

Organization, Founder and Clientele Transformation at VGKK

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Poor Reputation

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- 2008 ESPN called them the "Worst Franchise in Sports"
- Had not won a Stanley Cup in 46 years
- Players, fans, sponsors, and prospective employees felt alienated

Strengths

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- Two promising rookie players, Patrick Kane & Jonathan Toews
- Hired John McDonough to strengthen front office staff

Opportunities

- The top family liquor business that secured him TV rights for the next 10 seasons
- Also helped him pay player and managerial salaries that had not been paid

Wacky Chief

John McDonough, the new general manager, was a former professional basketball player and a former coach. He was known for his eccentric behavior and his love of the game. He had a reputation for being a "wacky" boss, but he was also a former player and coach, and he had a deep understanding of the game. He was a former player and coach, and he had a deep understanding of the game. He was a former player and coach, and he had a deep understanding of the game.

Weaknesses

- The franchise was not well known
- The franchise was not well known

Revolts

- The franchise was not well known
- The franchise was not well known

Keys to Success

- Realistic analysis of organization to find and correct shortcomings
- Making friends with fans and players for company's previous actions
- Changing the way people perceived the team
- Finding creative ways to increase attendance and participation in the programs offered by the organization

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- Weaknesses**
- Poor decisions made by front office staff
 - Refusal to televise home games
 - Pricing of National Anthem singer Wayne
- Threats**
- Poor public image
 - Fans, connected among NFL, MLB, & NBA
 - Equipment requirements for hockey

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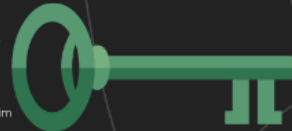


Strengths

- Thecasesolutions.com
- Two promising rookie players, Patrick Kane & Jonathan Toews
 - Hired John McDonough to strengthen front office staff

Opportunities

- Tie to family liquor business that secured him TV rights for the end of the season
- Also helped him pay player and managerial salaries that had not been paid



Works Cited

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Keys to Success

- Realistic analysis of organization to find and correct shortcomings
- Making amends with fans and players for company's previous actions
- Changing the way people perceived the team
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Best of Message Thecasesolutions.com

Change the way people perceived the team

Find creative ways to increase attendance and participation in the programs offered by the organization

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Jake Barrett

Calla Mailand

Terri Oliver

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Alienation of Players, Fans, Sponsors, & Prospective Employees

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- Star players were traded away for less talented players
- Home games were not broadcast on TV
- Terrible record and poor public image did not attract good sponsors
- Front office staff of less than 20 people when most sports organizations had over 100

Weaknesses

- Poor decisions made by front office staff
- Refusal to televise home games
- Firing of National Anthem singer Wayne Mesmer

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Threats

- Poor public image
- NHL ranked last among NFL, MLB, & NBA
- Equipment requirements for hockey

Strengths

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- Two promising rookie players, Patrick Kane & Jonathan Toews
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Brand Association

- Very iconic logo
- Fan loyalty to one sport
- Very accessible
 - Fan Zone
 - Community
 - Merchandise
- Youth Hockey
 - Leagues
 - Concussion clinics
 - Camps taught by former players

Brand Message Thecasesolutions.com

- Stronger. Smarter. Together.
- Stronger - stronger and working together better than before and keeping team relations strong
- Smarter - use resources wisely and make decisions carefully
- Together - team working well together and staff working to provide the best for the team and fans
- Not only a slogan to get fans involved with the team, but also a code for the team to live by