



Structure of Thailand Professional Football League and How The Football

Club Run The Business.

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Abstract

This research paper concentrates on structure of Thailand Professional Football League in Thailand. Formerly, football is just a sport for entertainment. But then, due to fast technological development and growth of the economy caused people can access to the product easier as well as producer can get into consumer more convenient and easier. Especially, the football live broadcast that become more popular in this era. From the growth of popularity makes football is not only for entertainment. But also generate huge amount of money to the economy through advertising, broadcast right, sponsorship. The result shows that the success of Thailand Professional Football League depends on management and performance of the club members. Surprisingly, the statistic shows that football industry in Thailand generates 0.1 percent of GDP in Thailand. But in UK, football industry generates 0.6 percent of GDP in UK. In 2018 Thailand football industry was forecasted to generate 12,000 million Baht circulate in the industry through all supply chain businesses. No matter how the economy is, Football industry is still growing.

I. Introduction

If you think about sport, the first sport that will come into your mind is football. In Thailand, football industry has become more popular due to the better development of professional football league and national football team. To understand this research paper, It might be useful to describe the structure of Thai professional football league.

The league was managed by the Football Association of Thailand consisted of 126 clubs, split into four divisions from highest to lowest division respectively, Toyota Thai League (T1), M150 Championship (T2), Euro Cake League Pro (T3), and Euro Cake League (T4). Toyota Thai League (T1) 18 clubs are participated in this league. The club that get highest point will be the champion and the 3 clubs that has lowest point will relegated to T2. M150 Championship (T2) consisted of 18 clubs. At the end of the season, the top 3 clubs will get the promotion to T1 while the bottom 3 clubs will relegate to T3. Euro Cake League Pro (T3) consisted of 29 clubs which divided into two parts, 14 clubs from Northern Thailand and 15 clubs from Southern Thailand. The first place from both parts will automatically get promotion to T2 while the second place from both parts will have playoff match to find the winner to get the last seat for promotion and the last place from both parts will relegated to T4. Euro Cake League (T4) consisted of 61 clubs split into 6 parts, 10 clubs from East region, 15 clubs from South region, 11 clubs from Bangkok and Metropolitan, 10 clubs from West region 9 clubs from North-East region, and 9 clubs from North region. 5 clubs will get the promotion to T3 and 6 clubs will relegate to Amateur League. For additional information of T3 and T4 (See appendix 1).

Professional football clubs are forced to compete with each other in order to be successful in the competition. So, the club must have proper business plan and management to be successful and make profit.

This research paper will analyze on the structure of professional football league in Thailand and show how the football club in Thailand run the business by using primary and secondary research technique. Furthermore, the paper will make some comparison between Thailand league and other football league around the world. This report aims to give the knowledge about football to whom who love or interest in Thailand football. The research question including;

- A. What is the structure of football league in Thailand?
- B. How the professional football club run the business?

The structure of this paper will start with introduction, background of Thailand Football, literature review, methodology and theories, finding and data analysis, conclusion, then limitation respectively.

II. Background

Thailand Football

Football was first introduced during the reign of the King Rama V, King Chulalongkorn was criticized by the public that football was proper for the cold zone country not like Thailand. Moreover, it would be harm for the players and spectators. However, the criticism then completely vanishing. Football become one of the most popular sport in Thailand and all over the world (Prakopkit, 2002). Here is the briefly development process of football in Thailand;

In 1900, the first official football match has occurred on Saturday February, 2 at Sanam Luang called "Association Football". After the death of King Chulalongkorn, his son, King Vajiravudh (Rama VI) also interested in Football. He established football team call "Suer Pa". But, the essential is he established The Football Association of Thailand under the patronage of his majesty the king (F.A.T.) in 1916. We can say that during the reign of the King Rama VI is

the golden era of football in Thailand. In addition, the football news and articles had been published to the public during that period.

III. Literature Reviews

For the wide perspective and information, the paper divided literature review into two aspects, structure of football league, and business plan and strategy for football club.

1. Structure of football league

Prakopkit, N (2002). *Development of foreign football culture in Thai society, 1966-2001 A.D.*

Football industry has rapidly expanding and developing globally. The more popularity of football leads to many development of football in Thailand. Then also affect the behavior of people to be more participate in football League. More and more people go to stadium to watch the match. The chain business that related in football league makes more profit due to the more popularity of football in Thailand. Moreover, this paper using primary and secondary research technique to gather the information like our paper.

Buraimo, B., Forrest D., and Simmons R. (2007). *Freedom of Entry, Market Size, and Competitive Outcome: Evidence from English Soccer.*

I have found that team with higher revenue will have higher league position than the team that has lower revenue. Moreover, sport industry is the open entry for the investor to invest in football club. The size of the league is matter for the growth of the league. So, the barrier to entry and market size is the key for analyze the structure of this paper.

Rivett, P. (n.d.). *The Structure of Football League.*

The football league is currently under strong economic pressure both on revenue and its cost. The paper also makes some suggestions about changes in the organization of football clubs which might lead to an improvement in their economic situation. Furthermore, I have found that

the development of infrastructure such as road and motorway in the country can affect the number of attendance that is important for the football club. The higher attendance means that the better image for attract sponsorship and higher income from selling merchandises and ticket.

