

Brazil: Their Business Are Soccer Jerseys from All Over the World

Contributed by Isaura Daniel
Sunday, 21 May 2006

Supporters of Arab teams who live in Brazil are getting ready to see Saudi Arabia and Tunisia play in the World Cup. According to the Marketing manager at Só Futebol Brasil, Flávio Beretta, the demand for shirts of these teams is rising.

The two countries are the only Arab countries to participate in the competition, to begin in June, in Germany. "Currently, the World Cup is a great generator of sales of Tunisia and Saudi Arabia shirts," stated Beretta.

Company Só Futebol Brasil trades shirts of national teams and clubs on five continents through company site. There is also a showroom with samples, turned to companies and clubs.

We offer shirts of the national teams of Saudi Arabia, Bahrain, Algeria, Egypt, Iraq, Kuwait, Oman, Syria, Libya, Morocco and Tunisia and of clubs from Saudi Arabia, Bahrain, Iraq, Kuwait, Oman, Syria, Egypt, Tunisia, Lebanon and the United Arab Emirates.

There are, for example, shirts of teams Nijmeh Club, Safa Beirut and Al-Ansar, from Lebanon, Al-Ahli, Al Ittihad and Al Hillal Riyadh, from Saudi Arabia, and Al-Ahly Cairo and Zamalek Cairo, from Egypt.

"At the time of qualifying and during competition Toyota Cup, in Japan, we sold dozens of Al Ittihad and Al Ahly shirts. As we were the only company to offer the product in Brazil, clients became desperate, and wanted to guarantee the reservation of their shirts in any way," stated the marketing manager.

Toyota Cup is a world competition of clubs. The teams from Saudi Arabia and Egypt reached the semi finals of the competition last year. "We sent many shirts, even to countries in Latin America," stated Beretta.

The Arab team shirts are sought, according to the manager, by football lovers and collectors. "Men, aged 25 or over. Women buy presents for their boyfriends, sons, husbands and parents. Youths wear the shirts when going out at night," he explained.

According to Beretta, the search for Arab shirts normally rises during the semi finals of regional championships in Arab countries, international disputes, like Toyota Cup, and the World Cup. One month before the Cup, sales of shirts in general, not just those of the Arab teams, usually double, according to the manager.

The company has future plans for promotions among the Arab community to further increase the sales of Arab shirts. "We intend to set up windows in associations, clubs, organizations and even in hospitals of the Arab community," stated Beretta.

Só Futebol

Só Futebol Brasil was established in 1999 by a group of professionals who loved football and collected shirts in their free time. It is a private company with Brazilian capital.

The shirts sold are those used by foreign national teams and clubs, but they also include those of Brazilian ones. The company also personalizes the shirts, putting on numbers and names, and they recently started selling mascots of Brazilian teams.

The international shirts are imported directly from the teams, federations or official licensed producer. The company does not disclose sales figures, but states that they are rising.

Só Futebol Brasil
Telephones: (+55 19) 3826 1670 or 0800 771 0044
Site: www.sofutebolbrasil.com
Email: marketing@sofutebolbrasil.com