

WELCOME TO  
WREXHAM



# MEET OUR TEAM

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# Question

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How has Wrexham mitigated risks?  
What risks are still prevalent and what  
new ones have risen?





**Key Partners**

**Partner 1:** Ifor Williams Trailers, Town and Country property Auctions and Barlows: First three local sponsors to Wrexham's.

**Partner 2:** United Airlines: the sponsorship deal with United Airlines is part of a broader partnership with Wrexham AFC, which includes flying the team to the United States for a pre-season tour, offering unique access to matches for loyal customers, and supporting the local community through philanthropic initiatives.

**Partner 3:** Wrexham County Borough Council, Welsh Government, Transport for Wales, Wrexham Glyndwr University: The government of Wales provides administrative and financial support to the project, as well as promotes the economic, social, and environmental benefits of the project to the local and national stakeholders.



**Key Activities**

**Activity 1:** Extending Paul Mullin.  
**Activity 2:** Buying the SToK Cae Ras.



**Key Resources**

**Resource 1:** Owners and board  
**Resource 2:** Stadium and training facilities and equipment that enable the club to host matches  
**Resource 3:** Community (Wrexham community and support)  
**Resource 4:** The players, coaches, and staff



**Value Propositions**

**Proposition 1: Heritage:** They strive to protect its heritage, values, traditions, and legacy and reinforce its position as a community-led historical icon. Inspire future generations to recognize its significance as a 156-year-old special place.  
**Proposition 2: Opportunity:** Expanding the team and reaching the Premier League, providing more job opportunities and diverse programs for all ages, genders, and abilities.  
**Proposition 3: Exposure** Global Recognition, Community Commitment (Growing the exposure of the club while respecting its community-led history.)



**Customer Relationship**

**Relationship 1:** Social media  
**Relationship 2:** Community trust  
**Relationship 3:** Community events



**Channels**

**Channel 1:** Streaming services (Disney+)  
**Channel 2:** Official website  
**Channel 3:** Social media (Instagram, X (formerly Twitter))



**Customer Segments**

**Segment 1: Local Supporters:** The club's loyal supporters live in or near Wrexham and attend the home matches regularly.  
- Die-hard fans: These fans never miss a game and buy and wear the club's merchandise. re willing to pay a premium for the best seats and experiences.  
- Casual fans: This is the fan who attends some of the games, but not all of them.

**Segment 2: Global Audience**  
- Celebrity fans: These are fans who follow the club because of its celebrity owners, Ryan Reynolds and Rob McElhenney.  
- Curious/New fans: They are intrigued about the sport, and with the documentary, they are curious about the story.

**Segment 3: Youth and Families**  
- Family: The family member: The customer supports the club because of their family ties They may want to continue the family tradition of being fans, starting from their childhood.  
- The aspiring young player: The customer plays for the club's youth teams or participates in the club's training programs. They aspire to play for the team in the future, ensuring they keep up with the team.



**Cost Structure**

**Cost 1:** Stadium improvement: \$2M  
**Cost 2:** Stadium: -\$24M  
**Cost 3:** Return to EFL: - \$4,328,144  
**Cost 4:** Players' Salaries: \$5.5M



