

Zim football club revamps brand

CAPS United Football Club, a Harare-based outfit, unveiled on Tuesday, 3 March its new Belgian general manager, Luc Verheyen, whom it said would transform the club from a gate-takings only business into a vibrant enterprise making money from its brand recognition.

By [Sam Hungwe](#) 5 Mar 2009

CAPS United is the third most popular club after Highlander and Dynamos, based in Bulawayo and Harare respectively, but it is the first to engage a foreigner to work out its brand and transform a soccer team into viable business.

Farai Jere, the club's director, said Verheyen's mandate would be to transform CAPS United into "a top brand on the domestic football scene." "Verheyen has the necessary contacts to help us in this exercise," said Jere, insisting the right contacts were necessary "to succeed and help you become self sustainable and vibrant."

It would appear CAPS United is hoping to make its most capital from deals with product sponsors, selling the club's merchandise as well as professional contracts for its players to European clubs. But, whatever the business model, it's the club's success on the pitch that will matter.

CAPS United is currently competing in the continent's Confederation Cup, and Verheyen has already promised to unveil new kits for "the boys in green".