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RESEARCH PROPOSAL TITLE:

Strategies for Improving the Poor Performance of Sarawak Football
Association

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STRATEGIES FOR IMPROVING THE POOR PERFORMANCE OF SARAWAK FOOTBALL ASSOCIATION

CHAPTER 1

INTRODUCTION

1.1 Introduction

Association football or more commonly known as football or soccer is a team sport played between two teams of eleven players of each side with a spherical ball. Over 200 countries and dependencies played this sport and it makes this sport is the world's most popular sport. The game of football is played on a rectangular field with a goal at each end. The object of the game is to score by getting the ball into the opposing goal. The players are not allowed to touch the ball by their hands or arms while it is in play. Only goalkeepers are allowed to touch the ball but only when within their penalty area. Other players mainly use their feet to strike or pass the ball, but they may also use their head or torso. The team that scores the most goals by end of the match wins the game. If the score level at the end of the match, either a draw is declared or the game goes into extra time or penalty shootout depending on the format of the competition. The laws of the game were originally codified in England by The Football Association in 1863. Association football is governed internationally by the Federation International of Football Association (FIFA). This football association also organizes World Cups for both men and women every four years. FIFA is an association governed by Swiss Law that founded in 1904 and based in Zurich and it also has 211 member associations. The first president of FIFA was Robert Guerin. Guerin was then replaced by Daniel Burley Woolfall from

CHAPTER 2

Literature Review

2.1 Introduction

Many authors attest to the profile and mass appeal of football internationally (Behrent, 2011; Giulianotti, 1999; Giulianotti & Robertson, 2009; Goldblatt & Acton, 2009; Lanfranchi, Eisenberg, Mason & Wahl, 2004; Tiesler & Coelho, 2008). Parker (1994) has discussed football as an important and well-recognized element of popular culture, a game embraced by millions of people and the sport of choice for millions of amateur and recreational football players globally.

In general, football clubs have originated since the 1850s and the majority of European clubs are about 100 years of age. When the game attracted spectators and players became financially compensated, business practices developed into the clubs that were until then just sporting associations. Thus, to a certain extent business has always been a part of sports. However, since the 1980s there has been a large economic development in the sport with an involvement of corporations and other business institutions. During these last decades business in football has grown enormously and football clubs have commercialized largely. Consequently, the football industry now is an international business; international professional competitions are established, players are transferred all over the world and the European Championship finals and FIFA World Cup finals are top media events with television broadcasting all over the world. Football is also said to be the most popular sport globally (Richelieu, Lopez & Desbordes, 2008). And although the currently very challenging economic times there is a continued revenue growth in European football, illustrating the continued loyalty of supporters and the continued appeal of football to sponsors and broadcasters (Deloitte, 2010).