**Revenue Streams**

**Stream 1:** Matchday Income (£2.650m)  
**Stream 2:** Retail income( £1.303m)  
**Stream 3:** Sponsorship ( £1.053m)

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DATA

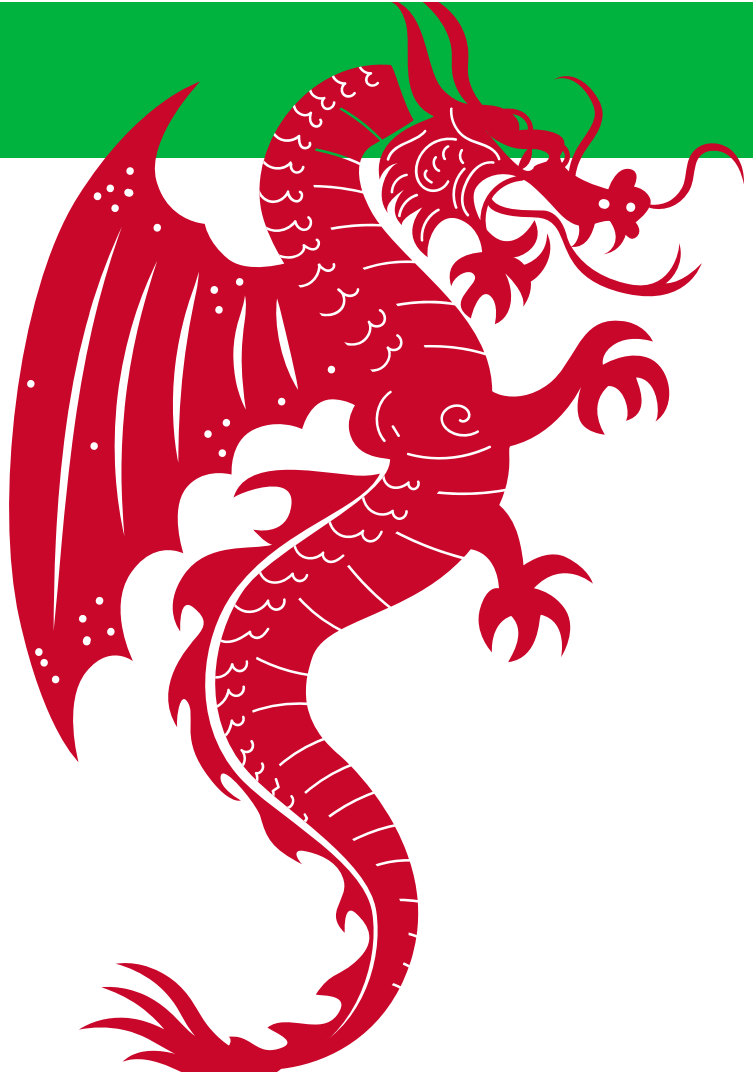
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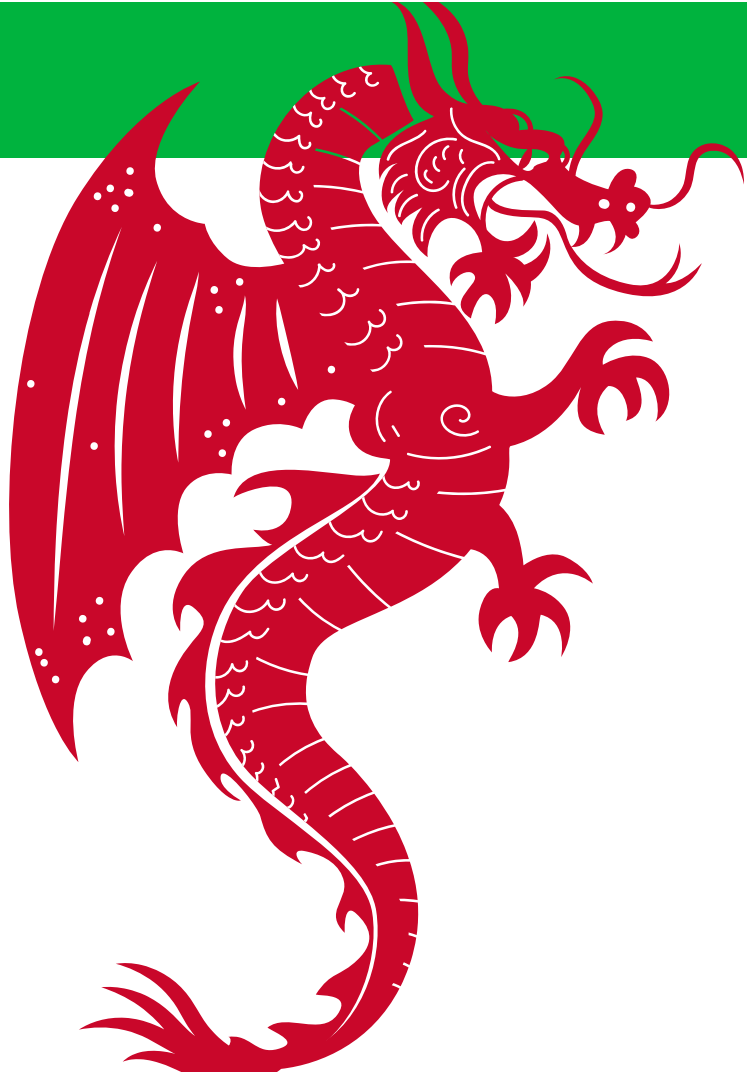




