



**Which budgets are needed to successfully compete in the First and Second professional football level in Austria? Is it realistic for First Vienna FC to play at the Second or First level in Austria?**

Bachelor Thesis for Obtaining the Degree Bachelor of Science in  
International Management

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## **Affidavit**

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

Floris van Zaanen, May 2021

## **Abstract**

Football is the sport that is most known all over the world. During the last century Football developed from a local sport into one of the biggest entertainment industries of the globe.

In this Thesis it will be explored which revenue budgets are needed to compete at the first and second professional level in Austria. Using a well known benchmarking tool, The Deloitte Football Money League, and looking at real live data it will first be analyzed which budgets are needed to compete at the 2 highest professional levels in Austria.

After that it will be analyzed for an existing Football Club, First Vienna FC what their current budget is and what their potential budget would be at the second and first levels. With the help of the 5 year strategic plan of First Vienna and with the help of several interviews it will be analyzed if the ambition of First Vienna to play at the highest level in Austria is realistic or not.

In order to keep a long term viable financial shape while pursuing to move to the Austrian Bundesliga it was concluded that First Vienna should not revert to extra-ordinary funding and that it should focus on generating revenue from football related activities. Looking at matchday revenues, sponsoring income, broadcasting rights and other commercial activities it was concluded that it is possible for First Vienna to generate the funds needed to get promoted to the Austrian Bundesliga and to stay at this level.

A recommendation to further and faster exploit the potential of the stadium will be key for them to make their ambition come through.