Barros C. P., and Garcia-del-Barrio P. (2011). *Productivity drivers and market dynamics in the Spanish first division football league.*

An increase in competitiveness among European league force Spanish football club under the pressure to upgrade their efficiency of the team. Like in Thailand, the competitiveness in ASEAN countries force Thailand football industry to improve their standard and quality to be the best in ASEAN.

2. Business plan and Strategy of football club

Anakkamane, A. (2013). *Marketing strategy for football club in Thai premier league.*

As the technology development rapidly growth, people can access to football easier especially from the live broadcast. Much of capital flow in the football industry through the advertising, the right to broadcasting. whatever the overall economy is under what condition. But, the value football industry is still developing. I have found that marketing strategy is important for the football club which can attract more supporters. Which can lead to the success of the club in the future.

Késenne S., Pauwels W. (2006). *Club Objectives and Ticket Pricing in Professional Team Sports.*

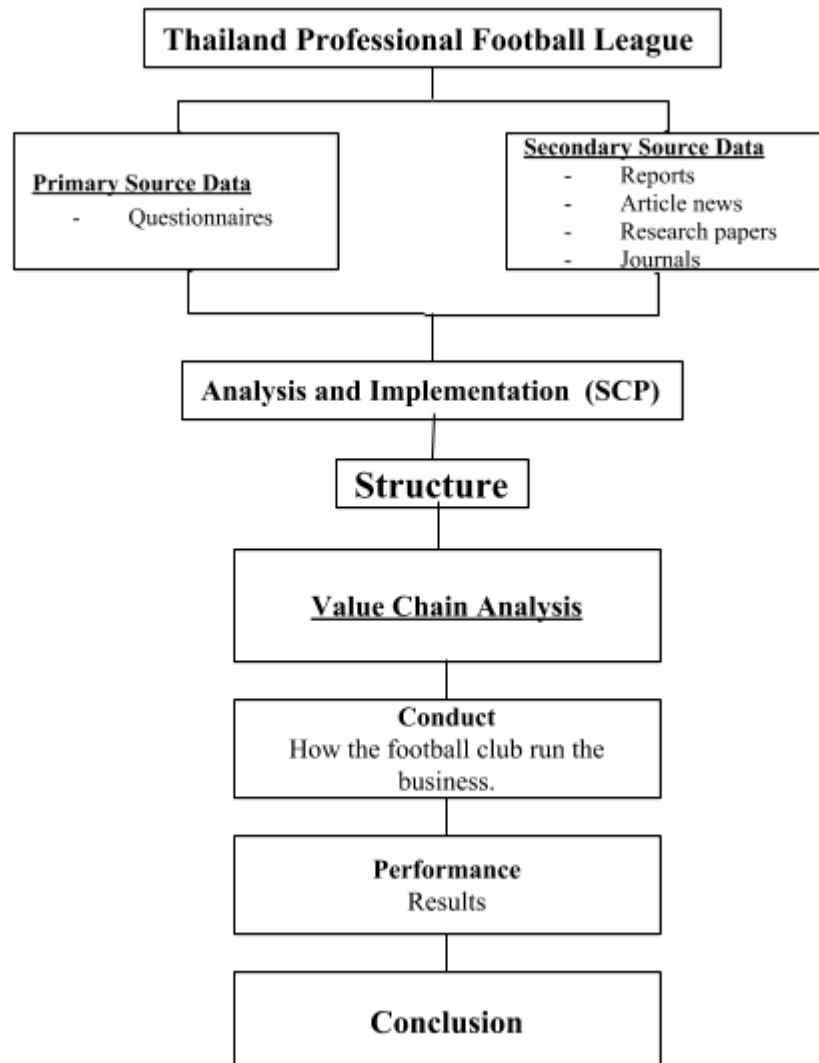
The comparison of the profit and the win maximizing hypothesis in a model that takes into account the simultaneous management decisions on ticket price and talent demand. Then, on analyses the impact of a stadium capacity restriction on ticket price and talent demand. The paper using maximization profit hypothesis. Then, the paper got the answer that win maximizing clubs not only hire more talents but also charge higher ticket prices than profit maximizing club. The

result point is to find whether the owner of professional football clubs is profit or winning maximizers.

IV. Methodology and Theories

To answer the question of the paper that mentioned before, this will be the methodology and theoretical framework. Firstly, started with data collection by using both primary and secondary source. Then, gather all of the information and analyze the overall industry through SCP paradigm. For structure, value chain analysis had been used in this theory to identify the structure of the industry. For conduct, the paper will show how the football club run the business and how they engaged with their supporters that will lead to the performance of the football club (result). Lastly, comes up with conclusion.