01

Data

Objective for Using Variable	Variable Name	Description	Data Type	Acceptable Values	Required	Accepts Null Value	Source
Growth in social media	Instagram	Instagram audience count between 2019-2023	num	numerical value	No	Yes	<a href="https://www.wrexhamafc.co.uk/news/2023/february/how-wrexham-afc-has-grown-as-we-mark-the-second-anniversary-of-the-clubs-takeover/">https://www.wrexhamafc.co.uk/news/2023/february/how-wrexham-afc-has-grown-as-we-mark-the-second-anniversary-of-the-clubs-takeover/</a>
Growth in social media	TikTok	TikTok audience count between 2019-2023	num	numerical value	No	Yes	<a href="https://www.wrexhamafc.co.uk/news/2023/february/how-wrexham-afc-has-grown-as-we-mark-the-second-anniversary-of-the-clubs-takeover/">https://www.wrexhamafc.co.uk/news/2023/february/how-wrexham-afc-has-grown-as-we-mark-the-second-anniversary-of-the-clubs-takeover/</a>
Change in home attendance	Attendance	Home attendance count between 2019-2023	num	numerical value	No	Yes	<a href="https://www.footballwebpages.co.uk/wrexham/attendances/2019-2020">https://www.footballwebpages.co.uk/wrexham/attendances/2019-2020</a>
Qualitative data for recommendation	Humphrey	Interview with Humphrey Ker; Executive Director of Wrexham AFC	text	string	No	Yes	(H. Ker, personal interview, January 6, 2023)
Qualitative data for recommendation	Wayne	Interview with Wayne Jones; Owner of The Turf	text	string	No	Yes	(W. Jones, personal interview, January 6, 2023)
Change in trends	SToK	Change in SToK Cold Brew Coffee Google Trends Worldwide	num	numerical value	No	Yes	<a href="https://trends.google.com/trends/explore?q=Stok%20Cold%20Brew%20Coffee&amp;hl=en">https://trends.google.com/trends/explore?q=Stok%20Cold%20Brew%20Coffee&amp;hl=en</a>



02

# Methodology



# METHODOLOGY

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## Primary Research

We interviewed Wayne Jones and Humphrey Ker.



## Regression

We ran a linear regression to predict the future trends of number of followers and attendance of home games.



