**SWOT**

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| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
| * A small swim club (***in the local hearts?***) * Multiple activities and memberships * Personal gain * Social activity * The payment (is also a threat because some might not want to pay much) * Trainers for a fewer number of members | * Small swim club (**less members?**) * Small facility / old facility (not enough room for many people and bad environment) * Non-superior location |
|  |  |
| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
| * Better facilities * Location * Support from funders (***to upgrade facility?***) | * Other swim clubs * The payment * Competition |