

Three Strengths

- Experience and Education - Colin has a Ph.D. in Physical Education and experience on a track team. Ed also has experience in sports. They will be able to connect with and serve customers better.
- Selection - They intend to offer higher quality merchandise than their competitors. True enthusiasts will choose them over competitors because of this.
- Established Connections - Colin and Ed have established connections with suppliers and previous customers, as well as anyone that they interact with on their sports teams.

Three Weaknesses

- Lack of Capital - They don't have enough money for renovations and racks and \$20,000 inventory. They only have \$12,000 worth of inventory.
- Time - Colin needs immediate employment, and he won't be able to work full time in the store until it can generate a sufficient and stable income.
- Brand Recognition - As a brand new store, Athlete Warehouse won't have any brand recognition. Potential customers may choose to stick with what is familiar with them.

Three Opportunities

- Grand Falls and Windsor have thriving economies.
- Grand Falls is the service center for at least 50,000 people. Shoppers come from neighboring towns to shop.
- Location - Exploits Valley Mall, a popular location near the downtown area and just off of the highway.

Three Threats

- Cheaper Options - Customers have cheaper options available to them provided by their competitors, even if the gear is lower quality.
- More Experienced Competition - Their competitors have years of experience in the market.
- Adaptable Competition - Their competitors are already established, and they can provide a higher quality selection easily enough.