfers and generate significant revenues through the sale of academy-trained players after they have contributed to the club's sporting success.

### **3.8. E-Sports Infrastructure**

The development of e-sports in the world has experienced rapid growth in recent years, becoming a major cultural and economic phenomenon. This evolution is driven by the increasing popularity of video games, access to ever more advanced technologies, and the enthusiasm for online competition. E-sports offer considerable potential at several levels with the ability to reach a young and connected audience, making it a strategic sector for brands and media.

It is imperative that Wydad positions itself as a pioneer by recognizing and fully exploiting the potential of e-sports. With this in mind, I commit to :

Develop specific infrastructure for E-Sports, recognizing its growth potential and increasing importance in the modern sports landscape.

Design a space specially equipped to host E-Sports competitions, equipped with the latest technologies and facilities necessary to ensure an optimal gaming experience for participants and spectators.

Establish strategic partnerships with organizations, game publishers, and brands specialized in E-Sports to benefit from their expertise, support, and visibility.

Regularly organize E-Sports events and tournaments within the complex, attracting top-level players and teams, while generating excitement and additional revenues that will support our marketing vision.

Collaborate with local educational institutions to integrate E-Sports into their programs, encourage youth participation, and discover new talents.

Develop targeted commercial and marketing strategies for E-Sports, such as sponsorship, merchandise sales, and live streaming of competitions, to maximize revenue and reach of this activity.



#### **4.8. Improvement of Medical Facilities**

Modernize and establish medical facilities for the club to provide the best possible care to players, with state-of-the-art rehabilitation and treatment equipment.

The project will be analyzed and studied with the general management and a set of experts in the field to determine the needs, possibilities, and different scenarios for implementing this project.

#### **5.8. Auditorium and Conference Center**

Study the possibilities of building an auditorium and conference center within the complex, offering first-class facilities for meetings, seminars, and corporate events.

## 9. Point 9 : Supporter Engagement



The ninth point of my program for the presidency of Wydad Athletic Club focuses on the true soul of our club: our supporters. The beating heart of Wydad is the passionate fans who resonate in the stadiums and beyond, in every corner of the world. Their fervor, unwavering loyalty, and love for the club are the driving force of our success.

It is essential to recognize and value their crucial role, not only as spectators but also as key players in the history and future of the club. Together, we will strengthen this sacred bond between Wydad and its supporters, giving them a stronger voice, an enriched experience, and a special place in the big Wydadi family.

### 1.9. Creation of a Direct Dialogue Platform

Set up a dedicated online platform, like a forum, where supporters can communicate directly with the club, share their ideas, ask questions, and receive real-time responses.

Establish mechanisms for active listening to supporters, such as surveys, discussion forums, and working groups, to gather their opinions and suggestions and respond proactively.

### 2.9. Enhancing the Matchday Experience

**Pre-Match:** Who among the supporters has never faced difficulties obtaining a ticket for a Wydad match, sometimes at exorbitant prices on the black market? Who has not encountered poor-quality online platforms, unable to handle the influx of demand for Wydad matches? Who has not been frustrated by tickets that, strangely, disappear a few minutes after going online, or that, curiously, are not even put online but end up en masse on the black market?

We will develop or work exclusively with world-renowned platforms to allow our supporters to easily obtain their electronic tickets from home and never have to go to a ticket office to pick up the ticket under deplorable conditions.

**Meeting and Relaxation Spaces:** we will discuss with Mohamed V stadium officials to set up specially designed areas for supporter meetings and relaxation at the stadium, offering comfortable spaces to gather, exchange, and refresh before, during, and after the match. We will also focus on sanitation and others to ensure a smooth and pleasant user experience.

**Post-Match Entertainment Programs:** offer post-match entertainment, such as meetings with players for selected supporters, autograph sessions, and highlights of key moments, to extend the positive experience for supporters.

**Security Improvement:** work closely with authorities to strengthen security measures at the stadium to ensure the safety of supporters, by implementing effective access controls, video surveillance, and increased security personnel presence.

**Easy Access for People with Disabilities:** Ensure easy access and suitable arrangements for people with disabilities, so that all supporters can fully enjoy the matches.

### **3.9. Loyalty Programs**

Develop loyalty programs offering rewards and exclusive benefits to the most engaged supporters, such as discounts on tickets and merchandise, privileged access, and VIP experiences.

### **4.9. Development of Applications and Technologies**

Create mobile applications and innovative technological tools to facilitate supporters' access to information, ticketing, merchandise purchases, and interaction with the club.

### **5.9. Transparency and Communication**

Ensure transparent and regular communication with supporters, sharing clear information about the club's strategy, important decisions, and news, and encouraging open dialogue.

## 10. Point 10: Relations with Football Authorities



Wydad Athletic Club, as a leader in Moroccan football and a pillar of African football, must assume an exemplary role in its relations with the governing bodies of football. Our leading position not only confers a responsibility towards our sporting and organizational successes but also towards the development and promotion of football on a national and continental level.

Through this tenth point of my program, I commit to strengthening the ties between Wydad and the football authorities, namely the Royal Moroccan Football Federation, CAF, and FIFA, by establishing a new era of professionalism, transparency, and excellence.

We will work together to ensure that Wydad is a key player and a model in football governance, thus contributing to the growth and recognition of Moroccan and African football on the global stage. This will be achieved through a strategy focused on several points:

**Compliance and Transparency:** Ensuring that Wydad Athletic Club strictly adheres to all regulations and standards set by the football authorities, while promoting a culture of transparency in all its interactions with these bodies.