1. Conceptual Framework



2. Theoretical Framework

SCP Paradigm

Edward S. Mason (1939, 1949) and his colleagues introduced the structure, conduct, and performance (SCP) approach, which revolutionized the study of industrial organization by the use of inferences from microeconomic analysis (Carlton and Perloff 2015). Industry performance is the success in producing benefits for consumers, which depends on the conduct that is the

action that the firms behave in the market, which also depends the structure of market. Then, structure depends on basic conditions such as technology and demand.

Structure is described the characteristics of the industry or market. It can be identified by barrier to entry and industry concentration. Conduct is defined as the action or behavior of the firm (football club) that being taken in the market. For example, how their run business. Then, performance is determined by conduct and can be further improved by taking actions that are designed to influence the current structures of a specific market.

SCP paradigm is the best way to explain the overall football industry in Thailand. It shows the structure of football industry and shows how the firm act in the market. Then, comes up with the result. SCP is the easiest and accurate way to analyze the structure of football industry in Thailand.

Supply Chain Analysis

Supply chain analysis is the process of evaluating every stage of a supply chain starting from the time the business acquires raw materials or supplies from its suppliers to the delivery of final products to the customers. The purpose of the analysis is to determine which part of the supply chain can be improved or shortened to deliver the product more quickly and efficiently to the customers. The philosophy behind supply chain analysis is that the more flexible a business can be, the faster its growth rate will be. (Marco Grossi 2014)

Supply chain analysis helps to identify how the money circulate in the industry. Moreover, it shows the benefit for the business that participated in football industry chain. Thailand football industry has generated huge amount of money to the economy. So, supply chain analysis is the best way to show how the money comes and goes for football club and overall football industry.

Marketing mix (4P's)

Marketing Mix had been invented by the marketer E. Jerome McCarthy, which is involved in the 4P's terms (Investopedia). Marketing mix 4P's consisted of 4 factors, which are product, price, place, and promotion. These factors are crucial for the football club to developing marketing strategy on the business plan. It is also important factors for the club to judging it is worthwhile for investment or not.

Marketing Mix are the fundamental parts that can be implement and extended to the other strategic decision and execution of the marketing plan.

V. Finding and Data analysis

1. Structure

Thailand Professional football league is such a big industry combined of 126 clubs divided into four divisions. Thai League was ranked as 63rd of the best football league of the world. From the more popularity trend of football in Thailand which reflected from the increase in number of attendance and rating from the tv live-broadcasting period (see Appendix 2). According to Nida Poll and Kasikorn Research Center, both of the surveys show that people tend to interest more in Thai League than English Premier League (see Appendix 3 and 4). So, from the popularity of Thai League caused the Thai League broadcast right value increase rapidly with the growth 2,252 percent from 2009-2017. Truevisions has won four years agreement of broadcast right from 2017-2020 worth 4,200 million Baht. 900 million Baht in 2017, 1,000 million Baht in 2018, 1,100 million Baht in 2019, and 1,200 in 2020. We can see that the increased in popularity of Thai's football attract the television station to invest in Thai League, which is good for Thai League and Thai football club. Football is not just a competition but also generate amount of money to circulate in the economy through the business such as invest in

football club and telecommunication etc. The example of Phrae United, football club in T3 in Thailand, total expenses is 16,240,000 Baht which come from 19 factors such as players and coach salary 12,950,000 Baht, transportation cost 910,000 Baht, advertising 100,000 Baht, and etc. (see Appendix 5). But, total income is only 9,760,000 Baht which mostly come from sponsorship and subsidy from Football Association (see Appendix 6). We can see that expenses are exceed revenue. So, the investor face loss. But, the investor will have more social engagement. Moreover, Football League generated job to society which will reduce the unemployment rate in that area. Thai League generated 0.1 percent of GDP of the country (see Appendix 3). If the development of Thailand Professional Football League continually growing and sustainable, it will help the business that related in supply chain of football industry and be the major part for Thailand economy in the long run.

Structure of Thai Premier League uses the process of Japan League and Korean League to be the guideline for development. The most important thing for the club is to managing the club properly and sustainably. The clubs in Japan and Korea have financial stability and efficient youth player. Not like Chinese Super League, mostly of the club use money power to buy world class players. Last year, the clubs in Chinese Super League spent 280 million US dollar in players transfer. Which may not sustainable for developing football league. In Thailand, the club such as Buriram United, Muangthong United, Chonburi, and Bangkok Glass are in the right way of development. They have better club structure management than others in Thai Premier League. For example, better infrastructure, fan based, youth player, and sponsorship etc. Which the small clubs are hard to compete with them. In order to compete with them, small clubs should standardize their management like the big club in the league. But, the league has low barrier to entry. Investor can invest in the football club. However, the club must pass the

standard of the Asian Football Confederation or it calls “Club Licensing” such as good infrastructure, good stadium, financial stability, security management, and etc. But, it is not guarantee that the investor will gain profit in football investment.