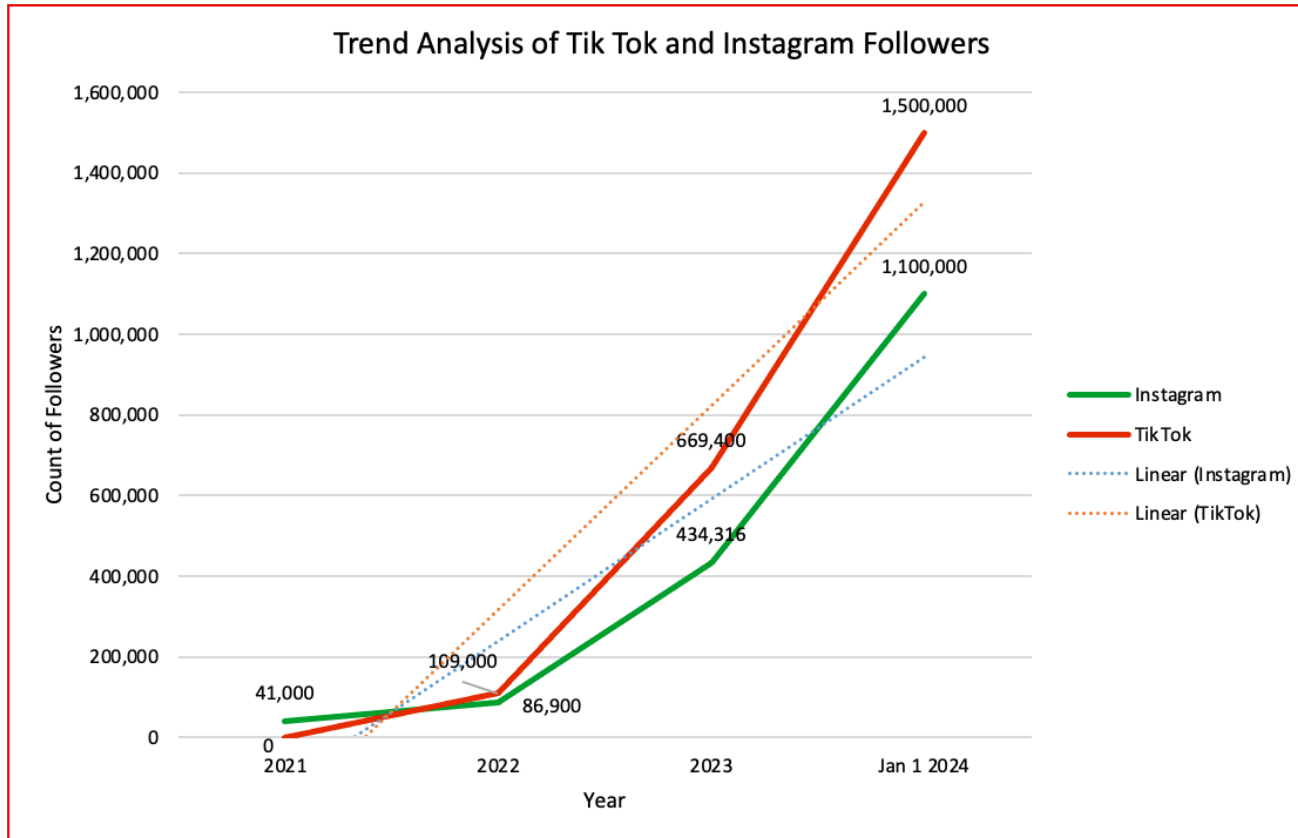
## Secondary Research

Previous research we have done prior to interviews.

