**Creating a SWOT Analysis for a Company.**

A SWOT analysis is a tool a business uses to plan and focus on key issues. I

Strengths and weaknesses are **internal** factors. For example:

### A strength for a business could be:

* a new, innovative product or service
* location of your business
* quality processes and procedures
* any other aspect of your business that adds value to your product or service.

### A weakness could be:

* lack of marketing expertise
* location of your business
* poor quality goods or services
* damaged reputation

Opportunities and threats are **external** factors. For example:

### An opportunity could be:

* a developing market such as the Internet.
* mergers, joint ventures or strategic alliances
* moving into new market segments that offer improved profits
* a new international market
* a market vacated by an ineffective competitor

### A threat could be:

* a new competitor
* price wars with competitors
* a competitor has a new, innovative product or service
* competitors have superior access to channels of distribution
* taxation is introduced on your product or service

**Part 2 – Performing a SWOT Analysis on an Organization.**

The Innisfil Recreation Centre has hired you to help them with their marketing decision making. Perform a SWOT analysis on The Innisfil Recreation Centre, based upon the following issues: Read each statement below carefully and beside the number write S,W,O, or T. For example, if you believe, numbers 1, 3 and 7 are strengths; write an S beside the numbers. Below each number explain **why it falls into that category**.

Bonus: Add any other points you may think of.

1. The Centre is located centrally in Innisfil, a short drive for many residents.

2. There is a competition standard swimming pool; although it has no wave machines or whirlpool equipment as do competing local facilities.

3. It has two quality ice rinks.

4. It is a new centre with little maintenance needed.

5. Due to an increase in disposable income in the area over the last six years, local residents have more money to spend on leisure activities.

6. There has been a substantial decrease in the birth rate over the last ten years in the area.

7. In general people are living longer and there are more local residents aged over fifty-five now than ever before.

8. After a heated argument with the manager of a competing leisure centre, the leader of a respected local scuba club is looking for a new venue. (location)

9. They offer many youth program at many different times including evenings and throughout the summer.

10. Press releases have just been issued to confirm that Innisfil Rec Centre is the first centre in the area to be awarded quality assurance standard ISO 9002.

11. There is a small store that offers skating, swimming and other gear.

12. The Centre is a possible host for the next Synchronized Swimming Canada Cup.

13. Innisfil Rec Centre has received a grant to fit special ramps and changing rooms to accommodate the local disabled.

14. There have been some complaints about the friendliness of the staff.