

# Swot analysis

[Business](#), [Management](#)



SWOT Analysis Organization: Skadurz Pro Operational Objectives: SWOT Analysis of Skadurz Pro| INTERNAL Strengths St. Marseille recognized the underserved market for modern skateboarders. Used Connies retail business license to start a test business. Connie has experience in running a business. St. Marseille is experienced in skateboards and snowboards because of his passion for the sport. St. Marseille kept the business small to keep customer service high and to be able to react quicker to competition. Offered snowboarding equipment before local ski hills allowed snowboarders on the slopes. By 2004 there were 2 Skadurz store locations that carried a wide range of brand name products for skateboarding and snowboarding. Skadurz sold unique VHS and DVDs of skateboarding and snowboarding that were not available north of Toronto. Both Skadurz stores were open seven days a week. Having stand-alone locations offers the opportunity to keep stores open later for customers if needed. Business is family operated and was able to run fine on their own and St. Marseilles aunt helped out. Due to St. Marseilles experience in skateboards and snowboards he knew what products that would be good sellers in the stores. Keeping both stores open would have an estimated increase in sales of 5%.| Weaknesses St. Marseille did not finish business school which would have contributed in the education of running a business. Did not give employees from co-op a reason to stay longer than their work term. Carrying products that were sold online and having customers try on products in-store then purchase the product online. St. Marseilles mother wanted to get out of the retail business while a major competitor was moving in and unsure of his ability to run both stores. Hiring a manager would increase operating expenses by 52% of sales. Has no plan

for internet sales. St. Marseille does not know how much the business is worth. Many decisions on dealing with competition. To sell one of the two stores and concentrate on one store. To move the store location but deal with owning or renting a building. Also finding a correct location. | EXTERNAL Opportunities New Sudbury is the predominant area for shopping. 35% of residents are under 25 with dozens of high schools and several Universities in the area that will have current and potential customers. Need by customers for skateboards from California that where hard to find in area. Greater profit margin on soft goods. By 2004 there were nine city skateboard parks and plans to build three more in Sudbury. Customers had a good idea of what they wanted and wanted to purchase unique products generally not carried elsewhere. Business sales can increase when large events came to Sudbury. Had local radio stations that they could use to advertise on to hit their target market. Donated merchandise to community fundraising activities and volunteered time to skateboarding activities to keep in touch with customers which gained exposure to the stores. Consumers that purchased products online had a harder time with returns and added cost of returns. Threats Profit margin for hard goods declined in the 1990s. February was a slow month for sales. West 49 was a major competitor and well established for 10 years and had 50 stores across Canada. West 49 had plans to open a store in New Sudbury Centre largest shopping mall. West 40 stores had financial backing and buying power to offer customers significant discounts on certain products. Pinnacle Sports which is a local competitor that offered hard and soft goods. Online shopping sites such as ebay offered

customers discount prices on goods. Competition was opening a store in the mall across the street from the New Sudbury location.