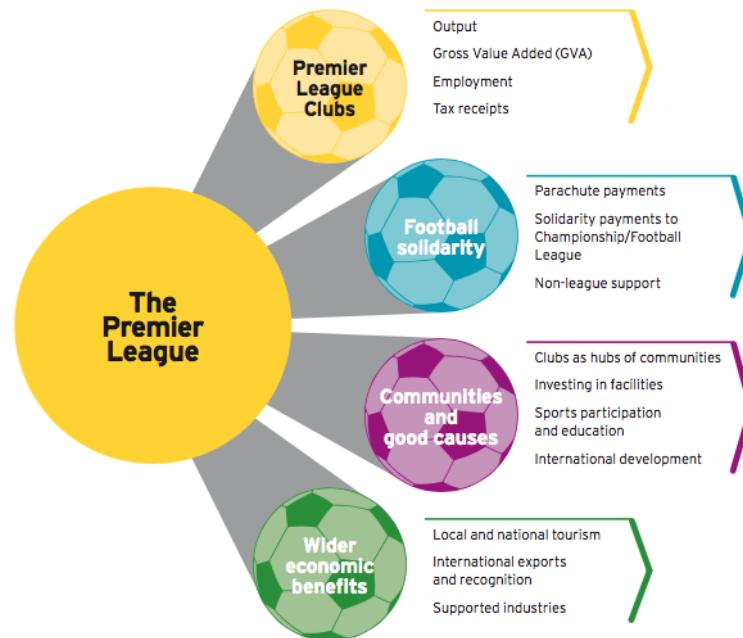
Figure 1.) Value of broadcast right of Thai League



Compared with English Premier League, “The success of the Premier League, which is grounded in the quality of the football competition, has created a ‘cycle of growth’. This should help ensure that the significant contribution to the UK economy and society will continue to increase in years ahead.” (Mark Gregory), from the statement, It is obvious that English Premier League has a vital role in UK economy. Since, The League revenue ranked as a third largest league in the world, behind the US Major League Baseball (MLB) and National Football League (American Football NFL). The growth of popularity of English football based on performance of the league and the clubs to realize the value of the competition. The club main revenues are come from ticket sales, advertising, sponsorship, official club merchandises, and broadcast right. Due to high competitiveness in the competition, It makes the league become stronger that reach a wide audiences all over the world. Premier League is available in 185 countries and broadcast estimated 730 million homes. Income for broadcast right for Premier League rise to 5.136 billion Pound (see Appendix 7). The growing of the Premier League reflects the investment in the club,

stadium, and players, which generates significant economic activity in UK, job creation and generating tax to government. From The data, Premier League generated returns to government about 2.4 billion Pound (see Appendix 8). Lastly, Premier league generated 0.6 percent of GDP of the country (see Appendix 3). The most successful club in Premier League is Manchester United. They have won 20 league titles which is the most in the Premier League. Moreover, they have 659 million supporters in the world. Manchester United earned 30 percent of their revenue from commercial deal. Which most of them comes from broadcast deal and matchday revenue. But Manchester United spend more than a half for players' wage.

Figure 2.) direct, indirect, and induced effects on UK economy



Thai League and English Premier League are generated a huge revenue and benefit to their country. From the growth of popularity in Thailand, It can say that Thai League is in the right way of development. But, the problem is Thai League is not interested by globally enough. Even though, the money that flow in economy is not as much as Premier League. But, the size of economy in Thailand is smaller than UK. So, it is a good signal for football industry in Thailand, Which may be a crucial part of economy in the future.

supporters of the club, the club sell matchday ticket and official merchandise to them. Secondly, from broadcast right that the league subsidy to the club. Lastly, from sponsor, the sponsor can pay for advertising in many parts of the club. For example, Stadium name, named on jersey etc. (more detail will tell on conduct part). From the data (see Appendix 9), People about 39.1 percent from the research go to watch the matchday at stadium. Furthermore, there is 32.2 percent of people who used to go to support for the club in other provinces. Surely, it will affect to other business that related to football industry including Thai economy. For example, Hotel business, transportation, tourism attraction, food and beverages company and etc.

To sum up, football is not only a sport for entertainment. But also generated money to the economy through the chain business such as investment in the club, investment in stadium, hotel industry and telecommunication. In latter stage, people tend to go to cheer their supported team in other provinces more often. So, this would be benefit for tourism and local businesses. When football industry developed and more professional, it will reduce unemployment and the emergence of job creation pass through those supply chain business both direct and indirectly. This year, researcher was forecasted the flow of money to economy about 12,000 Million Baht.

2. Conduct (how football club run the business)

From marketing mix strategy, football club be compared as a product in this industry, Main product is players. If the club has many good players and staffs, it means the more efficient of the club. Moreover, proper price setting can attract more people as well. The place where the stadium is also important. Lastly, the appropriate promotion can create customer loyalty.

Due to high competitive in the league. Each football club has their own strategy or business plan to increase number of supporters and especially money to operate the club.

2.1) Broadcast right

Each year, Football Association of Thailand (FAT) provided subsidy for the club members of the league. Each team in T1 gets 20 million Baht, T2 gets 3 million Baht, while T3 and T4 get only 1.5 million Baht. The money was come from broadcasting right.

2.2) Sponsors

Each team has different sponsor depends on the skill of negotiation, image, and performance of the club. For example, in this season (2017/2018), Buriram United has 25 alliances to support their team which are Chang, Eurocake, Yamaha, Italthai, and etc.

