Read the following case study and provide three strengths, weaknesses, opportunities, and threats (each) for Athlete’s Warehouse. Provide an analysis of each of these, including the justification for why you chose them. Also, provide an overall evaluation of the organization based on the SWOT analysis.

Prepare a two-page (double-spaced) essay. Cite references, using APA format, for any material that you use in preparing the essay.

Strengths

Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and market share.

Threats

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply. and so on.

SWOT Table

Strengths

1. What is our competitive advantage?

2. What resources do we have?

3. What products are performing well? Weaknesses

1. Where can we improve?

2. What products are underperforming?

3. Where are we lacking resources?

Threats

1. What new regulations threaten operations?

2. What do our competitors do well?

3. What consumer trends threaten business?

Opportunities

1. What technology can we use to improve operations?

2. Can we expand our core operations?

3. What new market segments can we explore?

How to Use a SWOT Analysis

Internal

What occurs within the company serves as a great source of information for the strengths and weaknesses categories of the SWOT analysis. Examples of internal factors include financial and human resources, tangible and intangible (brand name) assets, and operational efficiencies.

Potential questions to list internal factors are:

(Strength) What are we doing well?

(Strength) What is our strongest asset?

(Weakness) What are our detractors?

(Weakness) What are our lowest-performing product lines?

External

What happens outside of the company is equally as important to the success of a company as internal factors. External influences, such as monetary policies, market changes, and access to suppliers, are categories to pull from to create a list of opportunities and weaknesses.1﻿

Potential questions to list external factors are:

(Opportunity) What trends are evident in the marketplace?

(Opportunity) What demographics are we not targeting?

(Threat) How many competitors exist, and what is their market share?

(Threat) Are there new regulations that potentially could harm our operations or products?

Total Words ()