



SUN PEGASUS FC LTD.

Hometown Heroes

Nowhere else can you be more goal-oriented than in this business, as told by CHAN CHI HONG.

The dynamic Sun Pegasus Football Club (SPFC) leaves no question of Hong Kong's passionate dedication to the world's most popular sport. Vanguard of the Sun International Athletic Association, the professional football club cum youth team has, since onset been a beacon of positive energy for the local community.

With the inaugural 2014-15 season of the Hong Kong Premier League, SPFC plans to create a new module in the business, which adapts the paradigm of international football clubs in structure, function, and spirit. "We put our supporters at the top priority," says Club Director Chan Chi Hong. His agenda includes investing resources to create a fervent, fun atmosphere for audiences, and setting up strategies for the club's long-term growth.

A Positive Spin

As a community-oriented organization, SPFC requires players/coaches to keep a positive personal image as club representatives and role models for youth team members. "We offer education programs for our players/staff, encourage them to use time in a productive way. We do everything to provide them the best," says Chan.

Further upholding its community mission, SPFC established its Football For Love program for underprivileged children, which aims to enrich its beneficiaries by giving them a positive outlook on life through sports. The company constantly observes the needs of local football supporters, pursuing worthy endeavors, always willing to try out new ideas to improve on its services.

"While with the team in fighting hard for our first championship, we are also increasing investment in the youth section. Apart from training football skills, we would also like to help our young



men to learn more about the professional industry. In SPFC's philosophy, quality means everything. We do our very best to achieve a desired quality in all of our works, in order to stand by our club's professional and positive-minded image."

Industry Woes

Chan and others in the circuit still have a lot of work to do. "It is hard to hire quality labour. Unlike other businesses, there are no courses related to football club operation. It takes time to find the right people. There are also few investors in the market. Some clubs do not have enough resources to strengthen their squads and do work outside the stadium. However, if we want the league to be popular, everyone in this industry has got to take part in promotion. It's a pressing matter for all clubs."

There are more concerns. Teams in general seek longer training sessions to better prepare for each game. A lack of private training grounds forces clubs to use spaces designated for public use, at 2-hour sessions. Deficiencies in other areas exist as well.

"People only enjoy exciting games. The modest number of quality local ref-

erees is always a problem, as is the poor condition of many a grass pitch. How can the teams play amazing football in such an environment?"

Best the Odds

As with any quintessential sports or businessperson, Chan Chi Hong has proven to be one to welcome adversity. Difficulties in their world spur rather than hinder success. "We have formed a team who truly love and respect local football industry. This force holds all of us – management, staff, coaches and players – together. We all believe that we are doing the right things, stepping in the right way."

Through many challenges, Sun Pegasus FC zealously uplifts the sport and its community. A well-organized club structure, a willingness to explore new avenues of delivery, and an inextinguishable passion for local football are definitive characteristics that ensure it achieves its ultimate goal. ■



For additional information please visit <http://sunpegasus.com.hk>