2.3) Sale tickets and club merchandises

Buriram United launched their new season jersey. On the first day, gross sale was reached to almost 15 million Baht by selling 27,572 jerseys in one day.

2.4) Buying and selling player

Nowadays, to negotiating with player, the club have to negotiating through the agency. So, the price of player is not stable. The most expensive player in Thai Premier League is Tanaboon Kesarat. He moved from Muangthong United to Chiangrai United in 2017. The deal worth 50 million Baht. He received 700,000 Baht per month for his salary. But in this year 2018, He surprised everyone. He moved from Chiangrai United to Bangkok glass FC the deal was not officially told the value of Tanaboon. But, it is forecasted to be 40 million Baht for his deal. Likely, the second rank, Kevin Deeromram moved from Ratchaburi Mitraphol to Port FC worth 40 Million Baht.

How the team engaged with supporters?

2.5) Launching yearly matchday ticket.

People are forced to go to the match and people who hold yearly ticket will have special privilege of the club. This yearly ticket will make good relationship to their supporters and create customer loyalty. Surprisingly, Chiangrai United set yearly ticket price at 2,000, 4,000, and 50,000 Baht. For Platinum member card, member will get priority benefit in the matchday. Member will have VIP box for watching every club matchday and get special service from the club staff. Moreover, member will receive 15 percent discount for buying club merchandise in club megastore.

Figure 4.) Chiangrai United yearly ticket



SINGHA CHIANGRAI UNITED

PLATINUM MEMBER 2018

50,000 BAHT

- ด้สิทธิในการใช้ห้องรับรองพิเศษ PRIVATE ZONE (INDOOR-OUTDOOR) ที่เป็นบรรยากาศส่วนตัวหรือเลือกที่นั่งสำหรับบรรยากาศการเชียร์ที่ล้อมด้วยแฟนบอล พร้อมรับบริการบริการสุดพิเศษจากสโมสร รวมถึงอาหารและเครื่องดื่ม
- ในวันที่มีการแข่งขันฟุตบอลไทยลีก 2018 ที่สโมสรฟุตบอลสิงห์ เชียงราย ยูไนเต็ด เป็นเจ้าบ้านตลอดทั้งฤดูกาล
- สามารถใช้แทนตั๋วเข้าชม ลีกคัพ เอฟเอคัพ ได้ฟรี
- ที่จอดรถฟรี
- ส่วนลดในการซื้อสินค้าของสโมสร 15% (ไม่ปรดแสดงบัตร)
- สโมสรสามารถเปลี่ยนแปลงเงื่อนไข โดยไม่ต้องแจ้งให้ทราบล่วงหน้า

• รับฟรีเสื้อแข่ง 2018 จำนวน 2 ตัว •

2.6) Setting low ticket price

Setting lower ticket price can attract people to buy their product. Since, people are willing to pay least price to exchange with the product. On the other hand, high price means high expectation as well. For example, Buriram United set the ticket price at 20 Baht for student. 100 and 120 Baht for adult. So, it attracts people to come to their stadium and appreciate the atmosphere in the stadium. Especially, the price is affordable for people in rural area like Buriram province.

2.7) Had their own stadium

Show the stability and confidence to their supporter. Buriram United have their own stadium unofficial name “Thunder Castle Arena”. The first football stadium in Thailand That meet FIFA and AFC standard. But, it changed to “Chang Arena” for their sponsorship purpose Chang Beverage. Chang Arena is the largest club-owned football stadium in Thailand. Moreover, Chang arena was recording as the world fastest football stadium construction (256 days).

2.8) Stadium located in convenient area.

The fans can go to stadium easier by the place where the stadium is located and the accessible of public transportation. Furthermore, the proper facilities are also important.

2.9) Achieve goal of the club

The accomplishment can create more supporters and loyalty. We can see the case of Muangthong United and Buriram United, the most popular club in Thailand. During 2009 and 2017, No one can compete with these two clubs. Since, they alter each other to be the champion. Buriram United won 5 times and Muangthong United won 4 times. From the success of the club,

makes Buriram United and Muangthong United to be the most popular club in Thailand. Especially, create wide fan-base all over the country and in ASEAN country.

3. Performance

Result

The success of the league depends on management and performance of the club members. The successful team will have higher club value which caused to the value of the league. Muangthong United, the four times Champion has the highest club value in the League with 7.13 million Euro followed by Bangkok United with the value of 4.98 million Euro. Then, Buriram United, The greatest number of Champion of Thai Premier League with the value of 4.83 million Euro. Moreover, the support from business in the supply chain can makes more value and good image to the league. Moreover, the successful of the club created fan based, which make revenue from selling ticket and club merchandise. Furthermore, the more supporter is the factor that attract the organization to invest to the club through sponsorship.

