SWOT analysis – Dolphin Project

***Internal factors***

**Strength:**

**• The system will most likely streamline the workflow and it gives workers in the club a better overview of many aspects**

**• User-friendly software**

**• Cheap to build the new system**

**• Highly Motivated project participants**

**• Educated Students from KEA**

**• Growth in the club**

**Weaknesses:**

**• Limited resources for our System project**

**• Lack of access to expensive technology**

**• Limited time to build the system.**

**• Dolphin is a small club**

***External factors***

**Opportunities:**

**• The IT system can be used to professionalize the club because statistics are easy accessible. It can give the coach better work conditions.**

**• Cooperation with others swimming clubs like Hovedstadens Svømmeklub. They might need a similar System.**

**• Promote the best competitive swimmers on social media.**

**Threats:**

**• Might be other larger companies with more resources that are able to build a better system**

**• Many swimmers leave the clubs when they become adults**

**• Many big competitors like Hovedstadens Svømmeklub and Brønderslev svømmeklub**