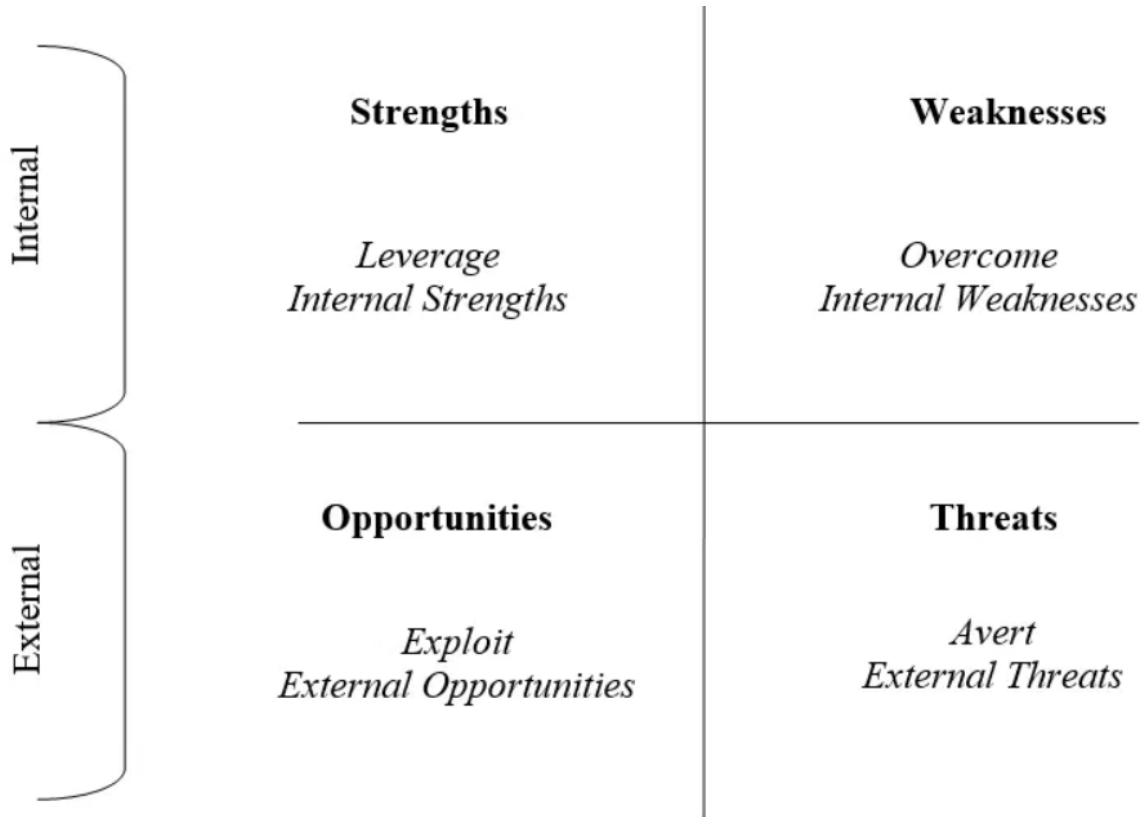


Strategies in sports club



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

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

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• 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	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• 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
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• 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	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• 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
 - o Mentor coaching
- Improvement of facilities
 - o Quality of sporting surface /equipment
 - o Lighting
 - o Social areas with food / drink bars
 - o Clean and tidy areas
 - o Spectator seating with protection from sun and rain
 - o Shops
 - o Car parking
- Recruitment of participants
- Organising Events
 - o Assisting some organisation
 - o Providing an opportunity
 - o Raising the performance standards
- Nurturing of volunteers
- Openness in political and administrative structure
 - o Democratic processes inside the organisation
 - o Aiming fo grants
- Knowledge management
 - o Coaching
 - o Policies and procedures
 - o Strategic plans
- Development of self-funding systems
- Athletes development programs
 - o Academies
- Forming partnerships with other sports and organisations
- Internationalization