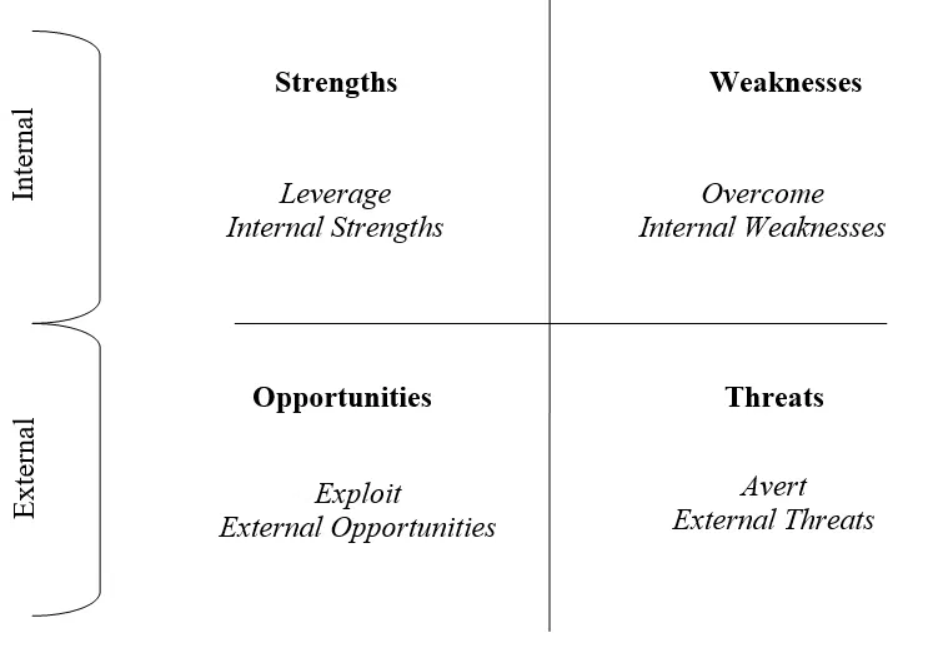
# Strategies in sports club



S – O (max – max) = leverage internal strengths – exploit external opportunities

S – T (max – min) = leverage internal strengths – avert external threats

W – O (min – max) = overcome internal weaknesses – exploit external opportunities

W – T (min – min) = overcome internal weaknesses – avert external threats

# Strategic ways for sports teams on a different level

* Education for coaches
  + Self-study
  + Mentor coaching
* Improvement of facilities
  + Quality of sporting surface /equipment
  + Lighting
  + Social areas with food / drink bars
  + Clean and tidy areas
  + Spectator seating with protection from sun and rain
  + Shops
  + Car parking
* Recruitment of participants
* Organising Events
  + Assisting some organisation
  + Providing an opportunity
  + Raising the performance standards
* Nurturing of volunteers
* Openness in political and administrative structure
  + Democratic processes inside the organisation
  + Aiming fo grants
* Knowledge management
  + Coaching
  + Policies and procedures
  + Strategic plans
* Development of self-funding systems
* Athletes development programs
  + Academies
* Forming partnerships with other sports and organisations
* Internationalization