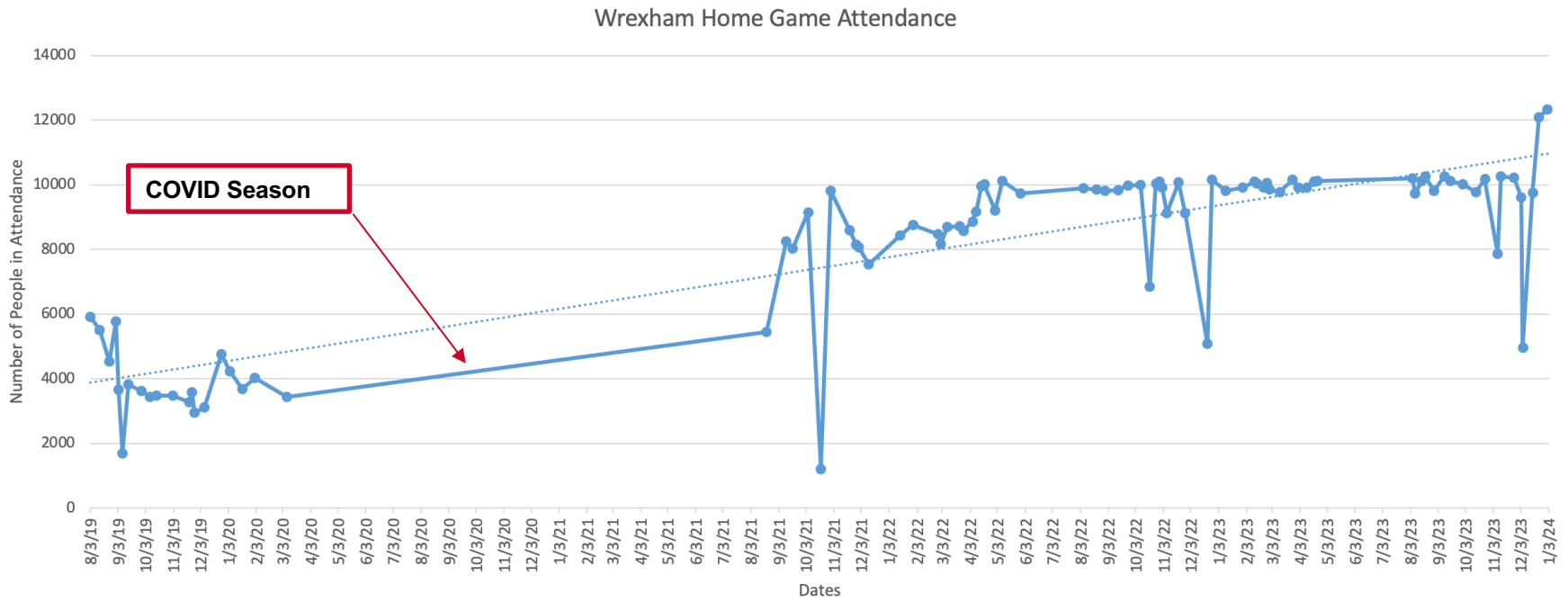


## Text Analysis

We created a word cloud with the qualitative data we collected from our interviewees.



Data Visualization – Social Media



Data Visualization - Attendance



## How has Wrexham Mitigated Risks

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- Phil Parkinson
- Paul Mullin & new players
- Owning Cae Ras
- Bringing in sponsors

