Strategies in sports club

	Strongths	Weaknesses
-	Strengths	vv carnesses
Internal	Leverage Internal Strengths	Overcome Internal Weaknesses
nal	Opportunities	Threats
External	Exploit External Opportunities	Avert External Threats

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

- S-T reinforces the team culture and spirit to offset the loss of key players when they graduate
- w-o no assistant coach with depth of experience on staff but funding is being increased, which presents a recruitment opportunity

Strengths

- · two of the five team members are top players
- · significant support from the university
- excellent coach
- lots of practice time
- best of NBA plays video tapes available for coaching
- coach allows players' suggestions for change of tactics during the game
- devoted transportation bus and driver for team transport to away games
- excellent home court facilities.
- good reputation strong team is always a contender
- video crew available to record plays for later review

Weaknesses

- top two players are in conflict all the time
- · no competitive local teams for practice
- significant travel time for away games
- false sense of euphoria due to lack of local competition.
- no assistant coach of repute
- top players want only preplanned strategies for play
- in the early part of the season, spectators don't attend indoor events
- video crew unavailable for away games

Opportunities

- national coverage of university games during play-offs
- increased funding from government departments for youth sports
- increased interest from corporations to fund university sports
- possibility of more television coverage of university games during the season
- basketball scholarships to attract new talent to the university
- local community interest changing to favor emphasis on sports in universities and less interest in professional games

Threats

- no "free agent" system to get the best talent in the market
- · interest in basketball is dwarfed by soccer
- increasing popularity of individual sports (tennis, golf,)
- stronger teams developing in other universities
- succession problem (the top two players graduate in next two years)
- NBA regulations are going to change the game rules

Strategic ways for sports teams on a different level

- Education for coaches
 - o Self-study
 - Mentor coaching
- Improvement of facilities
 - Quality of sporting surface /equipment
 - Lighting
 - O Social areas with food / drink bars
 - Clean and tidy areas
 - o Spectator seating with protection from sun and rain
 - Shops
 - Car parking
- Recruitment of participants
- Organising Events
 - o 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
 - o Strategic plans
- Development of self-funding systems
- Athletes development programs
 - Academies
- Forming partnerships with other sports and organisations
- Internationalization