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### Problem Statement-NFL Expanding to Europe

Our organization is facing criticism from a large faction of our customers due to our plans to expand the league to Europe. These people feel that we are attempting to force our piece of American culture on the Europeans, some of which may be opposed to the idea. Either because of our desire to spread our brand outside of America or our unwavering focus on gaining higher revenues, the situation has escalated to a point where we are in danger of alienating our current customers and suffering serious financial losses.