

Cyle
Watts

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Entrepreneurship

SWOT Analysis

Strengths Having had 15 years of experience playing sports of all kind but of course football

being my main focus, and doing extensive training along with those sports. Not only do I have the knowledge and capabilities of bringing athletes of all sports together to give them the opportunity at a new gym. But it also gives the ones around me the prior

knowledge they needed to know if they didn't have that certain level of knowledge

before hand.

Knowing the people to market to, and how to take control of unstable environments. These are a couple more of my strengths, knowing who to market to is key because without the right market then how do you plan on being successful? I also

say I am good at taking control in unstable environments because gyms can get hectic

and in order to run one you have to be somewhat of a crazy person, and I happen to fit that description.

Weaknesses

One main weakness is just having the funds to start up. This will definitely be one of our most difficult task especially starting as a new and up coming business. One thing that I have looked at to try and find a way to counteract this is to try and find sponsorships after we get our loan to from the bank to start up the business. What I'm hoping this sponsorship does is bring in well known names to our gym so that we can have a firm foundation for ourselves.

Opportunities

There are a few great opportunities I found trying to build this brand. First off is location, I plan on locating my training facility in one of the two locations

Tampa or Miami FL. I picked these locations because being from Florida myself I found that every athlete out there is looking to get better everyday, whether they have the money to go to the gym or not, it is a very competitive environment down there athletically and that can drive people to bring the best out of them everyday. Another great opportunity is as mentioned earlier, Sponsorships. With Florida being one of the top states to produce professional athletes, building your brand to the athletes at a young age can lead your business to flourish because they will see not only how they progressed but they will be ten steps ahead in any sport you are playing.

Threats One main threat I found is that there are a lot of training facilities

and the most commonly know ones are predominantly in the cities I listed

above, Tampa, and Miami. So what I obtained from this is a way that I can stand out from these other facilities and in a way steal their customers

from them. I thought of you get a membership you get to bring your friend

in for free for two weeks and of course this one is mainly to attract more of

the athletes. Make the work they are doing not only fun but competitive,

give them the treatment that they would be getting as if they were already

at the next level (college, professional) this shows them that you not only

have that competitive nature but you want them to build up on their futures

as well. SWOT

Summary

While going over my business plan in my SWOT, I did find

some minor flaws, but it was nothing that I couldn't work over. Every business is going to start off having a few flaws and that's the

beauty of it once you find them you can work on it and learn to turn

it into something amazing. My main flaw was just learning how to

start my business up financially, but I came up with a plan after

getting a loan to find a few sponsorships to not only help me

bounce back but to also gain more exposure to my e tire brand.