



# Principles of business management BUS 1101 week 5 written Assignment week 5

Principles of Business Management (University of the People)



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In SWOT analysis, the strengths and weaknesses are internal and the organization has more control over the factors. In relation to the case study, the strengths, weaknesses, opportunities and threats are as follows;

**Strengths:**

- Have a good stock and variety of athletic products: based on the educational background of the two brothers, the brothers said that their store will have a mix of quality athletic products.
- The brothers have knowledge in athletics: Colin had a doctorate degree in Physical education and Ed was an athlete and a runner.
- Colin is familiar with costs of athletic products (have business experience) : Colin had similar business in the past which was later closed, he has experience in products cost and price in the market.

**Weaknesses:**

- Ed did not have much time to be at the store: Colin said his brother worked part-time. Ed worked only 10 hours a week.
- Slow cash flow: When they wanted to start the business again, they did not have enough money. They needed to pay and settle some things with cash before they can re-open the store.
- Ed did not want to invest his money for retirement in the same business again. Ed was a little bit afraid and he felt the business will crumble again. He did not want to take the risk of investing in the business and then lose his retirement fund.

**Opportunities:**

- Good economy around the towns where the shop will be located. They wanted a place where the economy is good and people will be able to afford their quality products. Grand falls was the primary service centre for trading area for at least fifty thousand people.

- Competitors offer low quality products. The competitors also do not have variety of products. That was the best place the brothers can look for, because, it will attract more customers because they sell variety of quality athletic product.
- Competitors do not have knowledgeable staff that can suggest which product fit the customer needs.

**Threats:**

- Competition: there are four stores around the town that offer similar products. Around Grand Falls and Windsor, there were also four stores offering similar products.
- Competitors have more years of experience. For example B&B sports have been in the market for 15 years and they already have loyal customers.