IN-SHAPE COMPANY SWOT ANALYSIS

AUTHOR

Professor's Name,

Course Title

Institution

Date.

The SWOT analysis of the IN-Shape Company Limited will be integral in the strategic planning of the organization as it will assess the internal and external environment the company is operating and competing. The internal environmental factors are categorized into the company’s strengths and weaknesses, while the external environmental factors of the health club are classified as opportunities and threats.

Notably, the company boasts of availability of equipment and other assets which have enabled the health club members to fully benefits from their membership fees. Besides, the availability of the resources or assets has allowed the company to achieve competitive advantage in the industry. Moreover, the trained, competent and highly talented workforce in the company has allowed the company to maintain its quality services to the customer. Its unique services such as ample and free parking space, free Wi-fi and grouping of classes such as yoga, child care and swimming classes with the provision of 24/7 services has always enabled the company to maintain its competitive edge in the industry. Last but not least, the firm’s membership package is the cheapest in the region.

However, the company’s weaknesses include small customer base or low turnover rate of customers despite the efficient and quality services offered in the enterprise. Similarly, the company also lacks lack enough financial resources which are required to be at par with the existing gyms in the region when it comes to the purchase of the latest equipment that can result in increased traffic into the facility. Besides, the company is also affected by too many debts that have significantly influenced their profitability.

Nonetheless, the company has faced various external and internal threats which have compromised their performance. Specifically, the external threats in the firm include the rise of competitors in the region. Notably, various potential competitors have adequate capital and resources, hence, posing a significant threat to the company’s market share. Besides, the potential competitors have new and modem technologies which may attract the customers. Other external threats include the unfavorable government policies, social factors, and the economic slowdown in the region and the country. However, the internal threats are lack of motivation of employees hence vulnerable to the competitor's influence.

The company is centrally located in busiest areas in California with over 70 branches all over the state hence making the business to be open to all the available opportunities that the state may offer. Similarly, the company should provide more advertisements and marketing outside the facility especially in the newspapers, radio, banners, television. Also, the company should provide various nutritious and sweet snacks and drinks to the customers with the aim of tapping the unmet gap in the food and beverage provision which other competitors have not exploited. The acquisition of modern and advanced technologies and equipment is an excellent opportunity that will increase the quality services offered by the company and at the same time increasing the company’s customer base. Last but not least the company’s investment in the acquisition of other fitness firms and expansions is also a valuable opportunity for the development of the business hence increased market share which will translate to the company’s increased profitability.

References

Hough, K., Tye, J., & Colburn, N. (2005). OCR National Level 2 in Business. Oxford: Heinemann.