

## **TÍTULO DA DISSERTAÇÃO:** Strategic Plan for Football Club MTBA

### ***Abstract***

The group União Recreativo Desportivo MTBA is a nonprofit sports association that has in its various classes of service football training.

The MTBA Club has suffered some losses: Client; quality of service; and having been closed up in 1996 due to non payment of work performed by technicians at the club. In April 2005, the club reopens on competence of a new presidency, with other management methods and mentalities.

The fact of being located in rural area of Sintra, in the parish of São João das Lampas, has been causing many difficulties as: the displacement of the respective trainings for children; displacement of adults for sporting; and even some forms of displacement of coaches or teachers.

The practical part of this thesis is the development of a Strategic Planning activity for the sports club MTBA. After analyzing the various external and internal factors, delineated not only the goals and strategies to follow, but also your control, in order to achieve a better performance of the club at all levels.

**Keywords** Sintra | MTBA Club | Football | Strategic planning