The number of supporters is the factor that will lead to the success of the club. For example, in 2017, Buriram United has average attendances of 13,890.4 people per match. Interestingly, Buriram United has the highest number of attendances with 32,600 people. The more they support, the more spirit for the team that will lead to success of the club. The place where club is located will determine what type of supporters are. The club have to get access to their supporters through advertising and activity. The club have to create good atmosphere in the stadium (cheering) to make them appreciate the moment and become the real fans of the club. Then, the facilities around the stadium must be prepared for their fans.

From the success of Thailand football club and Thai Premier League caused Thai Premier League rank as 10th in Asia with the value of 58 million Euro. Especially, Thai Premier League is 1st in ASEAN country according to Transfermarkt.com.

VII. Conclusion

The successful of Thai League was coming from the ability and performance of the club. The main revenue was come from sponsorship. In contrast, the club in UK main revenue was coming from selling ticket, selling merchandises, and broadcast live. In Thailand, mostly of the club owners are politician. Which may harm to football industry. Since, some of them comes with the political benefit. But, in reality, the owner should separate political from football. Because, it will help the league to be efficient and create more value. The image of the club is the priority criteria for the sponsor. Image of the club mostly come from the performance of the club in the league, skillful players, player reputation, and club business plan.

The successful of supporter number is the main objective of professional football club. Supporters are main source of fund through buying ticket and merchandises. Moreover, the fans help to create good image and trustable to attract the sponsorship. The effective fan engagement activities build positive connections between companies and their customers. These positive connections build customer loyalty, which results in greater involvement and, finally, increased revenue.

The overall football industry generated flow of money to the economy. The business that involved with football industry will have higher revenue from the growth football industry. Moreover, It created job for local people which can reduce unemployment rate. Buriram United is the best example, the accomplishment of Buriram United attract more supporters and

sponsorships. From the growth of number of supporter, makes the business in Buriram prosper as the supply chain analysis. Which reflected to the better economic in Buriram province.

Furthermore, poverty rate in Buriram also reduced. Newin Chidchob the owner of Buriram United had success in operated club and success in develop Buriram Province. Since he can change Buriram province from by-pass city to tourism city. Interestingly, the number of tourist increase from 800,000 in 2009 to 1,400,000 in 2016, the revenue from tourism increase from 808 million Baht in 2009 to 2,347 million Baht in 2016, and the number of passengers in the airport increase from 7,181 in 2009 to 197,988 in 2016.

Limitation

The limitation of this research paper is the population in sample are not cover all of the people who interest in football. It may result in bias outcome. Moreover, some of the clubs are not accepted to ask about net gain/loss because of some secret reason. Lastly, the information of Thai football is not much as it should be, opposite of UK football. From this we can see that the league may have some corruption (money laundering) from the conceal of net gain/loss.

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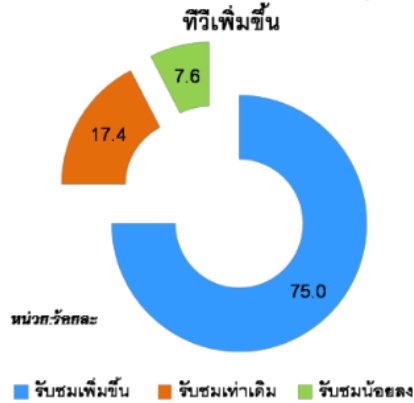
Appendix 1



Source: goal

Appendix 2

ในช่วง 1 ปีที่ผ่านมา การรับชมการแข่งขันฟุตบอลไทยทาง



Appendix 3

การติดตามฟุตบอลพรีเมียร์ลีก อังกฤษ และฟุตบอลไทยลีก 2017				
ศูนย์สำรวจความคิดเห็น "นิด้าโพล" สำรวจความคิดเห็น เรื่อง "การติดตามฟุตบอลพรีเมียร์ลีก อังกฤษ และไทยลีก 2017" ระหว่างวันที่ 6 - 9 พ.ค. 2560 จากประชาชนทั่วประเทศ กระจายทุกภูมิภาค ระดับการศึกษา และอาชีพ จำนวน 2,500 หน่วยตัวอย่าง ค่าความคลาดเคลื่อนมาตรฐาน (Standard Error, S.E.) ไม่เกินร้อยละ 1.3				
การติดตามฟุตบอลพรีเมียร์ลีก อังกฤษ 2017 (Premier League 2017)		2560	2559	2558
การติดตาม	✘ ไม่ติดตาม	77.40%	77.39%	78.19%
	✔ ติดตาม	22.60%	22.61%	21.81%
ความถี่ในการติดตาม	✘ ติดตามเป็นครั้งคราว	70.62%	72.61%	65.31%
	✔ ติดตามสม่ำเสมอ	29.38%	27.39%	34.69%
ทีมที่ชื่นชอบมากที่สุด 5 อันดับแรก		2560	2559	2558
	Manchester United	34.16%	31.26%	32.32%
	Liverpool	27.25%	24.60%	26.89%
	Chelsea	11.33%	7.30%	12.88%
	Arsenal	8.67%	10.20%	12.99%
	Manchester City	3.54%	3.33%	2.94%
การติดตามฟุตบอลไทยลีก 2017 (Toyota Thai League 2017)		2560	2559	2558
การติดตาม	✘ ไม่ติดตาม	71.76%	71.65%	70.87%
	✔ ติดตาม	28.24%	28.35%	29.13%
ความถี่ในการติดตาม	✘ ติดตามเป็นครั้งคราว	82.86%	76.66%	78.51%
	✔ ติดตามสม่ำเสมอ	17.14%	21.34%	21.49%
ทีมที่ชื่นชอบมากที่สุด 5 อันดับแรก		2560	2559	2558
	เอสซีซี เมืองทอง ยูไนเต็ด	33.29%	27.90%	13.72%
	บุรีรัมย์ ยูไนเต็ด	25.07%	25.41%	36.83%
	ชลบุรี เอฟซี	3.68%	4.89%	6.77%
	บางกอกกล๊าส เอฟซี	2.69%	3.61%	3.39%
	นครราชสีมา มาสด้า เอฟซี	2.27%	1.97%	3.05%