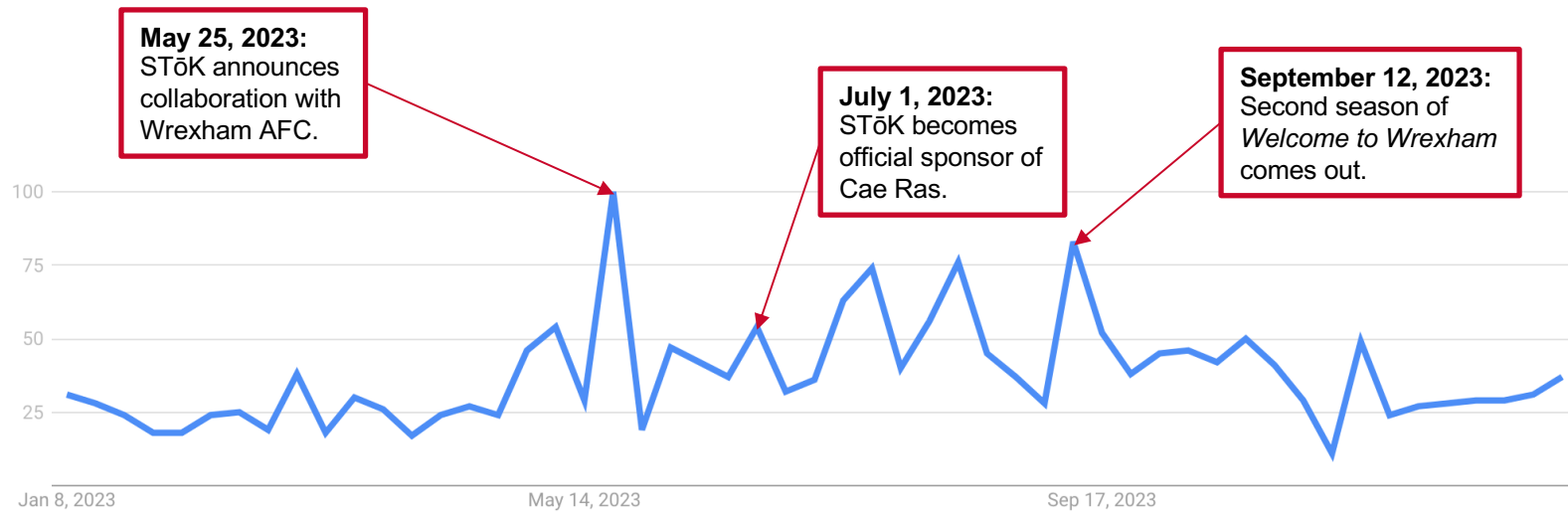


## Continued Risks

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- TV Rights
- Welsh Government Funding
- Wrexham Supporters Trust (WST)
- STÖK Cold Brew Coffee

## STōK Cold Brew Coffee Google Trends Worldwide



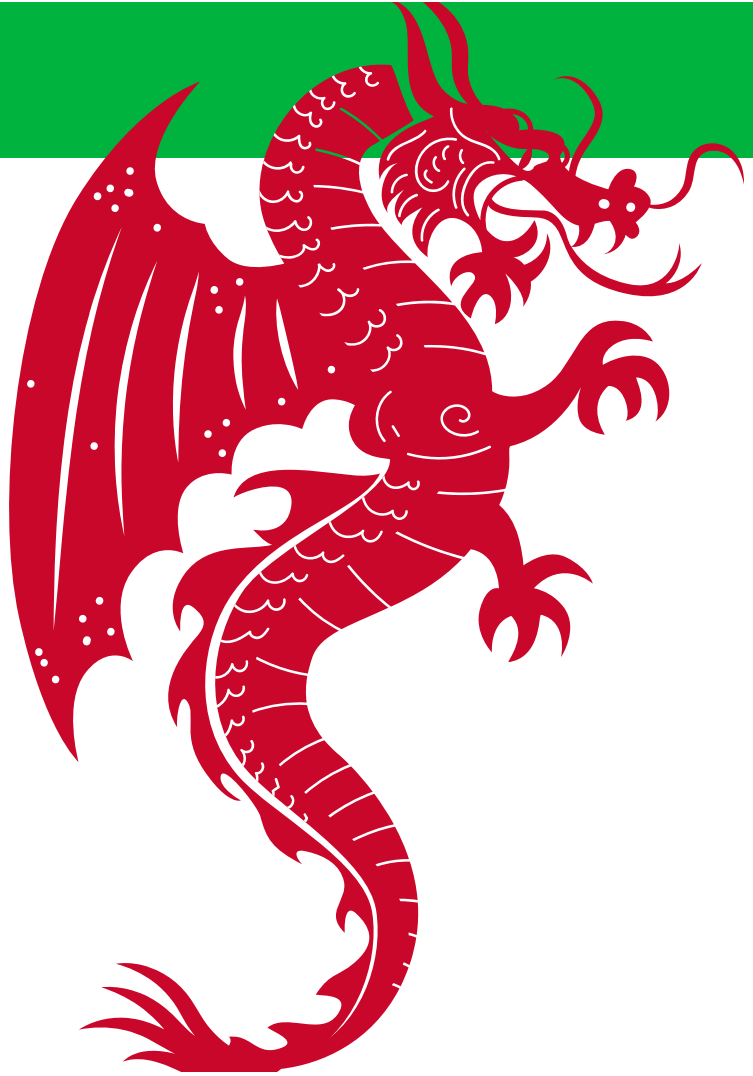
Data Visualization



## Future Risks

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- Club & Community Reputation
- Ryan Reynolds & Rob McElhenney



03

Results



# RECOMMENDATIONS

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1

Trying to get TV Rights in North America

2

Increase merchandise revenue and do pre-orders

3

Increasing Sponsorship and more diversification







# THANK YOU!

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