**Proactive Engagement:** Adopting a proactive approach in participating in discussions and initiatives led by the football authorities, providing constructive contributions and defending the interests of the club and Moroccan and African football.

**Contribution to Football Governance:** Playing an active role in football governance by proposing innovative ideas and participating in committees or working groups aimed at improving the functioning and development of football at the local and continental levels.

**Sporting Excellence and Ethics:** Promoting sporting excellence with a focus on fair play, respect for opponents, and integrity, while ensuring that these values are reflected in relations with the football authorities.

**International Vision and Network:** Expanding Wydad Athletic Club's network and partnerships internationally, establishing fruitful relationships with foreign clubs, leagues, and federations, to strengthen the club's presence and influence on the global stage.

**Training and Exchanges:** Encouraging training programs and exchanges with other clubs and institutions, to share best practices and enrich knowledge and skills within the club.

**Representation and Influence:** Ensuring effective representation of Wydad Athletic Club in football authorities, working to increase its influence and voice in decisions affecting Moroccan and African football.

## 11. Point 11: Other Sections of the Club



The eleventh point of my program, titled "Other Sections of the Club," highlights our commitment to the multisport nature of Wydad Athletic Club. We take pride in this diversity that enriches our sporting heritage, reflecting the richness and variety of disciplines within our club.

However, for Wydad to continue shining on all fronts, it is crucial that each section reaches and maintains a level of excellence at least equal to that of our football section, traditionally considered the spearhead of the club. To realize this ambition, I propose the establishment of dedicated presidencies for each sporting discipline.

The primary mission of these presidents will be to develop a tailored structuring project for their respective section. This project will include defining a clear development strategy, aligned with the values and overall objectives of the club while taking into account the specificities and needs of each discipline.

To ensure maximum coherence and efficiency in our strategic approach, these structuring projects must be submitted to the general management of Wydad for validation. This step will ensure the alignment of each section's initiatives with the overall vision of the club, thus promoting a unified and coherent direction.

The section presidents will also be responsible for overseeing the implementation of these strategies, proactively intervening to correct any deviations and ensuring the achievement of set objectives, and making permanent reports to the management with the presentation of the evolution of the section projects in periodic press conferences. This responsibility implies dynamic and attentive management, essential for the success and continuous development of each discipline.

By adopting this approach, our goal is to create true synergy among all sections of Wydad Athletic Club. We aspire to value and celebrate the diversity of our club while striving to achieve a uniform level of excellence across all disciplines. This vision reinforces our commitment to sports development, performance, and success, marking a new era of prosperity for Wydad.

### **III. Conclusion**

### III. Conclusion

In conclusion, my candidacy for the presidency of Wydad is driven by a vision deeply rooted in sporting excellence, social cohesion, and strategic innovation, aiming to consolidate and expand the glorious legacy of our club. Our ambitious and rigorously developed program is based on modern management principles, fairness, and commitment to every member of the Wydad family - from players to supporters, staff, and partners.

We envision a future where Wydad not only dominates national and African competitions but also positions itself as a key player on the international stage. To achieve this, we will implement cutting-edge infrastructure, avant-garde training programs, and a sustainable development strategy that respects and values the traditions of the club while embracing the innovations necessary for our growth.

Our commitment to transparency and open communication with our supporters and the community is at the heart of our strategy. We recognize that Wydad's success is built on a solid foundation of popular support, and we are committed to strengthening this bond through regular interaction, active listening, and concrete responses to our fans' expectations.

The promotion of our young talents through an enhanced academy and a leading technical and sporting direction is a cornerstone of our vision. We firmly believe that Wydad's future lies in its ability to train, attract, and retain talents that will make our club and our country proud on the football fields.

We are also aware of the economic and administrative challenges we face. That's why our program includes structuring, strong financial strategies, and innovative marketing strategies to ensure the club's stability and growth at all levels.

I also want to emphasize that realizing our ambitious vision for Wydad requires, above all, a conducive environment and framework. If, upon my arrival at the helm of the club, I find that these conditions are not met, I commit to dedicating the first year of my mandate to preparing the ground. Only after establishing solid and healthy foundations can we begin implementing our grand project from the second year. This methodical and thoughtful approach is essential to ensure the long-term success of our ambitions and mark a new era of prosperity for Wydad.

My vision for the club of my heart is future-oriented, it is not limited to a four-year term, but aims to establish solid and sustainable foundations to ensure the success of Wydad over the next two decades.

I am ready to take on the most challenging part, which is to establish an effective system. I would then be happy and proud to let future presidents continue this work. My greatest honor would be to see a new president take the reins of Wydad in the best possible conditions.



It is time to move beyond the idea of a president bringing a new project with each term. In the future, we should demand a competent president, capable of continuing and improving the existing project. Wydad is our passion and our pride, and it deserves the best, nothing but the best.

In short, my vision for Wydad is that of a club that excels, unites, and inspires. A club that, true to its rich heritage, looks to the future with determination and ambition. I am convinced that, together, we can achieve these goals and make Wydad shine like never before.

To the Wydad fans, to the Winners, to the legends of Wydad, to the former players of Wydad, to the members of Wydad,, your support for this vision is not just a vote of confidence in a candidate but a commitment to the future of our club. Together, let's elevate Wydad to new heights of glory and success. Together, towards a structured and CHAMPION Wydad.