การรับชมการแข่งขันฟุตบอลระดับสโมสรทั้งไทยและต่างประเทศทาง

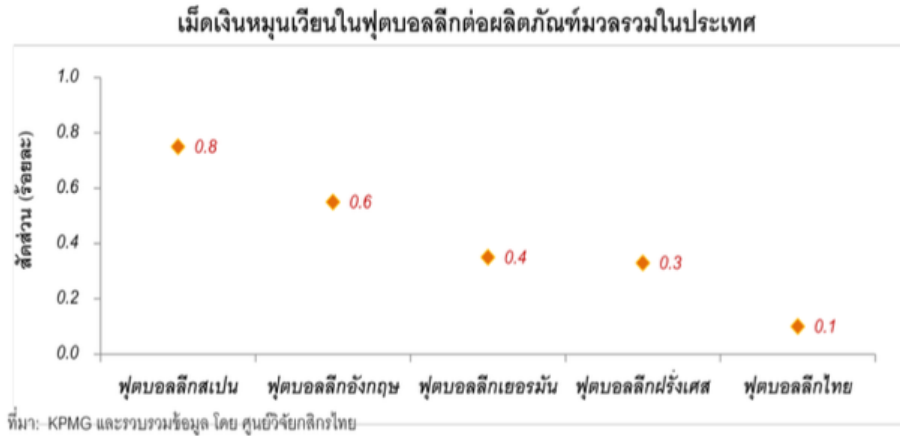


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Appendix 4



Appendix 5

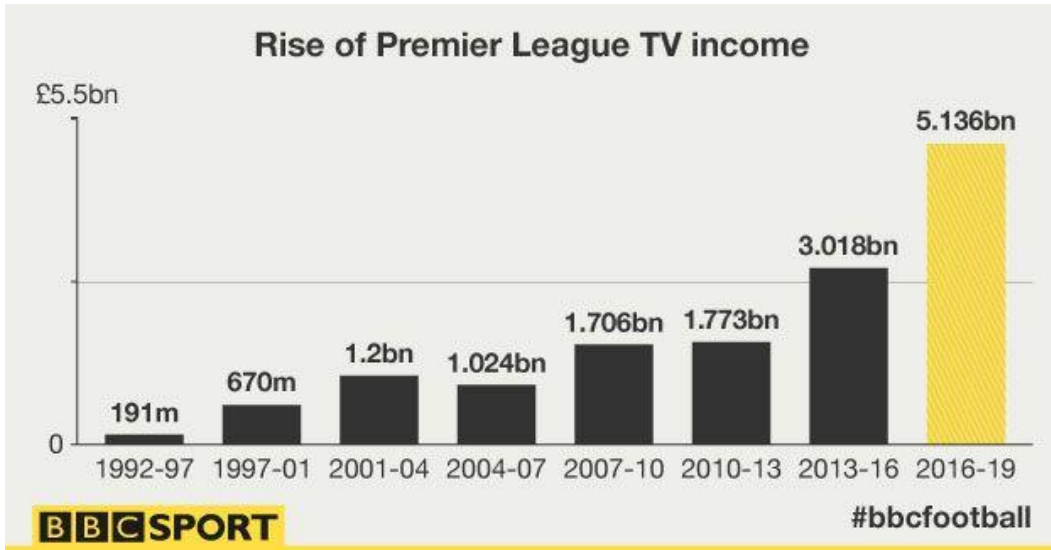
ค่าใช้จ่ายประจำฤดูกาล 2018			
ที่	รายละเอียด	คิดค่าใช้จ่ายต่อ	คิดค่าใช้จ่ายต่อฤดูกาล/10
		เดือน	เดือน
		จำนวนเงิน	จำนวนเงิน
1	เงินเดือนนักกีฬา, สต๊าฟโค้ช	1,295,000	12,950,000
2	ค่าใช้จ่ายเดินทางแข่งขันต่างจังหวัด 13 นัด		910,000
	เฉลี่ยนัดละประมาณ 70,000 บาท		
3	ค่าอาหารเก็บตัวนักเตะ(นัดแข่งขันในบ้าน 13 นัด)		195,000
	เฉลี่ยนัดละประมาณ 15,000 บาท		
4	ค่ายาเวชภัณฑ์ / นีโอเทป	20,000	200,000

5	ค่าเงินเดือนพนักงานสโมสร แพร่อยู่ในเต็ด	89,000	890,000
6	ค่าซ่อมแซม บำรุง รถบัสสโมสร ฯ เฉลี่ย	15,000	150,000
7	ค่าอุปกรณ์สำนักงาน	3,000	30,000
8	ค่าไฟตึกที่พักนักกีฬา	15,000	150,000
9	ค่าน้ำประปาตึกที่พักนักกีฬา	6,000	60,000
10	ค่าใช้จ่ายในการโฆษณา ประชาสัมพันธ์ต่างๆ		100,000
11	ค่าจ้างทำบัตรเข้าชมการแข่งขัน		100,000
12	ค่าชุดการแข่งขันนักกีฬา		200,000
13	ค่าชุดซ้อมนักกีฬา		80,000
14	ค่าถุงเท้าในการแข่งขันและซ้อม		30,000
15	ค่าจ้างทำตัวแฟลกชื่อและเบอร์ นักกีฬา		50,000
16	ค่าจ้างทำธงแลกในการแข่งขันจำนวน 50 อันอันละ 100 บาท		5,000
17	ค่าน้ำมันรถในการขนอุปกรณ์การฝึกซ้อม	4,000	40,000
18	ค่าน้ำแข็ง แห่ตัว ในการฝึกซ้อม	7,000	70,000
19	ค่าใช้จ่ายอื่นๆ	3,000	30,000
	รวม		16,240,000

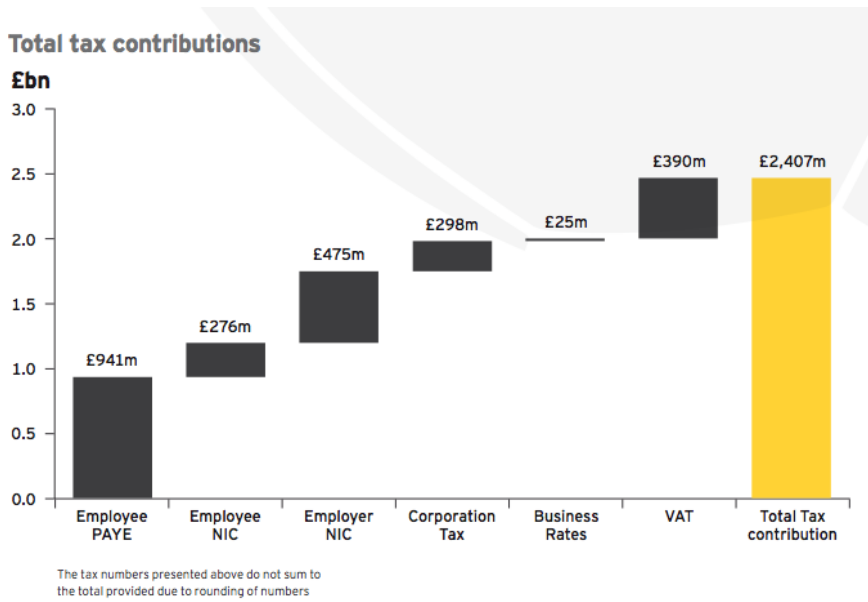
Appendix 6

รายรับสโมสรแพร่อยู่ในเดือน ตุลาคม 2018		
ที่	รายรับ	จำนวนเงิน
1	บริษัท ทาโคเทค จำกัด	500,000
2	บริษัท ฟอรัท คอปอเรชั่น จำกัด	500,000
3	บริษัท ทรัพย์ไพศาล โดโลไมท์ จำกัด	50,000
4	บริษัท เพาเวอร์โซลูชั่น จำกัด	1,200,000
5	บริษัท บุญรอดบริวรี่ จำกัด	234,000
6	รายได้จากการจัดกอล์ฟการกุศล(หลังหักค่าใช้จ่าย)	2,300,000
7	โรงแรมน้ำทอง	10,000
8	โรงพยาบาลภัทรชนบุรี	1,000,000
9	บริษัท แอดไวซ์ จำกัด	500,000
10	บริษัท สามารถ คอปอเรชั่น จำกัด(มหาชน)	1,000,000
11	บริษัท แพร่ศิลา จำกัด	1,000,000
12	รับสนับสนุนจากนายกสมาคมกีฬาจ.แพร่(เงินยืม)	ยังสรุปไม่ได้
13	รับสนับสนุนจากบริษัท สโตนวัน จำกัด	100,000
14	รับสนับสนุนจากสมาคมฟุตบอลฯ	1,000,000
15	รับสนับสนุนเงินค่าเดินทางจากสมาคมฟุตบอลฯ	366,000
	รวม	9,760,000

Appendix 7



Appendix 8



Appendix 9

การเดินทางไปชมการแข่งขันฟุตบอลที่สนาม



กิจกรรมระหว่างการเดินทางไปเชียร์ทีมที่ชื่นชอบต่างจังหวัด

